Digitalization of Politics in the 2024 Election Process: The Practice of People's Commodification in a Psychoanalytic Perspective

Digitalisasi Politik dalam Proses Pemilu 2024: Praktik Komodifikasi Rakyat dalam Perspektif Psikoanalisis

Ahmad Zaky Solakhudin [ID] [1], Rizal Al-Hamid [ID] [2]

[1, 2, 3]Universitas Islam Negeri Sunan Kalijaga, Yogyakarta, Indonesia

Corresponding Author: 20105010038@uin-suka.ac.id

Abstract

Elections are an activity that cannot be separated from a country that adheres to a democratic system. The election is an event in the interest of occupying all lines of existing sectors. All things are legalized in elections. As a result, the meaning of humanizing humans is only limited to a concept. Elections change the perspective of something to be very important and negate the true nature of a thing. This paper discusses how the pattern of disruption of party maneuvers to get voting rights from the people by utilizing digitalization in the 2024 election. Various methods are carried out and even justified to achieve the desired thing, even though it is unforgivable. The writing method uses a literature review, and data will be obtained through literature studies from books, journals, webs, and reality related to relevant news by not leaving elements of the problem studied. The results and analysis in this paper are a benchmark for how a group can attract existing groups. As well as a follow-up on facing political contestation in the future.

Keywords

Election; Psychoanalysis; Commodification.

Abstrak

Pemilu merupakan suatu kegiatan yang tidak dapat dipisahkan dari suatu negara yang menganut sistem demokrasi. Pemilu merupakan sebuah ajang untuk kepentingan menduduki seluruh lini sektor yang ada. Segala sesuatu dilegalkan dalam pemilu, alhasil makna memanusiakan manusia hanya sebatas konsep. Pemilu mengubah cara pandang terhadap sesuatu menjadi sangat penting dan meniadakan hakikat sebenarnya dari suatu hal. Tulisan ini membahas bagaimana pola disrupsi manuver partai untuk mendapatkan hak pilih dari masyarakat dengan memanfaatkan digitalisasi pada pemilu 2024. Berbagai cara dilakukan bahkan dibenarkan untuk mencapai hal yang diinginkan meski tidak bisa dimaafkan. Metode penulisan menggunakan tinjauan literatur dan data akan diperoleh melalui studi literatur dari buku, jurnal, web, dan realitas yang berkaitan dengan berita yang relevan dengan tidak meninggalkan unsur permasalahan yang diteliti. Hasil dan analisis dalam tulisan ini menjadi tolak ukur bagaimana suatu kelompok dapat menarik kelompok yang sudah ada. Serta sebagai tindak lanjut dalam menghadapi kontestasi politik di masa depan.

Kata Kunci

Pemilu; Psikoanalisis; Komodifikasi.

1. Introduction

Indonesian society has a rich and extensive background of social movements, particularly during the independence struggle. In addition, religious institutions, including Muhammadiyah (founded in 1912) and Nahdlatul Ulama (founded in 1926), have played an essential role in upholding moderate Islamic principles and embracing Pancasila. In addition, Indonesia's unique geographical landscape, consisting of many islands and diverse languages, cultures, and religions, has fostered socio-cultural dynamics that have significantly impacted the political sphere.

Building national and state cohesion in Indonesian society is diverse and requires time-consuming efforts. The emergence of the 'Indonesian Nation' did not necessarily create a unified identity, as our sense of 'Indonesianness' is still evolving. In addition, there is no strong and logical tradition in governance and statehood. From the time of independence in 1945 until today, we have been searching for a suitable model and conducting trial and error. As a result, society has not been able to fully appreciate and recognize the contribution of the 'Father of the Nation' proportionally.

Elections are a "Transmission of the Belt" in which power originating from the people is transferred to state power, transforming into government power to run the government and lead the people. Countries that recognize themselves as democracies must hold general elections within a specific period. The parliamentary general election, held every five years, is an opportunity or moment to demonstrate directly and concretely the implementation of the national government. During general elections, all candidates who wish to serve as state and government administrators depend entirely on the will or wishes of the people. The electoral system is a method that regulates and allows citizens to elect their representatives. This method closely relates to the rules and procedures for changing or converting votes into parliamentary seats. This means those who choose or want to be chosen are also part of the same unit (Hamson, 2021).

Politics is a tool humans use to govern a country as a political system. Of course, politics regulates how decisions are made, the distribution of resources, and the structure of society in government. Politics includes various aspects of social life, such as religion, economic activities, the economy, international relations, and social relations. This concept also means that multiple aspects of society's activities influence political policies. Therefore, political culture can influence political life in Indonesia. Indonesian people adopt various political cultures to honor their ideals. This political culture is what characterizes Indonesian society in Indonesian political life (Pureklolon, 2021).

Every country plays a political role in building the nation and state. In this case, politics has many patterns and becomes a benchmark for a government to regulate society so that it is orderly and orderly for the sake of creating shared prosperity. Political influence has a significant impact on all substantial sectors of the country. The relationship between economics and politics is closely related because the political system not only influences the functioning of the economic system but can also influence the interaction between the economic and political systems in government. This is because the political system revolves around state power, and the economy revolves around resource allocation.

The problematic realm also does not escape or impact the creation of the existing government system in Indonesia. The fact that international geopolitics today are less conducive due to conflicts and tensions between several superpowers, such as the US, China, Russia, and several Middle Eastern countries, has impacted Indonesia's interests and sovereignty. Indonesia is a country that adheres to a democratic political system. The democratic system implemented in Indonesia is the

people's government or a form of government system in which all the people govern through their representatives. There are many views regarding the democratic system, which provide various opinions on the general picture of democracy in Indonesia (Areza et al., 2023).

Every country certainly has a basis for determining law. Indonesia has Pancasila, which has five values as the basis of the state and also the source of all legal sources to regulate the direction of the ideal state. These strong fundamental values will become a comparison of policies adopted by the state superstructure and its people. Political parties are the first door through this process, so that no democratic country cannot maintain the existence of a political party, no matter how poorly the party operates. Post-reform party organizations must respond to demands for change in line with reform values. Almost all political parties were appointed by the KPU ahead of the 2024 elections, comprising 18 national parties and six regional parties (KPU, 2022).

We have now reached the digital age. Every locus of society, from villages to cities, will certainly not be left behind in the information circulating. However, it does not deny the conditions in some remote places that cannot be reached informationally. In addition, the digital era is developing at an unstoppable pace. This is because we ask and request various things more effectively and practically. The digital era is a formulation of how easy it is to help individuals run their lives. Digitalization can even affect various things, from daily activities to academics. It is as if this digital era can consume everything still related to humans. One of the digital utilizations currently circulating is in the political field.

Digital politics is a continuation of political revolution from time to time when it is available to the public without limitations of time and space. The wider community can quickly see how politicians shape their identities, express their political views, and how fellow politicians discuss them. Every politician has many opportunities to make himself and his group of politicians famous. Apart from that, the public also has the opportunity to express their political attitudes and give their opinions regarding the many politicians who are running for government positions in the General Election (Pemilu) (Rohmah, 2023).

The impact of the digital democracy era on political parties as a form of political superstructure power that must develop legal policies from various angles. Political parties are a necessity in modern democratic politics. As an organization, a political party has the ideal goal of moving and mobilizing society, representing certain interests, and providing a means of compromise for competing views. Political parties function as instruments of political socialization. Political parties are often called pseudo-organizations. Political parties are like pseudo-organizations that only appear at the time of a change of throne or an event of dividing the cake of power in government. Political parties must build networks and get as much public support as possible. Fighting for society and the common good is a priority for political parties. This is a point of value that can be used as the main element for adopting values in issuing subsequent policies (Noak, 2023).

The consequences of the down-to-earth impact of digitalization can be said to change all sectors. Politics can also transform in such a way as to follow how the digital era changes the world's perspective. Of course, the impact of various things causes things related to politics to change, including the masses, political parties, policies, and others. Political change is part of the media's contribution. Currently, the media significantly contributes to building public understanding and social behavior. Responding to political changes after the new order, some media professionals dynamically faced political realities. This situation causes changes in people's political behavior.

Since the reform era, political dynamics in finding solutions to critical problems have raised several issues. First, there is a growing tendency among internet users, especially the millennial generation, to engage in politics via the internet. However, the political participation of the millennial generation is still low, and the formation of social and political movement groups to support their favorite political parties is still not optimal. Second, the rise of political opportunistic groups was carried out by bureaucratic and political elites, who only carried out image editing activities and spent money on public journalism on online social media. Third, the impact of Indonesian politics on public opinion is caused by conflicts between political elites, which lead to the emergence of social polarization and changes in the identity of citizens.

Fourth, in real politics, there is still depoliticization of the millennial generation, which is not in the same group. Social media is a forum for endless discussion, where everyone can express their opinions without being dominated by certain interest groups or political forces. The degree of self-actualization and joy of regional autonomy are expensive things and cannot be obtained easily in everyday life. Fifth, online media piracy carried out by political opportunist elites has become commonplace in recent years. Online media is presented like an acrobatic theater arena for politicians and political actors instead of working hard to prevent public issues raised by cyber activists. This is an image format designed to show that the performance of digital-based public services is responsive to the needs of community groups, whether they believe in its existence or not.

This phenomenon is more of a story about the opportunistic attitudes and actions of bureaucrats, parliament, and political party organizations in Indonesia. Indeed, these opportunist groups are playing an increasingly important role in overthrowing existing systems of government and, in some cases, humiliating right-wing political opponents. Sixth, there are still problems related to the normalization of elite conflict and the recent increase in identity politics as the beginning of increasing concerns about virtual democracy. This problem cannot be separated from the oligarchic political structure run by elite groups and opportunistic bureaucrats (Boestam et al., 2023).

One determining factor is media publications reporting political changes, and because news organizations enjoy freedom of expression, their reporting tends to be independent. It can be said that in CNN data, Indonesian netizens are ranked number 5 as the most impolite in Southeast Asia. This has caused changes in people's political behavior in many regions of Indonesia. The political mass has also become an intimate thing that is inherent in Indonesian politics. Mass parties are a form of active struggle or a political party tool that guards the values a political party brings, which will be embodied in a government in force.

Discussions about elections are often momentary and only last for a short time after the election. Momentum activities that occur once every five years become the focus of every community group and individual. Sometimes, there are those who devote everything they have to being seen as a person with a different level in society. Elections are also a means of finding a platform to continue one's career.

From the perspective of Mancur Olson Jr.'s collective action theory, collective actions actually have inherent difficulties in the form of heterogeneity of interests and resources among them. Overcoming these difficulties requires a small group of people carrying out production functions, combining different resources and different interests to contribute to the common good (collective good). This function is carried out by a small group called the critical mass. On the one hand, people appear pragmatic with different motivations and styles. They exist as masses mobilized for economic gain. They do not act solely on a voluntary basis but rather for economic gain. This type of group can be identified as any group that supports an

electoral candidate, whether for or against a particular candidate. Mass groups with characteristics like these are usually called mercenary mass groups called "packaged rice troops." Political elites who have interests can take advantage of the use of social media to communicate with the public as a persuasive target. Social media is a new platform for communication between communities, so it does not only concern political actors and political elites. Whether citizens interact with the state or not, social media shapes their communication patterns as political actors, showing how political communication is evolving in the digital era (Vira et al., 2024).

Everything that has been stated in the previous mass explanation is a reflection of the 2014 and 2019 elections. The supremacy of a party that seemed strong at that time and the greatness of an individual who went from being a mayor to becoming a president for two terms. Various policies for the integrity of the Republic of Indonesia were implemented, and various presidential maneuvers were carried out to create unity among the individuals who built the Republic of Indonesia. National political participation is the activity of individuals or groups of people who are active in political life by electing the head of state and directly or indirectly influencing government policy and security. Traditionally, these activities include actions such as voting in general elections, attending general meetings, being a member of a political party or interest group, and establishing contacts and relationships with government officials and members of parliament.

Discussions about politics have become commonplace as the general election approaches. Various research has been carried out by academics to reach the essence of the truth and new theories that can be used in the next election. The millennial generation is one of the targets as a research object for academics as observers in the 2024 election stages. Several surveys show that millennials and Generation Z are predicted to be the largest group of voters in the 2024 elections. Millennial voters are voters aged between 17 and 37 years old. In the 2024 simultaneous elections, the number of young voters is expected to increase. Looking at the 2019 simultaneous elections, data from the Indonesian KPU website shows that the number of young voters reached 70 to 80 million out of a total of 193 million voters. This means that 35 to 40 percent of young voters already have power and have a major influence on the number of voters in the future.

2. Methods

The method used in this article is library research using databases that can be accessed on the Databoks page. The main reference used in this research is Erikson's Psychosocial Theory, which is the researcher's interest regarding the development of people's identity in Indonesia in the reality of the 2024 Election. The data collection process focuses more on Erikson's Psychosocial Theory as the primary goal, then browsing related articles and completing it through web pages about news discussing the 2024 Election.

3. Results and Discussion

Digitalization is a method of transitioning media from printed, audio, or video form to digital form. Digitization is used to create an archive in the form of a digital library. Various digital products have been born in this era, which have been developed in such a way as a form of campaign for political parties and recapitulation of the 2024 Election. The use of existing technology provides a new stimulus from the perspective of politics in Indonesia. The digital campaign provides various things that can be realized for all age groups. Various things are done, such as making videographs, memes, or in the form of Instagram feeds, TikTok and others (Silitonga & Roring, 2023).

Campaigning is a form of preparation for holding political competitions, where candidates compete with each other to attract public attention and elect themselves or their party. This happens because the more votes a winner gets, the more power the winner receives, and they are obliged to occupy a position of power in the form of government (Fatimah, 2018). In the all-digital era, often called the Internet of Things (IoT), several interactive features make some people aware of local political dynamics, such as the use of electronic polls. Alternatively, electronic voting provides a direct signal that change is coming in the era of democracy, leading to citizen participation using modern means (Komariah et al., 2020).

Open access for all internet citizens itself provides flexibility to influence the electability of political parties in seeking votes. It can be seen how political parties offer a product as campaign material to find supporters. This is the use of technology as a means of achieving victory as a representative of the people. People from all over the country in Indonesia receive valuable content to determine their choices in the 2024 election. As a country with netizens known to be free and classified as unable to restrain themselves in filtering their thoughts to be expressed in the realm of social media, the Indonesian people can determine their choices and support.

Social media are considered to have a strategic role as a medium for change and development and an effective medium for receiving and responding to public aspirations. In fact, social media are optimized by leaders in regional and central governments to maintain political communication with the public, as well as build personal branding through political communication on social media. Since the 2020 Pilkada, the use of media as an alternative is still considered very relevant today, with the same formula to attract candidates to contribute to the 2024 Election. The advantage of online campaigns is that you can save money because campaigns usually require more money. However, running an online campaign allows candidates to save money that they would otherwise use to run an in-person campaign (Indrawan et al., 2021).

Through social media, political leaders at the local and national levels accept it and respond to public aspirations. Based on previous literature, this political leader can maintain communication and interaction with its citizens. Political communication on social media can foster a culture of participation, aspiration, and closeness without space and time limitations. Political leaders' policies are also optimal when communicating via social media. This is believed to increase political support and trust in government performance and democracy. Political leaders gain public support and trust by presenting their brand as populist, responsible, and professional leaders (Hidayati, 2021).

Various narratives regarding siding with the people, both from presidential and vice presidential candidates and legislative candidates, are endlessly discussed by people from both urban and rural areas. The diction of people's interests is constantly echoed and becomes an addiction for these candidates to attract public sympathy in order to gain electability for party votes and existing executive votes. According to psychosocial theory, we experience eight stages of development throughout our lives, from infancy to late adulthood. At each stage, there is a conflict, or task, that we need to resolve. Successful completion of each developmental task will result in a sense of competence and a healthy personality. Failure to master these tasks leads to feelings of inadequacy.

For political parties, the identity of each individual can be the background for the electability of votes from various existing camps. Background is a strong influence on how a party can present a clearly targeted campaign. Until now, things that can be used as indicators regarding background include religion, ethnicity, group, ideology, and organization. If we look at the number of groups in society, the current loci are one of the targets for parties to conduct floating mass studies. Before that, of

course, you already have groups who will be your successors in participating in the election. The discovery of variables indicated in the floating mass study is something that can boost the votes of political parties to win votes to stay in Senayan.

Before discussing people's psychosocial issues in elections, of course, in the world of psychosocial matters, age is always related. Looking at the psychosocial status of today's people who are registered on the permanent voter list ranging from ages 17–75 years. The total voter list for the election is 203,056,748, which has increased from the 2020 election, which only reached 190,779,466. Indonesia is a country that has the ideology of Pancasila with the first principle, namely Belief in One Almighty God. It is mandatory for citizens to be religious according to their beliefs. This is the main focus in indicating the mass of voters voting for political parties.

How could it not be? In Indonesia, political parties are divided into two groups, namely nationalist and Islamist. This emerged accompanied by the background of the majority of the population in Indonesia being Muslim, which was then embodied by political parties as their ideology to attract the masses from religious variables. Looking at various news stories on social media, many things have been reported regarding campaigns carried out by legislative and executive candidates in areas of worship, which can be said to annul the floating mass of a religion (Ismandianto et al., 2023).

On this occasion, the researcher will provide a formulation of how to read a situation with Erikson's psychoanalysis. Previously, researchers will present data related to the number of data groupings from legislative candidates which are then classified in the Erikson method related to the age development of each individual.

Confusion about Indonesian society, regardless of their background or social relationships, can become material for political parties. Confusion about this becomes a sound pitch for achieving victory. The social influence of society which has determined the tendency to choose a camp causes all the smallest individual loci in society to be affected. Psychosocial is an individual's ability to interact with other individuals around them, both in the psychological and social realms, and vice versa. Erikson created a conceptual formulation of the emergence of identity. Every individual learns through the people who influence them, through ongoing social relationships. This becomes a benchmark to be able to find out indications of an individual's side (Erikson, 1989).

Table 1. Synchronization Between Age and Group

Stage	Range Age for Election	Psychosocial Erikson	Number Voter	Legislative Candidates
Generation X	44-59 years	An individual who has reached the age of educating the younger generation and contributing to society. While the life patterns in this generation tend to stagnate on what has been built during the psychoanalysis development in their lives.	57.49 million people	±4,349 people
Generation Millenial	28-43 years	An individual who is in the final stages of establishing relationships with others and preparing for generativity and contribution to society.	66.82 million people	±3,004 people
Generation Z	17-27 years	An individual who is developing an experimental stage of life. Individuals at this age are shaping their character and roles for the future. Individuals in this age are entering a period of establishing relationships and isolation so as not to find dementia in their lives.	46.8 million people	±1,029 people

Source: DataIndonesia.id for legislative candidates and Databoks.katadata for number voter

The findings were based on Generation X, which has an age range of 44-59, and Millennials, which has an age range of 28-43 years. In Erikson's psychoanalysis theory, it is found that at this age, an individual has reached a period of generativity by integrating into society with a focus on parenting the next generation. If you look at the impact of every individual who has reached a position in society, it is estimated that they are currently in that age range.

As a person who has reached the generative period, an individual has recognized parenting as a provision for producing future generations. The parenting pattern also has various patterns. The first is authoritative parenting, which is also called democratic parenting. This type of parenting focuses on mutual communication between parents and children. Parents with authoritative parenting create a sense of recognition in children by always being cooperative and tolerant, listening to children's points of view, and carefully explaining every rule.

The synchronization of these effects in the political world is certainly very important. Indonesia is a democratic country with freedom of speech. Every young generation that has been authoritatively educated by the millennial generation can represent the value of freedom in the 2024 elections. Secondly, authoritarian parenting is the application of parenting that has very high control over children and low levels of responsiveness to them. Authoritarian parenting only prioritizes one-way communication with children through strict prohibitions and orders. It is not uncommon for parents who are currently in the millennial generation to impose very harsh punishment or discipline on their children, resulting in mental health risks.

The authoritarian parenting pattern has been reflected in the political scene in Indonesia under President Soeharto. This causes individuals in the millennial and z generations to have problems with freedom of opinion and difficulty in making decisions. Such influences have led to the impartiality of decisions made by the younger generation, and the influence on the 2024 general election is becoming increasingly varied.

Freedom of choice and opinion is very important for the sustainability of democracy in Indonesia. Currently, millennials and Generation X, who have reached the generative period, can certainly educate in accordance with the communal ideals of the golden generation. The freedom of how the younger generation will vote in the 2024 elections should be without any coercion to choose one of the candidates. However, the function of parenting millennials and Generation X is to guide and direct the younger generation on the importance of choosing good candidates in the 2024 elections.

Erik Erikson's psychoanalysis can be used to read the characteristics of the age locus of the final voter list for the 2024 elections, which will be found at the age of 19-29 with the development of intimacy and isolation. As found in this theory, it can be said that the needs of the community group with the age range of 19-29 years are to seek connections with the community, even legislative and executive candidates. Elections as an arena for contestation in Indonesia have become an arena for seeking existing relationships. Various approaches are taken to achieve the desired thing. For the community, becoming a success team for legislative candidates is to achieve a better standard of living with momentum. It is undeniable that being part of a successful staff or team can provide benefits other than relationships. The logistics of someone becoming a staff member or success team member of a political party or candidate can guarantee the individual's life, even if only for a moment. As a result of this supremacist democratic party, Parasocial Relationship Disorder has emerged.

Voters' excessive emotional tendencies lead to a sense of partisanship that is too reverent. Being deeply attached without knowing the candidate directly is a strange thing while still being crazy about his choice. Seeing the media's excessive framing of touting one candidate causes negative feelings regarding the different choices in the

2024 election (Yandra et al., 2022). Various things launched by wise netizens have made the 2024 election even more colorful. Media framing regarding how to build the reputation of a candidate and reduce the electability of others is proof that people's freedom of speech will be proven in 2024. How can an individual pressure and invite other individuals to be of the same mind to support the same thing?

Looking back at the role of millennials in assessing the leadership style of the president who will hold power for the next period. Millennial perceptions about leadership style in terms of how to communicate, persuade, analyze, decision-making, judging whether the list of names of the 2024 presidential candidates is sweet of the choice where he was able to see the behavior and needs of his citizens and had begun focusing on the millennials through social media with millennial fashion. Administration aptitudes are moreover great. Be that as it may, if he is chosen president in 2024, he will be able to be energetic in employing a fashion authority that's adjusted to the times. Seeing the circumstances, it is important to be open and responsive in managing communities, particularly those with an exceedingly profitable populace (Pramelani & Widyastuti, 2021).

Jokowi, as a president's current communication patterns, it can be said that he has a lot of support. President Jokowi's communication style uses low-context communication patterns when providing information to the public and adapts to the culture of the local community. However, the information provided is often different from that of his aides, including ministers, cabinet-level officials, and even Level I department officials, giving rise to controversy. This results in a lack of control over the president's political communications. Therefore, a political communications team was formed to overcome this problem. Although this communication style increases community participation, it only creates an image (Tinov & Wicaksono, 2015).

However, seeing the many negative things that often appear on social media has led to many perceptions about how bad the 2024 democracy party is. Look for various bad track records between pairs of candidates, which can be used as material for overthrowing others. As a result, society is currently experiencing divisions into several groups, which will also lead to problems in the future. The large number of billboards is a troubling problem in this election. Just imagine every empty street corner, shophouse, and tree around the highway filled with billboards for legislative candidates that we don't even know. However, the impact of this installation can certainly be an individual stimulus in choosing. The billboards were formed in such a way with a fun campaign concept using Ultraman costumes and polished faces to make them more attractive (Hasanal Bolqiah & Raffiudin, 2020).

Seeing this problem is certainly not in accordance with the president's 2022 press release regarding a healthy and quality campaign. Apart from that, the president also mentioned in the same press release the aim of reducing mass mobilization and making more use of information technology (Lemhannas RI, 2022). The presidential statement contained in the current press release can be a reference to how to use technology in the 2024 campaign. Executive candidate debates that are broadcast on time also become a mechanism for the 2024 election so that individuals can make their own choices. However, every time one of the executive candidates makes a mistake, someone, or you could say a buzzer, edits video clips that are considered odd as a weapon to bring down the others. Content that is felt to be a plus can have both positive and negative impacts on its supporters.

Advances in technology can result in excessive supremacy by political parties. They can calculate in such a way as to get results that are even more profitable for one side. How could party officials, guerrillas, and volunteers throughout the country not use public data that has been surveyed to run effective campaigns and even use money politics methods? The main reason is the social normalization of

this practice. This makes them relax. In addition, many communities still view clientelism as a benevolent, even religious act (for example, considering it an act of charity). They believe that this practice is a noble deed, and they even support it (Nofiard, 2022).

Political issues about money can be an outline of giving or promising something to bribe someone for a common choice. As the lion's share ruled the country, Indonesia still must learn more roughly how to execute separations better, a much better, a higher, a stronger; an improved a removed superior quality of appointive arrange the since one of the vote-based framework contamination in appointive plan is cash authoritative issues sharpen, and Indonesia is still powerless from cash authoritative issues sharpen. Procedurally, Indonesia has started an astonishing vote-based framework hardening beside the utilization of three authoritative choices after the recreation period: the facilitated choice of presidential and vice-presidential and a hundred choices of neighborhood choices (Muhtadi, 2019).

Numerous lawmakers or regional head candidates make center lesson people the target of vote-buying operations by promoting cash or other shapes of prizes as a medium of exchange in races. It may be a common understanding within the occasion that there are expansive numbers of legislators conducting appointive campaigns to mobilize voters through a political value-based approach. Some socio-economic factors, such as instruction level and community compensation, appear to affect the world of vote-buying phones. Other than many contemplations related to vote-buying, phones are close to the tolerant state of mind of the community towards vote-buying sharpens and the patron-client organize that ought to be a connector among the political, to begin with, course and the masses. Seeing how Indonesian society is currently developing, we cannot deny this. Overlapping economic equality causes the influence of campaign methods to also vary. Communities in remote and coastal areas with livelihoods that utilize unpredictable nature and really need logistical assistance, this is then used by political parties to increase or maintain their electability.

Of the many campaign methods carried out by political parties and their prospective candidates. Resulting in a gong that came out after the announcement of the closing of the campaign period. This has also become a source of confusion in the community regarding how he made his choice in the 2024 contest. The confusion that struck caused the emergence of black groups who ultimately gave up their intention to choose between the existing candidates. The content of Dirty Vote itself tends to be a glimpse into the mechanisms of general elections and ongoing campaigns. As a result, when the human brain encounters too many new truths, it is certain that undesirable groups will emerge.

International conflicts also influence Indonesian politics. Many social movements have been carried out to defend oppressed countries, an example of which is how the Indonesian people defended Palestine, which is currently being colonized. However, this has once again become material for political parties and executive candidates in conducting campaigns. As a community or institution, of course, it has a mass that can become a voting field for one of the political parties involved in it. There is complexity in the political interactions required in everyday life beyond the simple logic of money. In everyday life, political party cadres must understand the possibility of pursuing program innovation in government. This activity not only opens up opportunities for political figures to take root but also strengthens the foundation of political parties in society. Ignoring everyday politics gradually erodes voters' loyalty, and they choose to be indifferent or move on.

The negative political influence carried out by political parties and individuals who are members of them cannot be denied. The Indonesian people, as a developing country, need logistical assistance, both material and material, to continue their

lives. Seeing the news of legislative candidates who failed to get votes and then treating the public as they please. One example is a legislative candidate in Cilegon, the diction said in the news that is currently circulating is "Not Elected Candidates for P*S Members Shuts Down Access to Clean Water for Citizens", stated in the news is how authorized a legislative candidate is to provide sweet assistance to the community and then withdrawing that assistance when it is not selected (Rohmanudin, 2024).

On the other hand, there is news that is indeed a clarification of this treatment. For approximately four years, this legislative candidate has served the community by providing access to clean water because the unequal distribution of welfare has made it difficult to access clean water in the area. The initiative taken was that one of the residents who had access to clean water made an agreement with the community to pay initially Rp10,000.00 for pump maintenance needs, which then residents only pay Rp5,000.00 on the other hand, electricity-related needs are already a subsidy for the individual concerned (detikNews, 2024).

To be able to provide similar views related to commodification, the author emphasizes changes in the use value of goods that can be influenced by various things and does not deny that psychoanalytic theory can also affect it. This research has many weaknesses due to the author's limited data in accessing data related to money politics significantly. And the variables used can be said to be not too clear because it uses psychoanalysis as a measuring tool.

4. Conclusion

The use value of an item can change depending on what influences it. If a thing or item is needed by humans, then the item eventually has a selling value, even an invisible thing, such as the intention of voting in an election. Quoting from databoks itself in the pattern of money politics, there are results from 1,227 respondents aged 17 years and over, which is assumed to be representative of 83% of the total national population. The results show that 41.2% did not answer and did not know who gave it, while the rest received it before the election.

Various things can intersect or be related to politics in Indonesia. The Indonesian people themselves are still dependent on the assistance of political parties in this momentum activity. It can be said that society is still in the realm of development, even though it has choices of its own accord. It cannot be denied that it is also influenced by the various existing groups. All methods are permitted in campaigning and politics to achieve the desired things. As an independent society, we can, of course, choose and take sides in order to achieve an individual's complete identity. If something is considered flawed in general, it will become stagnation in society.

The public is expected to be more selective in responding to the current political situation. As the holder of the highest power, the public does not sell their votes for the sake of a political party that sells sweet promises without realizing meaningful programs. Society is currently considered to be a raw material that needs to go through various production process mechanisms to achieve a product called sound. Myopic bias is the natural human tendency to prefer rewards that are acceptable in the present, even if their value is low, over larger rewards that can only be received in the future. For example, this bias causes us to prefer to spend the salary we just received buying new equipment rather than save for future needs. Indeed, the benefits of saving can only be achieved or enjoyed later, not now.

Political literacy education among the public is still a strategy that must continue to be implemented in order to reduce monetary policy practices in the long term. Political literacy education must also involve all local government sectors, village officials, election organizers, and NGOs. For example, village literacy activities carried out by 34 villages in the Special Region of Yogyakarta are named the Anti-

Currency Policy Village Movement, which aims to provide social sanctions against perpetrators of corruption. The 2024 election contest has reached its peak. The entire community is monitoring and waiting for the results and always hoping that their choice will be able to explore the desired seat. There are many issues regarding the existence of opposition parties, which will indeed become problems in the future.

Looking at the results that have been determined by the General Election Commission, it has become a controversy from various parties' perspectives. Various reports regarding fraud and repetition of the 2024 election have also become his demands. However, seeing how problematic things are in the field, this might not be heeded. The political elites do not see how hard the various elements are working to create a succession of elections in 2024. Various groups can only make demands without ever being a part of the voting at the respective regional levels. As a society, of course, we are together in waiting for the full results from the General Election Commission in order to find a common ground for the captain of the Republic of Indonesia.

References

Areza, T. S. M., Akbar, F., Ikhsan, E., & Nasution, M. (2023). Demokratisasi dalam Proses Rekrutmen Kepengurusan Partai Politik di Indonesia. *JISIP (Jurnal Ilmu Sosial dan Pendidikan), 7*(2), 1276–1286. https://doi.org/10.58258/jisip.v7i2.4862

Boestam, A. B., Prakosa, A., & Avianto, B. N. (2023). Upaya Partai Politik dalam Memanfaatkan Demokrasi Virtual di Era Digital. *Jurnal Pustaka Komunikasi, 6*(1), 1–17. https://doi.org/10.32509/pustakom.v6i1.2281

detikNews. (2024, March 15). *Cerita di Balik Caleg Kalah Putus Aliran Air Warga*. detikNews. https://news.detik.com/pemilu/d-7242512/cerita-di-balik-caleg-kalah-putus-aliran-air-warga?single=1

Fatimah, S. (2018). Kampanye sebagai Komunikasi Politik: Esensi dan Strategi dalam Pemilu. *Resolusi: Jurnal Sosial Politik, 1*(1), 5–16. https://doi.org/10.32699/resolusi.v1i1.154

Hamson, Z. (2021). Politik Uang di Pemilu Indonesia: Sebuah Tinjauan. *Journal of Communication Sciences (JCoS), 4*(1), 36–44. https://doi.org/10.55638/jcos.v4i1.339

Hasanal Bolqiah, L., & Raffiudin, R. (2020). Dominasi Oligarki dan Ketidakhadiran Partai Politik Hijau di Indonesia. *Nakhoda: Jurnal Ilmu Pemerintahan, 19*(2), 151–167. https://doi.org/10.35967/njip.v19i2.112

Hidayati, F. R. (2021). Komunikasi Politik dan Branding Pemimpin Politik Melalui Media Sosial: A Conceptual Paper. *Jurnal Lensa Mutiara Komunikasi, 5*(2), 145–161. https://doi.org/10.51544/jlmk.v5i2.2385

Indrawan, J., Rosa, A. J., Ilmar, A., & Nathanael, G. K. (2021). Partisipasi Politik Masyarakat di Era Politik Siber. *Journal of Political Issues, 3*(1), 1–12. https://doi.org/10.33019/jpi.v3i1.44

Ismandianto, I., Albintani, M., Suprianti, N., & Putri, F. M. (2023). Kontestasi Calon Presiden Republik Indonesia 2024 di Media Sosial Hasteg #Prabowo, #AniesBaswedan di Twitter. *Nakhoda: Jurnal Ilmu Pemerintahan, 22*(2), 137–150. https://doi.org/10.35967/NJIP.V22I2.554

Komariah, K., Sumartias, S., & Prastowo, A. A. (2020). Democracy Among the Millennials (A Phenomenology Study on Democracy Dialectics in the Millennium Age Among University Students in West Java). *European Journal of Molecular and Clinical Medicine, 7*(8), 1212–1222.

KPU. (2022, December 30). *Berikut 24 Partai Politik Peserta Pemilu 2024*. KPU. https://www.kpu.go.id/berita/baca/11315/berikut-24-partai-politik-peserta-pemilu-2024

Lemhannas RI. (2022, August 9). *Pemilu 2024 Waktunya Demokrasi Gagasan, Bukan Demokrasi Pengkultusan*. Lemhannas RI. https://www.lemhannas.go.id/index.php/publikasi/press-release/1670-pemilu-2024-waktunya-demokrasi-gagasan-bukan-demokrasi-pengkultusan

Muhtadi, B. (2019). Politik Uang dan New Normal dalam Pemilu Paska-Orde Baru. *Integritas: Jurnal Antikorupsi, 5*(1), 55–74.

Noak, P. A. (2023). Politik Hukum, Demokrasi Digital, dan Kekuasaan Partai Politik Menyongsong Pemilu 2024 di Indonesia. *Jurnal Magister Hukum Udayana (Udayana Master Law Journal), 12*(3), 612. https://doi.org/10.24843/JMHU.2023.V12.I03.P09

Nofiard, F. (2022). Komunikasi Politik Digital di Indonesia. *Alhiwar: Jurnal Ilmu dan Teknik Dakwah, 10*(2), 31–40. https://doi.org/10.18592/al-hiwar.v10i2.7548

Pramelani, P., & Widyastuti, T. (2021). Persepsi Milenial terhadap Gaya Kepemimpinan Calon Presiden Tahun 2024. *Nakhoda: Jurnal Ilmu Pemerintahan, 20*(2), 106–118. https://doi.org/10.35967/njip.v20i2.196

Pureklolon, T. T. (2021). Eksistensi Budaya Politik di Indonesia: Sebuah Kajian. *Jurnal Communitarian, 3*(1), 405–430. https://doi.org/10.56985/jc.v3i1.147

Rohmah, I. Y. A. (2023). Imajinasi Ruang Politik Digital: Identitas, Ekspresi, dan Kontestasi Politisi di Indonesia. *Prosiding Konferensi Nasional Sosiologi*, 3–15. https://www.pkns.portalapssi.id/index.php/pkns/article/view/86

Rohmanudin. (2024, March 12). *Ngambek, Caleg Gagal Putus Aliran Air Warga di Cilegon*. RRI.co.id. https://www.rri.co.id/daerah/589710/ngambek-caleg-gagal-putus-aliran-air-warga-di-cilegon

Silitonga, N., & Roring, F. P. (2023). Politik Digital: Strategi Politik Elektoral Partai Politik dalam Kampanye Pemilu Presiden. *Jurnal Communitarian, 4*(2), 676–690. https://doi.org/10.56985/JC.V4I2.319

Tinov, T., & Wicaksono, B. (2015). Gaya Komunikasi Politik Presiden Joko Widodo dalam Menyikapi Isu-Isu Kebijakan Publik Melalui Media Massa. *Nakhoda: Jurnal Ilmu Pemerintahan, 14*(24). https://nakhoda.ejournal.unri.ac.id/index.php/njip/article/view/47

Vira, A., Sumantri, P., & Azis, A. (2024). Peranan Tokoh Intelektual Muda dalam Perkembangan Politik di Indonesia pada Era Digital. *Polyscopia, 1*(1), 20–25. https://doi.org/10.57251/polyscopia.v1i1.1235

Yandra, A., Faridhi, A., & Husna, K. (2022). Demokrasi di Tengah Pandemi COVID-19. *Nakhoda: Jurnal Ilmu Pemerintahan, 21*(1), 70–84. https://doi.org/10.35967/njip.v21i1.255