

The Role of Media "X" in Shaping Public Space in the 2024 Election

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Article Info	ABSTRACT
Keywords: Social Media, Public Space, 2024 Elections, Polarization, Misinformation.	This article discusses the role of social media application "X" in shaping public spaces during the 2024 elections in Indonesia. This research shows that social media has become an important tool for politicians to convey campaign messages, respond to issues, and interact with voters effectively. While social media offers advantages in increasing political participation, there are also challenges such as polarization and the spread of misinformation. The "X" app serves as a platform that allows for the rapid dissemination of information, creating a space for various political actors to communicate and shape public opinion. Through a qualitative approach, this study analyzes how the "X" application facilitates political discussion and its impact on public participation and the quality of democracy. The results of the study show that social media can strengthen public space, although it also has the potential to cause conflicts and the spread of hoaxes. As such, it is important to understand the dynamics of interaction on social media and how it affects people's perception of the political process. This research is expected to provide useful insights for better use of social media in the political context in the future.
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INTRODUCTION

Social media apps play a crucial role in enabling politicians to deliver campaign messages, respond to issues, and interact with voters more broadly and quickly. Research shows that social media has helped politicians reach larger audiences and significantly increase political participation. In addition to the advantages of communication, social media also brings challenges such as increased polarization and the spread of misinformation. The use of algorithms on social media platforms tends to reinforce political echo chambers, which can exacerbate differences of opinion and spread unverified information.

The most popular themes and hashtags in the "X" app can influence public views and create important moments that can change the course of a campaign. Overall, the "X" application plays an important role in determining the dynamics of political debate in the digital age ahead of the 2024 elections. Despite the problems with disinformation and polarization, the platform remains an important tool for encouraging political participation and strengthening the public space. The ever-evolving digital era has made social media one of the main tools and communication, as well as community interaction. In particular, the "X" app has emerged as a significant platform in shaping the dynamics of political discussions. With its characteristics that allow the rapid and widespread dissemination of information, the "X" application plays an important role in facilitating public debate, political mobilization, and opinion formation.

The 2024 election in Indonesia will be an important point in political interaction through social media will be very influential. In the face of increasing polarization and the need to convey effective messages to voters, the "X" app provides a space for a wide range of political actors, including candidates, political parties, and civil society, to express their views, interact, and create political narratives. The development of information and communication technology has brought significant changes in the way people interact and participate in the political process. Of the various social media platforms, the "X" application is one of the most influential in shaping political discussions. With its characteristics that allow the instant dissemination of information and direct interaction, the "X" application creates a new public space between ideas and views can be freely exchanged.

The 2024 election in Indonesia is a critical moment that tests this dynamic. In an increasingly complex context, political polarization is becoming more and more real, the role of the "X" application as a means of communication and political mobilization cannot be ignored. Many candidates and political parties use this platform to reach voters, convey campaign messages, and respond to issues that are developing in society. However, the existence of the "X" application in political discussions also poses its own challenges. Information that spreads quickly is not always accurate, and the potential for the spread of hoaxes can affect public perception. In addition, interactions on social media often take place in the form of conflicts and infighting, which can exacerbate polarization.

Against this background, it is important to understand how the "X" app shapes the public space during the 2024 elections. This study aims to examine the role of the "X" application in facilitating political discussion, as well as explore its impact on public participation and the quality of democracy in Indonesia. Through this analysis, it is hoped that useful insights can be found to improve the use of social media in the political context in the future.

METHOD

Research Subject

The subject of the study is the individual or group that is sampled in a study. The discussion of the research subject also includes the characteristics of the subject used, including a description of the population, samples, and sampling techniques (random or non-random) used. This research focuses on the Role of Twitter in Shaping Public Space in the 2024 Elections, the subject of the study refers to individuals or groups that are the main focus of the research to examine the impact, effectiveness, and various other aspects of the show. The subject of this research usually includes social media such as Twitter as the subject of the research because in this context, social media plays an active role as an actor who has an influence on the behavior or phenomenon being studied.

Research Object

The object of the research explains what or who is the focus of the research. In addition, the object of the research also includes information about the location and time of the research, as well as other matters that are considered relevant. The main object of this study is social imitation among social media users. Social imitation in this context is the result or impact caused by the influence carried out by the research subject, namely social media. The study focuses on how actions on social media, such as the dissemination of certain content or user behavior, result in social imitation among other users. Therefore, a deep understanding of the mechanism of social imitation is the key to comprehensively examining the influence of social media.

Research Sources

The data source refers to the subject from which the research data was obtained. If in the research data is collected through interviews, then the data source is called the respondent, namely the individual who provides responses or answers to questions, either in writing or orally. This study uses a qualitative approach to explore data in depth. The data sources used are diverse, including literature such as books, journals, and ebooks, as well as primary data obtained through interviews with sources.

Data Collection Techniques

The data collection techniques used are:

- a. Observation

In the use of observation methods, the most effective way is to equip them with a format or observation sheet as an instrument. The format is compiled by containing items

related to events or behaviors that are expected to appear. The key role in the observation method lies in the observer. Observers must be careful in paying attention to every event, movement, or process being observed. Observation is an activity that involves accurate attention, recording various phenomena, and analyzing the relationships between various aspects of the phenomenon being studied. The researcher made observations through social media and paid attention to how social media can affect people's behavior patterns.

b. Interview

Interview is a data collection technique conducted through conversations that have a specific purpose, between two or more parties. Interviews are a question and answer process related to research problems conducted by researchers and resource persons. The researcher conducted a direct interview with one of the influencers, who is active in creating content on social media and also one of the students of UIN Syarif Hidayatullah Jakarta, Faculty of Da'wah and Communication Sciences who is also active in the Student Press Institute (LPM).

c. Documentation

Data collection techniques with documentation are complementary to the use of interview and observation methods in qualitative research. Document study is the collection of qualitative data of a large number of facts and data stored in materials in the form of documentation. Most of the data is in the form of letters, diary notes, photo archives, meeting results, journals and so on. Documentation is a valuable data collection technique for social research, and more. It can be a very useful tool for understanding how social media affects social behavior in 2024. This approach provides data that can reveal patterns of behavior of social media users and understand the impact of imitation that occurs on social media on real behavior.

Data Analysis

Data analysis is the step of processing data that has been collected so that it can be parsed and understood. This study uses a qualitative approach, to analyze how social media can affect the public space ahead of the 2024 elections, as well as what are the positive and negative sides of this phenomenon according to the views of a retired police officer and the views of an influencer. In this study, after collecting data from the results of observations and interviews.

Data Evaluation

The process of obtaining such evidence is known as data verification. After collecting data and compiling it in an article, the next thing the researcher does is verify the data. This is done to minimize

errors from data input. In this step, the researcher listens to the results of interviews with the interviewees and matches them with the results that have been written by the researcher.

Research Schedule

a. Research Time

The time used by the researcher to carry out this study took as much as two weeks. one week is used for data collection and interviews held from October 9 to 10, 2024, and one week is used for data processing and article preparation from October 10 to 17, 2024.

b. Research Venue

In this study, interviews were conducted by researchers and resource persons through offline and online via WhatsApp

RESULTS AND DISCUSSION

Data Findings

The role of media "X" in shaping the public space in the 2024 election

In the current era of society 5.0, the presence of applications and social media is very influential and important in creating public spaces, especially during the 2024 elections. Because there, political actors flock to improve and promote their self-image, and the public actively participates in classifying correct information as well as the identity and intention of political actors so that they do not make the wrong choice and do not fall into mistakes.

In the 2024 election, Twitter or "X" has become the main arena in the world of public opinion, discussion, and political propaganda taking place. Users of the "X" application, from the general public to politicians and journals, actively use the platform to share information, debate important issues, and shape political narratives. Some of the main findings regarding Twitter's role in shaping the public space in the 2024 election include the rapid and widespread dissemination of information. Twitter facilitates the rapid dissemination of information through retweet and thread features, allowing political discussions to reach a wider audience in a short period of time.

Second, there is the creation of polarized discussions. Twitter's algorithm tends to amplify user engagement by showing content that aligns with their political preferences, potentially reinforcing polarization in society.

Third, digital activism. Twitter has enabled the emergence of digital movements, such as hashtags that encourage awareness of certain issues relevant to elections, thus strengthening people's political participation.

Finally, the dissemination of disinformation. Because while Twitter offers advantages in disseminating information, the platform also faces major challenges related to disinformation, which can negatively affect public opinion.

Based on the following explanation, it shows that Twitter's role in the 2024 election not only facilitates discussion and dissemination of information, but also has challenges related to the quality of information disseminated and its impact on political polarization in the digital public space.

The role of media "X" in shaping the public space in the 2024 election

Public space refers to a communication arena where people can discuss and interact about social, political, and cultural issues. The media, in this context, serves as a bridge that connects information between parties participating in the political process (such as governments, political parties, candidates, and society) and a wider audience. The media also serves as a space for debate, the construction of public opinion, and the dissemination of information related to elections.

The role of media "X" in shaping the public space in the 2024 election can be seen in the following ways, including:

- a) As a provider of information: The media conveys information related to candidates, political parties, policies, and current political issues that are of public concern.
- b) Shaping public opinion: The media influences the way people think about candidates or political parties through framing and presenting information.
- c) Becoming an arena for debate and discussion: The media provides a space for various parties to present arguments, debates, and discussions regarding policies or issues faced by society.
- d) Encouraging political participation: The media also plays a role in increasing political awareness and encouraging voter participation in elections.

The role of media "X" in shaping the public space in the 2024 election is very large. Media "X" can serve as a means of information, discussion, and debate, which will ultimately influence people's political decisions. Depending on the type of media in question (social media, traditional mass media, or digital media), they have different ways of shaping public opinion and encouraging political

participation. Data related to information dissemination, public sentiment, interaction levels, and influence on voter participation are things that need to be analyzed to assess the role of the media in the 2024 election.

Discussion

The Role of Media "X" in Shaping Public Space in the 2024 Election

The public space is not limited to the media or socio-spatial blogs for the public. The public space becomes a source of public debate and mobilizes the general masses into certain issues. So, this is how civil society is active through public spaces that invite a broad masses into certain discussions. Traditional public spaces such as parks, squares, and streets are no longer the only platforms for social interaction and community engagement. The emergence of online communities has given birth to new forms of public spaces that offer a more inclusive and diverse environment for people to connect and interact.

In 1989, the word public sphere emerged from a book by Jurgen Habermas entitled *The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society*. Public space is basically a space created by a collection of certain people (private people). In the bourgeois context, this is considered a form of disclosure of public authority. Public spaces, also known as "public spaces," are places that are free of boundaries and easily accessible, free from economic pressures and state power. In this public space, people talk about politics in order to reach mutually beneficial agreements related to the public interest. The main concept of public space is revealed in the work of Habermas (1989).

The bourgeois public sphere may conceive above all as the sphere of private people come together as a public; they soon claimed the public sphere regulated from above against the public authorities themselves, to engage them in a debate over the general rules governing relations in the basically privatized but publicly relevant sphere of commodity exchange and social labor. (Habermas, 1962)

Private Realm		Sphere of Public Authority
Civil society (realm of commodity exchange and social labor)	Public sphere in the political realm	State (realm of the "police")
Conjugal family's internal space (bourgeois intellectuals)	Public sphere in the world of letters (clubs, press) (market of culture products) "Town"	Court (courtly-noble society)

GAMBAR: SKEMA RUANG HABERMAS

Sumber: Jürgen Habermas, 1962/1989, *The Structural Transformation of the Public Sphere: An Inquiry into a Category of a Bourgeois Society*, Cambridge, MA: MIT Press, hal.30.

Habermas said 3 Institutional Criteria, a character that can make us understand what Jürgen Habermas means in relation to the public space.

1. Disregard of status.

It can also be said to stay away from critical discussions about status.

2. Focus on the domain of common concern.
3. Inclusivity.

Ideally, the public space should be responsive, democratic, and significant. Public spaces can be used for various activities and have an environmental function because they can be used by people from various social, economic, and cultural backgrounds, as well as providing access to various physical conditions. Public space must have a social relationship between people, space, and the outside world. In other words, there is a system of meaning in the public sphere.

Habermas considers the public space to be an inclusive and pluralistic place where everyone has the opportunity to participate, his understanding of the public space still seems utopian and optimistic. The existence of public spaces, which produce a critical and independent society, is highly dependent on rationality. However, questions about the concept of public space then arise in the community space. The following are some of the ways Habermas explained the preconditions for the formation of this public space:

- a) How strong are the market forces that support the public sphere It has to do with the principles of individual liberalism embraced by bourgeois society. During the transition from liberal capitalism to organized capitalism, the need for public space increased as a result of the mechanical and mercantilist dynamics of life. Therefore, democracy was chosen to guarantee that individual freedoms and freedoms are protected by law.
- b) How much public space is the political intervention carried out by the state and the market. This is important because the shift from government to self-government requires a degree of

independence between the parties responsible for the market, civil society, and the state. Each of the three actors had the opportunity to discuss and talk to each other in this public space position, which was interesting. Public spaces can be categorized into three main categories:

- 1) As an arena, which shows that public spaces allow people to communicate with each other;
- 2) As the public itself, which shows that the public is an important actor in running democracy from the grassroots level;
- 3) As an agent. Public space serves as a mediator and an important tool for conveying aspirations from the highest level to the lowest level.

Looking at the examples of Germany and France, the three meanings of the public space are related to how the West builds democracy. Both cases show the pattern of checks and balances created by the corporatism network formed by the three members. In the end, the relationship between the three domains in the public sphere produces public opinion, which is generated by the agreement and participation of actors involved in the public sphere. However, the formation of public opinion in the public space also needs to consider the exchange of resources from each actor. In this context, it is very important to talk about the bourgeoisie-controlled public space, or the bourgeoisie-controlled public space. This is because these actors contribute to the spread of democratic principles in the public sphere.

However, the bourgeoisie is more prepared to support and seek the establishment of such a public space on the grounds that bourgeois actors have a greater libertarian and egalitarian spirit than the common people, which functions as the engine of democracy.

The functions of the public space itself are as follows:

1. Arena to shape public opinion
2. Supervision of the government
3. Legitimacy of political decisions

In addition to the function of forming a public sphere in the midst of public opinion, there are also several main objectives of the public sphere, namely:

1. Increase public participation: The public sphere serves to encourage active participation of citizens in public discourse, such as discussions on policy, human rights, or other social issues.

Through this forum, the public can voice their views, which can then influence government policies.

2. Strengthening democracy: The public sphere is considered one of the main elements in strengthening democracy, because in this public space there is a healthy exchange of ideas and arguments. This provides space for citizens to understand each other's differences and build consensus together.
3. Increasing social and political awareness: In the public sphere, people can discuss important issues that affect their lives together, thus helping to create social and political awareness. These discussions are not only limited to the government or elites, but involve all levels of society.
4. Creating space for criticism of power: The public sphere provides an opportunity for individuals or groups to criticize existing power, be it the government or other institutions. This criticism is very important so that the political and social system can run fairly and transparently.
5. Developing social norms: Discussions that take place in the public sphere can play a role in developing new social norms or old reforms, especially related to the values of justice, freedom, and human rights.

From what has been mentioned above, of course, the twitter application or "X" is often used for discussing politics and becoming a forum for the public sphere as explained above. If discussed in the context of the 2024 election, the "X" application plays a role in creating a space for discussion related to power, politics, and so on. The presence of "X" also serves as a reminder and awareness of the public in cases and issues that are happening during the election. So that they know and are more aware of campaigns and other sweet promises.

One of the latest innovations of the Twitter platform is a public discussion space called "X Spaces." X Spaces are discussion sessions organized by a group of Twitter users and allow all users to participate in accessible chats without restrictions on the number of participants or chat duration. Additionally, because X Spaces supports videos and images, users can share visual content during voice chats, where they can share their ideas, opinions, and experiences on the subject being discussed. According to Habermas, Twitter is a new public space that allows political criticism to be discussed. Opinions are debated in this new public space like the internet, which then shapes public opinion.

Spaces give users the opportunity to speak directly, express opinions, listen to other people's perspectives, and even form opinions together.

Forms of the Role of Media "X" in Shaping Public Space in the 2024 Election

The media has a crucial role as the main source of information for the public regarding the 2024 election. Media "X" is one of the many media that has an important role in shaping a dynamic, critical, and participatory public space, which can then encourage public involvement in the political process actively and intelligently. Media "X" has an important role as a forum that facilitates debate, discussion, and dialogue between candidates and the public. The public debate published by the media not only brings the candidates together on one stage, but also provides a space for the public to voice their aspirations. Some forms of performing this role include:

- a) **Balanced Open Debate:** Media "X" can host debates involving candidates or party representatives to discuss various issues openly. In this debate, sharp questions focused on the public interest should be in focus, so that the public can assess the strengths and weaknesses of each candidate.
- b) **Interaction through Social Media:** In addition to debate programs broadcast live on television or radio, Media "X" can leverage social media platforms to expand audience reach and increase public engagement. Through social media, the public can participate directly by asking questions to candidates or providing responses to proposed policies.
- c) **Public Forums or Open Discussions:** Media "X" may also host public forums or open discussion sessions, both boldly and offline, involving the wider public, historians, and experts. This provides an opportunity for the public to interact directly with the candidates or their representatives.

Fact-Checking and Countering Disinformation are some of the biggest threats in elections. Disinformation that can form negative perceptions or wrong views among voters is something that needs to be considered and avoided so that it does not happen. Media "X" has a responsibility to verify the facts and help the public avoid fake news, just like the responsibility of other social media. The forms of this role can include:

- a) Verification of Candidate Statements and Circulating Information: Media "X" can form a special team to conduct factual verification of claims or promises made by candidates, so that the public can assess the honesty and candidacy of candidates based on correct data.
- b) Overcoming Hoaxes through Cooperation with Digital Platforms: By collaborating with social media and digital platforms, Media "X" can help block or flag content that contains disinformation. This plays an important role in reducing the influence of inaccurate or provocative information.
- c) Interactive Presentation of Facts: Media "X" can present facts and data related to elections in visual form, such as infographics or short videos, that are easily understood by a wide audience. This helps to improve people's understanding of even complex information.

Based on the results of research and information from various sources, there are several forms of the role of social media "X" in shaping the public space in the 2024 General Election held in Indonesia, including:

- a) Information Dissemination and Political Discussion: The X app has evolved into a leading platform for sharing information and discussing issues related to elections, candidates, and political parties. In this respect, there has been an increase in conversations and interactions between netizens related to the 2024 Election in the X application.
- b) Digital Campaigns: Political parties and candidates are leveraging X to conduct digital campaigns and reach out to voters. There is also an indication of the movement of the cyber troops of all presidential candidates in the X application.
- c) Sentiment and Public Opinion Analysis: App X is also often used to analyze public sentiment and opinion towards candidates and issues in the 2024 election. In the conversation that took place in the X application, it was found that there were many negative feelings and messages towards several political figures.
- d) Spread of Hoaxes and Disinformation: It is undeniable that social media is often used as a means of spreading fake news (hoaxes) and also election-related disinformation that can affect public opinion.
- e) Supervision and Reporting: In the use of social media, especially in the X application, netizens can use the application to conduct supervision and reporting related to the implementation of elections.

Another opinion was conveyed by one of the social media users named Muhammad Ghufroni as a 5th semester student at UIN Syarif Hidayatullah University. Ghufroni has been a user of the "X" app for a long time. He plays an active role in the existing public space, and often gives his opinions and suggestions, especially to the "X" media. He has used social media quite often to follow political developments, including related to the 2024 election. Social media provides quick access to the latest information, especially through news accounts and discussions on platforms such as Twitter and Instagram. Even so, he also remains cautious in sorting out information because not all sources are reliable.

According to him, Twitter is the most effective platform to discuss political issues. The platform allows for dynamic discussions through threads or threads, and is often the first place where the latest information is disseminated. Twitter also makes it easier for users to follow various perspectives from the accounts of political figures, journalists, and the general public. However, other platforms such as YouTube and TikTok are also starting to gain popularity for political content in the form of more in-depth videos. Social media plays a big role in influencing people's political views, especially because of wider and faster access to information. Users can be exposed to a wide range of opinions and analysis, which can shape or change their political views. Additionally, social media algorithms often display content that matches user preferences, which can reinforce certain beliefs (echo chamber) or even polarize political views.

Political discussions on social media are often unhealthy and lead to conflict, especially when differences of opinion are not responded to wisely. Many users prefer to argue rather than dialogue, so the discussion turns into a forum for arguments and personal attacks. Although there is also a constructive discussion room, it is often muffled by more provocative narratives. To respond to hoaxes related to politics and the 2024 election, he tried to verify information by comparing it from several credible sources, such as official media or fact-checking organizations. He also avoids directly disseminating unverified information and prefers to seek clarification first. In addition, he advised friends and family to do the same so as not to spread misinformation.

There is another opinion presented by a legal and political expert, named ADV. Afendi Soedrajat MH., M.Si. From the observation of the development and progress of law and politics that he has made over the years, he argues that the formation of the public sphere is a form of public opinion that has a considerable influence and is also significant.

CONCLUSION

From what has been discussed above, the public space is an inclusive and pluralistic place where everyone has the opportunity to participate. However, his understanding of the public sphere still seems to be utopian. Rationality is essential to create a public space that allows society to be critical and independent. However, in the community space, questions arise about this idea of public space. The three meanings of the public space are related to the way the West builds democracy, as shown by the examples of Germany and France. Both cases show the pattern of checks and balances built by the corporatism network formed by the three members.

In the end, public opinion is formed by the relationships that exist between the three domains in the public space, which is produced by the agreement and participation of actors involved in the public space. The objectives of the public space are, among others, increasing public participation, strengthening democracy, increasing social and political awareness, creating space for criticism of power, and developing social norms. The role of media "X" can be carried out in various forms such as balanced open debate, interaction through social media, public forums or open discussions. However, in the 2024 election, the form of role is the dissemination of information and political discussions, digital campaigns, analysis of sentiment and public opinion, the spread of hoaxes and disinformation, as well as supervision and reporting.

The media plays an important role as the main source of information for the public regarding the 2024 election. Media "X" also plays an important role in shaping a dynamic, critical, and participatory public space, which will encourage public involvement in the political process actively and intelligently. Media "X" also plays an important role as a forum that facilitates debate, discussion, and public discussion between the public and candidates. Public debates published by the media not only bring together candidates but also bring together. The form of the media's role can be in the form of balanced open data, interaction through social media, public forums or open discussions. When viewed from the aspect of "X's" responsibility in verifying facts and helping the public avoid fake news, the form of "X's" role can be in the form of verifying candidate statements and circulating information, overcoming hoaxes through collaborating with digital platforms, and presenting facts interactively.

The forms of "X" roles can also be in the form of information dissemination and political discussions, digital campaigns, analysis of sentiment and public opinion, dissemination of hoaxes and disinformation, as well as supervision and reporting. The media is very important as the main source of information for people on many political matters, one of which is the 2024 election. This public space then has the ability to encourage active and intelligent public involvement in the political process. Media "X" plays an important role as a place where the public and candidates can talk and debate each

other. The media broadcasts public debates, which not only unite the candidates on one stage, but also give the public the opportunity to voice their aspirations.

There are many benefits produced by the formation of public space on social media, especially in "X" media, namely the formation of balanced open debates, active interactions between netizens on social media, the creation of public forums or public discussions that are open to all groups, from experts and ordinary people. In addition to the important roles that the application has, social media also has a responsibility in fact-checking and countering the possibility of disinformation. This is because social media is one of the most frequently accessed platforms by people around the world as the center for the fastest dissemination of information. With the dissemination of information through access to social media, of course, it is necessary to ensure the truth of the circulating facts. That's because information obtained from social media can be used as a reference for public opinions and views on certain circumstances. Not only as a means of conveying information, social media is also used as a means of education for the community, and is also responsible for public behavior or ethics.

Not only the influence and responsibility of the "X" media, of course, there are also forms of the role of social media in the public sphere in the 2024 election. Media "X" has been used as a source of information dissemination and procurement of discussions on the political field. In addition to being one of the main sources to get information about political developments, this media has also indirectly created various forms of discussion or public space, where netizens and political experts can analyze and express opinions on political movements. Freely, the public can report and supervise this information. This supervision also includes filtering the possibility of disinformation from the information circulating, and determining which parties or views can be trusted to be true.

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