Sharing Economy on Election Campaign through Social Media

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Article history:	Abstract
	Simultaneous regional head elections in 2020 are a democratic party held during the Covid19 pandemic. There are social restrictions and community mobility and in the context of preventing the spread of the virus, social media has become the main choice for election participants in campaigning. The sharing economy is the reference in this article, based on the prevailing view in society that elections are more closely watched from the political aspect. The era of disruption has penetrated various fields including politics, democracy, especially in the administration of elections. The problem in this article describes the practice of sharing the economy of the election campaign through social media. The goal to be achieved is to contribute to thoughts and to provide awareness that campaigns on social media are not merely political activities. But economic activity with a collaborative economic concept. The discussion of this article covers the six districts in Bali that are participating in the general election simultaneously in 2020. The results of the discussion show that the practice of sharing economy in the election campaign through social media is carried out through the selection of the social media platform that will be used to carry out the campaign.

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1 Introduction

Democracy has always been identified with politics and is an indicator of political stability in a country. The practice of democracy on a large scale can be observed in the implementation of various types of elections, with different periods of implementation. Election administration in Indonesia, including the Presidential and Vice Presidential Election, Legislative Election, and Regional Head Elections. Everything happened in a five-year cycle. In 2020, a simultaneous regional head election was held, which was attended by 270 (two hundred and seventy) regions, with details of 9 provinces, 224 (two hundred twenty-four) districts, and 37 (thirty-seven) cities. Currently entering the campaign stage. The election is a cycle of alternation and election constitutionally, namely the election of the president, vice president, legislative members, and regional heads, so it is a large-scale and complex activity. It is not only focused on the political field, but involves economic, social, cultural, and other resources. Election administration in Indonesia takes several stages including socialization, program planning, and budgeting as well as drafting regulations for the implementation of elections, updating voter data and compiling voter lists, determining the number of seats, and determining electoral districts (Laffont, 1996; Blomberg & Hess, 1997). The stages of nomination, campaign period, calm period, voting and counting of votes, determining election results, to pronouncing the inauguration oath.

Of all the existing stages, the campaign period received the most attention from various parties, there was the mobilization of all resources from election participants (Domenighetti *et al.*, 1988). The campaign is an activity carried out by election participants to convey the vision, mission, and work program, as an image of the election participants. The campaign can also be interpreted as an activity that contains political education, a very appropriate period for election participants to convince, influence, provide information, persuade and invite the public to exercise their voting rights. The number of voters in the 2020 elections in Bali, which were gathered from six regencies or cities, was 1,971,423 (one million nine hundred seventy-one thousand four hundred and twenty-three) people, the number of male voters was 977,846 (nine hundred seventy- seven eight hundred forty-six) people, and female voters as many as 993,577 (nine hundred ninety-three five hundred and seventy-seven) people. The voters were spread across 439 (four hundred and thirty-nine) villages, 37 (thirty-seven) districts, and 5,649 (five thousand six hundred and forty-nine). The regional head elections (Pilkada) in the province of Bali were followed by Denpasar City, Badung Regency, Tabanan Regency, Jembrana Regency, Bangli Regency, and Karangasem Regency.

The General Election Commission (in Indonesia, abbreviated as KPU) has issued regulations governing campaigns, including regulating campaign methods, campaign facilitation, prohibitions, and sanctions. One of the methods applied to the campaign is the campaign through social media, which is the choice of many election participants. They began to abandon conventional campaigns by installing campaign props in the form of billboards, banners, and banners. Reducing the spread of campaign materials made of paper in the form of flyers, brochures, pamphlets, and stickers. This is done to reduce the negative impact on the environment and aesthetics of the city, especially in Bali, there are government regulations to reduce the use of plastic materials. Throughout the campaign period, election participants took advantage of social media such as Instagram, Facebook, Twitter to introduce their work programs to voters. In facilitating election participants to the campaign, the General Election Commission collaborates with various parties such as printing companies, providers of goods, and services for campaign purposes as a representation of the private sector. They are all actors in the economic sector, both large and small. Subawa & Mimaki (2019), mention their existence as part of Micro, Small, and Medium Enterprises (MSMEs) which play an important role in the economic growth of a country that pays attention to e-marketplaces. This happens because today's consumers have switched to the use of technology.

Data presented by the Central Statistics Agency (BPS), in 2019 internet users in Bali were 42.19%. If related to this article, voters can be analogized as consumers who make their choices, like consuming a product. While election participants can be analogized as producers who offer and promote their products to voters. When voters have made their choice, at that time there will be participating through social media by-election participants to the voters. Subawa & Widhiasthini (2020), call it hegemony that occurs when consumers make their choices. The urgency of writing this article lies in discussing stereotypes that have so far focused on campaigns as mere political activities. Contributing thoughts comprehensively, that campaigns can not only be examined from a political perspective but from an economic aspect, particularly the practice of sharing economy which is often called gig economy and collaborative consumption. In short, the sharing economy is defined as an activity that provides access to the use of resources owned by a person, group of people, or company, to be used collectively. The issues to be discussed are how the sharing economy practice of the election campaign through social media?

The focus of the discussion of this article was carried out in the six districts and cities in Bali that participated in the 2020 general election simultaneously. The determination of Bali province as the locus for discussion was based on

the reason that the use of social media in the campaign was high, voter participation in Bali was always high in every type of election. Apart from that, Bali is also a global tourism destination that has become a barometer of the success of democracy.

Literature review

Several research results that are relevant to this article, and will be used as a reference in the discussion, including research by Ohme *et al.* (2020), which discusses the existence of civil society in the election campaign, establishes a special campaign method by mobilizing to demonstrate voter participation through social media communication. The results of research by Yarchi & Samuel-Azran (2018), show that female politicians use social media more in campaigns, and think that social media can be a space for promotion to increase their existence. The analysis can be stated that this is part of the image process following the image displayed, women politicians can do it more through social media. They do not choose to campaign conventionally. Research from Falasca *et al*. (2019), regarding digital political labor which is used to analyze phenomena that occur on social media, such as a lack of direct interaction and an active audience. Research by Mustapha & Omar (2020), that it further strengthens that social media has become the center of attention of political actors, to increase the potential of democracy, become an expressive and mobilizing resource that weakens offline political practice. This study also found a strong relationship between social media and political participation, youth groups were more active in online political participation than offline politics. Jiang (2018), research results related to comparative political communication, showing the relationship between election campaigns and individual politics. This means that political practice during the campaign period is closely related to individual choices in carrying out political activities.

Kousser (2019), in his research, highlighted the use of social media as a new tool used to communicate with voters. Whereas Dzisah (2018), discusses the role and contribution of social media in the journey of democracy, the internet has promoted democratic discourse and increased participation through the use of social media platforms. Currently, social media has become a place for the dissemination of party campaign content that is carried out interpretatively, to be associated with the social movements of political parties, such as the results of the analysis of McSwiney (2020) in his research. None of the results of the above research have discussed campaigns on social media as a sharing economy. All research focuses on discussing the effectiveness of using social media in campaigns. The theory of media logic is seen as having relevance to the topic of this article, which states that digital media platforms adjust to media norms and routines (Thomas & Cushion, 2019; Erdoğmuş & Cicek, 2012; Kaplan & Haenlein, 2010; Sharma, 2014).

2 Materials and Methods

This research was conducted in six districts/cities in the province of Bali. This location selection was caused by several reasons, including first, high social media users in Bali Province, second, national voter participation was high in each type of general election. Third, is Bali as a world tourism destination and a barometer of the success of democracy in Indonesia. This research was conducted using a documentation study by observing social media, documentation, and searching for relevant literature. The secondary data were narrated descriptively and interpretatively.

3 Results and Discussions

The term sharing economy appears in line with the disruption that occurs in various fields, including politics, especially elections. The sharing economy has become one of the icons of the era of disruption, which emerged closely with the era of the industrial revolution 4.0. Business actors move together according to their respective competencies in carrying out production and distribution activities. The complexity of election activities, one of which can be observed in campaign activities, has now shifted to more to do through social media, especially during the Covid19 pandemic. The election which is being held in 2020 is very special because it was held during the pandemic when the spread of the virus could not be handled optimally. So campaign activities, which have been synonymous with mass mobilization, which has been carried out through general meetings, limited meetings, and citizen visits to bring closer relations between voters and election participants, cannot be realized. The existence of territorial restrictions, social restrictions, and reduced community mobility meant that face-to-face campaigns were not possible. Social media is

the main focus of election participants and the campaign team in gaining voter sympathy. Article by Stier *et al.* (2018), discuss that currently in conducting political communication, politicians prefer to use social media platforms, to show political communication practices following the characteristics of society and existing social factors. If it is related to the current situation, the social factor in question is the situation of the Covid19 pandemic which has spread widely in Indonesia since March 2020. The characteristics of today's society are avoiding crowds, social interactions, promoting individual attitudes, and making social media the main source of information. Now the source of information is in their grasp.

In the simultaneous regional head elections in 2020, the most widely used social media platforms as campaign media are Facebook and Instagram, as data obtained from the KPU. At this point, the sharing economy has been formed, because election participants have to share access to obtain broadcast services facilitated by digital platforms. Election participants are also obliged to fulfill economic calculations by paying service fees for the broadcast digital space. They couldn't do it without the involvement of the social media platform provider. The next stage is the packaging of content on social media which is very important so that voters are sure to make their choice. Selection of photos, background situations, sentence content, color dominance, selection of icons and figures, and even audio-visuals are one unit presented to voters. Election participants need a creative team to be able to package social media content properly, especially in this pandemic situation. Citing the opinion of Tang & Lee (2018), that the situational condition of the election administration, background, age, political affiliation of the contestants, the public office they hold determines the voters to make choices. This opinion becomes a reference, that social media packaging must be able to describe the sensitivity of election participants to the existing situation, their political affiliation in the local and national political map, educational background, social status must also be reflected in messages conveyed on social media.

Meanwhile, research by Lukito (2020), further emphasizes that campaign activities on social media platforms can also coordinate targeted netizens. This means that campaign activities using social media must begin with a mapping of the targeted netizens. Campaigns through social media conducted by contestants can have an influence on voters' choice, which is largely determined by the performance of social media managers. Lukito's theoretical reference leads candidates to map the voters they face. Likewise, the election participants can observe voters who show fanaticism to them through social media. Election participants and campaign teams can map voters after they display content on their social media.

To produce attractive social media packaging, election participants and campaign teams involve creative teams in a professional manner. Even at this stage, the sharing economy is realized, elements such as the use of knowledge and skills possessed by the creative team in managing and preparing social media content to be used by election participants (Cheng & Foley, 2018; Cheng, 2016). Even though election participants do not have the skills in this area, the creative team can help bring about what they want to convey to the voters. Currently, voters are mostly non-partisan, who do not tie themselves to particular party ideology, but rather look at the achievements of the candidates. They will search for data, information, and trace the competence, educational background, socioeconomic status of election participants through social media. Voters tracked the digital footprints of election participants by becoming followers of the election participants' Facebook or Instagram accounts. The results of research by Müller (2020), are interesting to note that voters will remind the fulfillment of campaign promises from politicians through social media.

To the use of social media, voters will continue to use social media as a space for interaction with election participants. From the campaign period to being elected, they continue to monitor what election participants are doing. The political involvement of citizens can be observed in their social media posts, so social media plays a very important role (Macafee, 2019). The use of social media in campaigns is an e-democracy practice. Referring to the results of research from Widiatmika & Subawa (2017), it shows that the quality of e-service has a positive and significant effect on e-trust, e-satisfaction, and e-loyalty. Regarding the phenomenon of optimal use of social media by voters from the campaign period to the election of election participants to monitor the activities of election participants, it can be categorized as trust in social media. To then be followed by voter loyalty to determine their choice.

The very important result shows that political communication on social media is a work that involves various parties, not carried out by the election participants themselves. It is at this point that the authors scrutinize it as a form of the collaborative economy. This opinion shows that the campaign is a complex activity, not only focused on the political field. Research by Giglietto *et al.* (2019), also further strengthens the relationship between politics and economics, that social media can construct political and economic news through netizen interactions that are increasingly prevalent before the General Election. Election campaigns are an opportunity for election participants to communicate on social media, with an increasingly strong frequency during the campaign period (Ceccobelli, 2018). Meanwhile, Jaidka *et al.* (2019), added that providing information, instilling sentiment, increasing the volume of

communication through social networks, are very effective in strengthening the use of social media. The urgency to always update social media content is very strong, election participants must involve a team that prioritizes professionalism in managing social media.

4 Conclusion

From the description in the discussion, it can be concluded that the practice of sharing economy in the election campaign through social media is realized through the first, the determination and selection of the social media platform that will be used for campaigning. Second, the involvement of the creative team to design, manage, and disseminate the social media content desired by-election participants. This is categorized as a sharing economy because of the sharing of access to campaign content viewing services, which are facilitated by digital platform providers. Election participants can use social media, even though they are not the owner. What can be recommended to the public is to be smart voters, not easy to trust all the content conveyed on social media by-election participants. Voters must also conduct other tracings of the credibility, capacity, and capability of election participants through other methods. This article has limitations in writing, which is only a literature search, looking at secondary data related to relevant concepts and theories.

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