Black Campaign tactics in Shaping Perception Voter Beginner (Case Study: Helvetia Village, Medan Sunggal District , North Sumatera)

Stevanie Febiola Tampubolon

Medan State University
Email: stevanifeb24@gmail.com

Julia Ivanna

Medan State University
Email: juliaivanna@unimed.ac.id

ABSTRACT

A black campaign can be interpreted as a deliberate attempt to undermine an opponent using baseless negative arguments. Traditionally, black campaigns were conducted through whisper campaigns, spreading rumors from person to person. However, these campaigns have become more sophisticated with the use of electronic media. This study employs a qualitative method, conducting interviews and referencing additional journal sources.

The research findings indicate that black campaigns are not only manifested in the form of posters or banners, as observed in the village of Srigading, but also frequently occur on social media. Social media exerts a significant impact on society, especially among younger generations who are the primary consumers. The influence of social media as an educational communication medium allows users to express opinions and share information with one another.

Keywords: black campaign, elections, first time voters

ABSTRAK

Kampanye hitam dapat diartikan sebagai kampanye kotor yang bertujuan menjatuhkan lawan dengan argumentasi negatif yang tidak berdasar. Secara tradisional, kampanye hitam disebut sebagai kampanye bisikan dari mulut ke mulut, namun kampanye ini dapat dibuat lebih canggih dengan menggunakan media elektronik. Metode yang digunakan dalam penelitian ini adalah kualitatif dengan melakukan wawancara dan menggunakan tambahan referensi jurnal. Hasil Penilitian Black Campaign sendiri tidak hanya berbentuk poster ataupun spanduk seperti yang terjadi di desa srigading, black campaign juga sering terjadi di media sosial. Media sosial ini memberikan dampak yang sangat

besar bagi masyarakat, terutama pada generasi muda yang menjadi konsumen utamanya.Dampak media sosial sebagai media komunikasi edukatif dimana penggunanya dapat menyampaikan pendapat dan saling memberikan informasi.

Keywords: kampanye hitam, pemilu, pemilih pemula

INTRODUCTION

Village elections are not immune to issues surrounding black campaigns that target village head candidates. These black campaigns are prevalent because village elections are conducted in a single round. Contestants, through their campaign teams, allegedly employ all possible methods to secure a win, including black campaigns.

First-time voters are a primary target for spreading black campaigns. Their lack of political understanding and experience makes it easy to disseminate articles or links of questionable truthfulness (Mantri, 2018).

Literally, a black campaign can be defined as a campaign intended to malign an opponent using baseless negative arguments. Traditionally, black campaigns were known as whisper campaigns, spreading rumors from person to person. However, these campaigns have become more sophisticated with the use of electronic media. Generally, black campaigns are characterized by a higher amount of falsehoods compared to facts. Even if there are one or two facts, they are manipulated in such a way as to distort the truth, aiming to sway public opinion in a negative direction. Black campaigns are considered to have a greater impact on voters compared to campaigns that communicate political facts clearly. Numerous efforts are made during campaigns, including intrigues and black campaigns, with elites mobilizing all their power to defeat opponents, leading to heated and fierce competition (Galih, 2023).

Large-scale black campaigns are not merely driven by ordinary voters but by political actors such as party officials and supporters. Given this dynamic, we can interpret that black campaigns are not the sole drivers of political participation in the 2021 village elections; instead, they significantly influence the electability of candidate pairs and voter attitudes.

Black campaigns can trigger conflicts among candidate supporters, incite hatred, and complicate the political situation. This can undermine the proper democratic process, which should be conducted in a healthy and fair manner. Furthermore, if black campaigns are not firmly addressed by the authorities, it could worsen the image of Indonesian politics in the eyes of the international community (Atef Fahrudina, 2023).

LITERATURE REVIEW

According to Basuki Rachmat and Esther (2015), voters in Indonesia can be divided into three groups: (1) rational voters, who select a party based on thorough assessment and analysis; (2) emotionally critical voters, who are idealistic and uncompromising; and (3) novice voters, who are participating for the first time due to reaching the eligible voting age (Mantri, 2018).

Voters in Indonesia are categorized into three types. The first type, rational voters, make their party choice based on in-depth analysis and assessment. The second type, emotionally critical voters, are characterized by their idealism and unwillingness to compromise. The third type, novice voters, are those voting for the first time as they have recently reached the legal voting age. These new voters, aged 17-21, are registered by election organizers and are participating in the electoral process for the first time since becoming eligible.

METHOD

A qualitative study utilizes narrative data, detailed stories, expressions, and the original language as constructed by respondents or informants. This data is gathered through techniques such as in-depth interviews and observations. The results of qualitative data are descriptive, as data collection involves triangulation, qualitative data analysis, and the study's findings emphasize meaning over generalization.

RESULTS AND DISCUSSION

Voter Beginner

Young voters in elections represent a new generation with distinct characteristics, backgrounds, experiences, and challenges compared to previous generations. Most of them are students with favorable economic conditions, many of whom reside in or around urban areas. Young voters face significant challenges, ranging from political instability and unclear national direction to globalization constraints, free trade issues, terrorism, and international interventions.

The differing nature, personality, backgrounds, as well as the experiences and challenges faced by young voters, necessitate a deeper understanding, particularly in preparing these young voters to become intelligent, critical, and progressive. By 2045, the 100th anniversary of Indonesia's independence, these young voters will become the next leaders of the state and government. The sustainability of the Republic of Indonesia will be largely determined by elections conducted by these young voters. The significant and influential votes of young voters are reflected in the political parties participating in elections and their candidates. It is not surprising that courting young voters has intensified over the last two elections, with many recognizing the importance of young voters in their campaign strategies. Efforts to garner young voters' support have included various methods.

Stevanie Febiola Tampubolon and Julia Ivanna, Black Campaign tactics in Shaping Perception
Voter Beginner : Helvetia Village, Medan Sunggal District , North Sumatra in 2024, Ampera: A
Research Journal on Politics and Islamic Civilization, Vol. 5 No. 2 April 2024

Proper political education requires special attention, although its prevalence remains low among young and inexperienced voters. This lack of political education makes this group susceptible to being mobilized for specific interests. For example, past experiences show that young voters are often swayed by particular content or slogans, either through advertisements or social media, without a deep understanding of why they should support a particular candidate.

Black Campaign Tactics in Shaping Novice Voters' Perception
A black campaign is a deliberate electoral strategy aimed at undermining political opponents through unfounded negative issues. In the context of elections, black campaigns can influence how novice voters understand and accept information presented in political campaigns. Stuart Hall's research indicates that novice voters' reception of messages within black campaigns can be categorized into hegemonic dominant positions (accepting the message content) and negotiation positions (partially accepting the message content).

This strategy can be used to influence how novice voters interpret and accept information disseminated during political campaigns. For example, black campaigns can spread misleading information about political opponents, leading novice voters to accept this misinformation as truth and influencing their decisions. Consequently, black campaigns can affect the electoral process and its outcomes, undermining the democratic process. To counteract the influence of black campaigns and improve how novice voters process and understand information, it is crucial to verify the news and information they receive and to assess the reliability of the media sources.

Black campaigns frequently occur on social media platforms like Instagram, where perpetrators can easily and widely disseminate misleading information. Such campaigns can also affect the psychology of Indonesian society in making future decisions. When a candidate is slandered in mainstream or social media and does not respond, the public often sympathizes with the slandered candidate. Black campaigns also influence novice voters who interact more frequently with social media.

The Influence of the Black Campaign on Novice Voters
Black campaigns can alter novice voters' behavior, provoking them through black campaigns conducted by irresponsible parties. The influence of young voters is significant in the 2020 simultaneous village elections. One key area of concern is the still low level of political education among young voters. This lack of political education makes them vulnerable to being targeted and mobilized for specific interests (Kurniasih, 2020).

Black campaigns are not limited to posters or banners, as seen in the village of Srigading, but are also prevalent on social media. Social media has a significant impact on society, particularly on younger generations who are the primary consumers. While social media can serve as an educational communication medium, allowing users to share opinions and information, it can also shape individuals' personalities, especially among impressionable teenagers.

The extensive use of social media can be a tool for influencing young voters' opinions on political parties. Young individuals often spend around eight hours a day interacting on social media platforms like Facebook, Twitter, Line, and Path. When false information about candidates is spread on social media by opponents, many novice voters can access it, influencing their decision-making process.

Novice voters, who are newly eligible to vote, wield significant political influence. However, they are often more susceptible to short-term interests and less likely to make rational political decisions. As they lack experience in previous elections, their political attitudes and choices are not yet solidified, making them prime targets for political influence (Reza Maulana Alamsyah).

Reducing the Influence of Black Campaigns

Efforts to minimize the influence of black campaigns include providing political education to novice voters. Political education is a systematic and planned effort to develop politically conscious individuals who can responsibly engage in political processes. It is part of a broader political socialization that imparts political values and demonstrates how individuals should participate in the political system (Hasyim, 2019).

Political education, often termed political formation, aims to cultivate politically aware individuals who understand their status and role within society. It involves self-education and the development of political awareness, which is crucial for becoming responsible political actors (Handoyo, 2017). With proper political education, novice voters can make more informed and wise choices during elections.

CONCLUSION

A black campaign can be interpreted as a deliberate attempt to undermine an opponent using baseless negative arguments. Traditionally, black campaigns were conducted through word-of-mouth whispers, but they have since evolved with the use of electronic media. Generally, black campaigns are characterized by a higher number of falsehoods compared to facts. Such incidents can alter the behavior of novice voters, who can be provoked by black campaigns initiated by irresponsible parties. The influence of young voters is important and significant in the implementation of the 2021 simultaneous village elections.

REFERENCES

Atef Fahrudina, SA (2023). INFORMATION MANAGEMENT MODELING AND NEWS VERIFICATION AHEAD OF THE 2024 ELECTIONS AND ELECTIONS: A PRELIMINARY STUDY ON EFFORTS TO PREVENT BLACK CAMPAIGN AND HOAXES. *Electoral Governance Journal of Indonesian Election Management* .

Galih, FD (2023). Village Political Conflict: Study of Village Elite Power Relations, Dynamics and Types of Post-Election Village Conflict in Nanga Sake Village, Ambalau District, Sintang Regency, West Kalimantan Province. *Multidisciplinary Scientific Journal* .

Handoyo, E. &. (2017). *Political Education.* Tree of Light Printing.

Hashim, N. &. (2019). Political Education for Beginner Voters in General Election Participation. *Journal of Community Service* .

Kurniasih, D. (2020). POLITICAL EDUCATION OF YOUNG VOTER IN THE SIMULTANEOUS VILLAGE HEAD ELECTION IN BANDUNG DISTRICT IN 2019. *IComSE (Indonesian Community Service and Empowerment)* .

Mantri, YM (2018). THE PERCEPTIONS OF BEGINNING VOTER'S ON THE BLACK CAMPAIGN IN THE 2018 WEST JAVA GOVERNOR ELECTION AND ITS IMPLICATIONS VIEWED IN POLITICAL RESILIENCE. *TEXTURA Journal* .

Nur Inna Alfiyah, DL (2023). Increasing Youth Knowledge of Karang Taruna Tunas Muda About the Importance of Participation in the 2024 Election. *Abhakte Journal* .

Reza Maulana Alamsyah, PU (nd). THE INFLUENCE OF THE BLACK CAMPAIGN ON YOUNG VOTERS.