PERSPEKTIF KOMUNIKASI KEAMANAN DALAM KAMPANYE DEMOKRASI PEMILIHAN UMUM 2024 DI INDONESIA

THE PERSPECTIVE OF SECURITY COMMUNICATION IN THE DEMOCRATIC CAMPAIGN FOR THE 2024 GENERAL ELECTION IN INDONESIA

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Abstract

The 2024 Indonesian General Election presents significant challenges, including disinformation, cyber threats, and social polarization, which pose risks to democratic stability. This study aims to analyze security communication in democratic campaigns, focusing on risk mitigation strategies, the role of social media, and cross-sector collaboration. A literature review method was employed, with qualitative descriptive analysis of relevant materials, including journal articles, official reports, and books. Findings reveal that security communication strategies involving early threat detection, the strategic use of social media for credible messaging, and collaboration among governments, media, and civil society effectively enhance public trust. However, challenges such as low digital literacy and information access disparities persist. The integration of big data technology for public conversation analysis offers significant potential for early threat detection and improved communication strategy effectiveness. In conclusion, effective security communication requires inclusive, collaborative, and technology-based approaches to ensure stability and transparency in democratic processes.

Keywords: *big data, digital literacy, democratic stability, election 2024, security communicati*

Abstrak

Pemilu 2024 di Indonesia menghadirkan tantangan signifikan, termasuk disinformasi, ancaman siber, dan polarisasi sosial yang berpotensi mengancam stabilitas demokrasi. Penelitian ini bertujuan untuk menganalisis komunikasi keamanan dalam kampanye demokrasi, dengan fokus pada strategi mitigasi risiko, peran media sosial, dan kolaborasi lintas sektor. Penelitian menggunakan metode studi pustaka dengan analisis kualitatif deskriptif terhadap literatur yang relevan, mencakup artikel jurnal, laporan resmi, dan buku. Hasil penelitian menunjukkan bahwa strategi komunikasi keamanan yang melibatkan deteksi dini ancaman, penggunaan media sosial untuk menyampaikan pesan yang kredibel, serta kolaborasi antara pemerintah, media, dan masyarakat sipil, efektif dalam meningkatkan kepercayaan publik. Namun, tantangan berupa rendahnya literasi digital dan kesenjangan akses informasi masih menjadi hambatan signifikan. Integrasi teknologi big data untuk analisis percakapan publik memberikan peluang besar untuk mendeteksi ancaman secara dini dan meningkatkan efektivitas strategi komunikasi. Kesimpulannya, komunikasi keamanan yang efektif membutuhkan pendekatan inklusif, kolaboratif, dan berbasis teknologi untuk memastikan stabilitas dan transparansi dalam proses demokrasi.

Kata Kunci: big data, komunikasi keamanan, literasi digital, Pemilu 2024, stabilitas demokrasi

1. INTRODUCTION

Communication security in campaign democracy play important role in guard stability social and legitimacy of the general election process. The 2024 Election in Indonesia presents complex challenges, including the rise disinformation, threats cyber, and polarization social. In in this context, communication security become instrument strategic to ensure that the information conveyed to the public can prevent escalation conflict and increase participation healthy politics. Success modern democracy depends heavily on the effectiveness communication that encourages transparency and accountability (Norris et al., 2015) .

Study This done for understand How communication security applied in campaign democracy The 2024 election in Indonesia, with focus on mitigation strategies risk communication, the role of social media, and the impact to trust public. Problems main identified is what is an effective communication strategy can prevent conflict and increase trust public towards the election process. In matter This research also aims to forgive recommendation practical for maker policy, organizer elections, and actors political other.

Objective from study This is for analyze and evaluate approach communication security implemented in campaign 2024 Election, as well as identify factors that influence the success of the strategy. With Thus, the results study expected can give contribution significant to

development policy more communication effective and inclusive in the democratic process in Indonesia.

Besides that, research This also attempts for explore How use digital technologies, including social media platforms, can integrated in a way more strategic in communication security. With increasing internet penetration in Indonesia, digital media has become channel main for convey information to society. However, this This also presents risk like distribution news fake and manipulation information that can threaten stability politics. Therefore that, approach communication based technology need designed with consider aspect safety and ethics for ensure a more democratic process transparent and accountable.

2. RESEARCH METHODS

Study This use method studies library For analyze communication security in campaign 2024 Election. Study library done with gather ingredients in the form of article journal, book, report official, and relevant digital documents with Topic research. Materials study chosen based on relevance to theme communication security, democracy, and digital technology. The tools used covering device soft management reference like Mendeley for organize sources literature.

Research location No limited to a geographical area certain, because the data is obtained from available literature globally through online databases such as JSTOR, Springer, and Google Scholar. Description problem in study This centered on the importance of strengthening communication security For prevent disinformation and increase trust public during 2024 Election in Indonesia. Reasons study This based on increasing threat security cyber and challenges communication in context election.

Method data collection was carried out with review relevant literature through the selection process systematic using keywords such as "security communication," "electoral campaigns," and "digital democracy." Data analysis was conducted with use approach qualitative descriptive, where the data collected organized, compared, and evaluated For identify important patterns. Approach This allow researcher For compile relevant findings in context communication security. Analysis qualitative effective in dig outlook deep from structured secondary data (Creswell, 2014) .

3. RESULTS AND DISCUSSION
Research result

From the results analysis literature, found that communication strategy security implemented in campaign The 2024 election in Indonesia has three component main: mitigation risk disinformation, use of social media as tool communication strategic, and collaboration between government, media, and public civil. As example , research by Tandoc et al. (2021) show that education media literacy can in a way significant reduce impact news false in context politics .

Strategy Components	Description
Mitigation Risk	Involving detection early threat, response fast to disinformation.
Utilization of Social Media	Using digital platforms to deliver credible message.
Collaboration	Cooperation between actor government, media and society civil.

Table 1. Main Findings of Strategy Components

Next, research this also found that use big data technology in analysis conversation public on social media capable give more insight deep about perception public to campaign politics. Technology This allow identification issues potentially sensitive cause conflict and enable action more mitigation proactive. Mitigation risk communication security involving approach multifaceted which discusses factor technology and humans. Effective strategies covering analysis risk, training, and implementation protocol secure communication. Doing analysis risk two step before send message can in a way significant reduce risk communication. Analysis First evaluate security beginning message , while the second one ensure that every modifications made No endanger his integrity (Bjorn et al., 2020)

Other results show that although there is effort significant in increase digital literacy, limitations internet access in certain areas Still become constraint main. This is highlight the need for a better communication strategy inclusive For reach underprivileged community served.

Discussion

Findings study This consistent with theory communication security proposed by Norris et al. (2015) , who emphasize importance transparency and speed in response to threat . Besides that , research this also supports studies previously by Tandoc et al. (2021) , who stated that

multi- party collaboration play role important in press impact negative from disinformation during campaign politics .

Social media functioning as the main platform For interaction politics, allows candidate For express view them and connected with voters. Research show polarization important among users on platforms like Social Media X, which reflects diverse opinions and sentiments about election (Larassetya et al., 2024) .

However, the challenge main identified is lack of awareness public about importance digital literacy. These results in line with research that shows that only 40% of the population internet users in Indonesia have understanding deep about method recognize valid information (Hootsuite, 2023) . Therefore that, is needed policies that encourage education digital literacy as an integral part of the communication strategy security.

Use big data technology for analysis conversation public open opportunity new in understand dynamics communication politics. Data analysis based on technology This give ability For detect patterns more disinformation complex , so that allow more response strategic (Wardle & Derakhshan, 2017) . Effective digital campaigns depends on understanding perception public and use strategic delivery content (Revolution et al., 2024) .

Besides that, the role of traditional media is also not may ignored. Traditional media Still own influence significant in to form opinion public , especially among underprivileged society accessible by digital media (McNair, 2017) . Therefore that, collaboration between traditional and digital media becomes element important in strengthen communication security during 2024 Election. Candidates adapt communication they For resonate with various segment voters, influenced by various culture Indonesian politics. Study This highlight importance build coalition and customized messages For increase involvement and participation voters (Arrianie, 2024)

4. CONCLUSION

Study This show that communication security play role central in support success campaign democracy 2024 Election in Indonesia. Strategy involving mitigation risk disinformation, use of social media in a way strategic, and collaboration cross sector proven effective in increase transparency, accountability and trust public towards the election process. However, there are still there is challenge in the form of gap digital literacy and access information in some areas, which requires approach more inclusive.

Integration of big data and analytics technologies conversation public give opportunity big For increase effectiveness communication security, allows detection threat in a way early,

and more responsive appropriate target. Besides that, the role of traditional media as the transmitter credible information must still reinforced For reach segment society that has not connected digitally. With Thus, efforts collective and good coordination inter-actor become key main For realize communication capable security support stability democracy in Indonesia.

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