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Analysis of communication media in emergency warning visuals; Indonesia Regional Election Bill: Theory and Understanding

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ABSTRACT

Keywords: social media, communication media, RUU Pilkada, political communication, human communication.

This study examines the role of communication media, particularly in the dissemination of emergency content with a blue Garuda backdrop related to the Regional Election Bill (RUU Pilkada) in Indonesia. The primary focus of this research is to understand how communication, especially through social media, is utilized to mobilize users and generate public opinion communication. Using a qualitative approach, the study analyzes visual demonstration content spread through social media and applies theories of human communication and mediated communication to user perception and political engagement. The findings indicate that social media has become an extremely effective political communication tool, allowing information to spread rapidly and reach a broad audience. Emergency warning visuals shared on social media platforms are effective in capturing public attention, triggering mass mobilization, and stimulating political discussions across different segments of society. The study concludes that social media plays a crucial role in shaping public opinion and encouraging political participation concerning legislative issues such as the RUU Pilkada. The results highlight the importance of understanding communication from media communication perspectives for maintaining healthy and productive communication practices.

Introduction

Political information news is freely disseminated through social media from trusted users and hypocritical users. The development of communication and information technology has increasingly facilitated the community to interact to influence, motivate, and reach political communication networks on social media. (Susanto, 2017). Users who interact through unlimited messages from both trusted and untrustworthy sources tend to wreak havoc in political life. Statement from the Organizer Association (Lakoro et al., 2019).

The Indonesia Internet Network (APJII) in 2016 that there were 132.7 million Indonesians connected to the internet, an increase of 51.8% compared to the number of internet users in 2014 which was only 88 million internet users. (Kompas, 2016). Social media users who use communication media for political life in Indonesia are prone to conflicts between political groups because of the freedom of messages, news, and information that is full of criticism, excessive prejudice, subjectivity, sectarianism, communalism, and subnational spirit. Not everyone views social media as a source of positive information, so it's important to pay attention to its criticisms and weaknesses. (Mirza et al., 2024).

This analysis will focus on social media users who often post "Emergency Warnings" as one of the visual demonstrations that flock to adopt the Garuda symbol with a blue background on social media. The image is a screenshot of various video uploads of the Emergency Alert System (EAS) Indonesia Concept. In early December 2022, EAS Indonesia Concept uploaded several analog short films in the horror genre using an emergency alert system or early warning system as a common thread. In their fictional work, the Garuda Pancasila emblem on a blue background is an emergency broadcast from the government when a 'foreign entity' appears that hijacks the country. "An emergency warning for civilians of anomalous activity that has just been detected by the Government of the Unitary State of the Republic of Indonesia," the warning reads (BBC, 2024). The upload of the image of a blue garuda with the words Emergency Warning is a screenshot of an analog horror video made by EAS Indonesia Concept entitled "EAS Indonesia Concept (24/10/1991), ANM- 021 (Mesem) - First Encounter" which was uploaded on October 24, 2022. EAS Indonesia Concept is a YouTube account that makes videos with the concept of The Emergency Alert System (EAS) in Indonesia. EAS itself is a national emergency warning system of the United States designed to spread emergency alerts amid television and radio broadcasts. The upload of the image of a blue garuda with the words Emergency Warning is a screenshot of an analog horror video made by EAS Indonesia Concept entitled "EAS Indonesia Concept (24/10/1991), ANM- 021 (Mesem) - First Encounter" which was uploaded on October 24, 2022. EAS Indonesia Concept is a YouTube account that makes videos with the concept of The Emergency Alert System (EAS) in Indonesia. EAS itself is a national emergency warning system of the United States designed to spread emergency warnings amid television and radio broadcasts (Kompas, 2024).

The content of "Emergency Warning" with the Garuda symbol on a blue background has evolved from a television broadcast to a social media Mediated with different interactions. Communication that is born with old content has a new meaning. Understanding how communication gives birth to political communication networks, is assisted by using communication media to describe criticism of the government. (Sahputra & Nendi, 2024).

The theory used for understanding in analysis is the theory of Human Communication. The supporting theories of this research include the existence of Mediated Communication.

Method

This research uses a qualitative method, which aims to explore social phenomena to understand the behavior and social situation around them. The focus of this research lies in answering questions about why people behave and culture the way they do, how views and attitudes are formed, and how people understand the events that are happening around them. Qualitative research utilizes three main sources, namely document analysis, interviews, and various publications, both in the form of print and online texts. Such as Potter's view of documents in qualitative research includes a variety of materials such as letters, memos, notes, diaries, articles, books, manuscripts, emails, online discussions, and more (Kim, 2016). This research focuses on understanding the theory of Human Communication and Media-Based Communication related to the existence of Visual Demonstrations related to the Election Bill on social media. In this context, social media includes all communication networks that use the internet, chosen purposively without restrictions on the location of their use, because the priority is related to the use of social media to report on visual demonstrations of the Election Bill. The target of this study is to understand various human communication literature and analyze issues on social media that are relevant to the topic being researched.

Results and Discussion

The results of this study are available in two findings obtained through searching, reviewing, and assessing information related to communication in social media users in the Visual Demonstration of Emergency Warning of the Election Bill. The first finding concerns the theory of Human Communication applied by users on social media. The second finding is a follow-up finding and part of the first finding, namely Mediated Communication as the power of communication and information technology.

Understanding the theory of Human Communication on Social Media in Political Communication

Social media is often associated with freedom in visual democracy for the dissemination of information in transforming a person from a mere reader to a content creator. This is a shift from the traditional broadcasting model, which is now based on interaction between writers, individuals, and peers. There are a few basic elements in social media: first, social media includes a variety of social channels, with the internet as the primary platform. Second, social media is dynamic and continues to evolve. Third, social media is participatory, where "audiences" have the right to speak and are considered creative, so they can provide comments (Evans, 2008: 34).

Human Communication is the study of how people influence each other through the way they convey messages and behave (Watzlawick & Jackson, 2010:29). Human Communication Theory is a theory that develops in communication, which shows the integration of communication efforts in interpersonal, organizational, and mediation environments (Bryan, 2000). In the context of users on social media who reinforce each

other or make each other feel upset. Seemingly behavioral behavior does not necessarily indicate a disturbing thought, but it may be a reasonable reaction to a strange or unreasonable communication situation.

The trending "Emergency Warning" has a deep meaning regarding public criticism of the ongoing Regional Election Bill on Social Media such as Instagram, X, and YouTube as part of the platforms used by users to channel opinions and criticism to the State Institution of the Constitutional Court and President Jokowi (Kompas, 2024). The community influences political organizations and interest groups with various communication media. Successful communication efforts gave birth to actions in the form of demonstrations in front of the House of Representatives on Thursday, August 22, 2024. The demonstration can also be witnessed and take place in various technology-based media.

The choice to use social media to build a strong political communication network is a natural thing to gain support. Political communication networks are a systematic pattern that regulates relationships between individuals, as well as groups in the exchange of political information. The formation of political communication networks using social media is a practical reason to foster participation that encourages contribution and feedback, openness without distance between news sources and audiences that can strengthen discussions (Burke, 2000: 380).

Human communication plays an important role so that people participating in demonstrations can gather from various backgrounds, social and cultural groups, as well as the origin of demonstration participants. The action occurred when there was a source from the Constitutional Court's Decision which was considered unreasonable, discussed by one of the political critics or political groups who used political communication on Najwa Shihab's account on her YouTube link.

The first pioneer to voice the "Emergency Warning" was strengthened by his explanation to influence the community by using the help of the media. The limitation of face-to-face interaction is one of the supporting factors for the use of communication media.

The role of Mediated Communication as a facilitator for the dissemination of information and communication:
1. Computer-Mediated Communication (C- MC)

The C-MC theory, which is a mediated communication model, is a hyperpersonal communication model (Walther, 1996), proposed to explain how individuals can use limited signal channels to develop relationships that may go beyond face-to-face relationships. Hyperpersonal models, in particular, help understand how humans communicate and relate when interactions occur entirely online. The hyperpersonal model argues that individuals can form better impressions when computers become communication mediators. This model explains how CMC can facilitate interpersonal imagery that goes beyond desire and intimacy in offline interactions (Walther, 2011).

In the context of a visual demonstration of the trending Regional Election Bill with a post of the Garuda emblem on a blue background, which is a broadcast video with

nuances of horror and threatening danger (Kompas, 2024). How to trend by posting each other on social media such as Instagram, X, and YouTube which can be accessed on anyone's computer. This aims to add visual expressions by using text characters to create images or content to replace the missing nonverbal cues in C-MCs called emoticons (Walther and D'Addario, 2001). The content of "Emergency Warning" by associating the Garuda emblem or emoticon with the form of the state emblem of Indonesia. The post was first uploaded by the Instagram account @najwashihab and subsequently spread on political communication networks based on criticism of the Constitutional Court's decision on the Regional Election Bill with the C-MC facility.

2. Technology-Mediated Communication (TMC)

Technology-mediated communication is how technology-mediated communication is socially constructed as something that has utopian or dystopian consequences for relationships, and how they are compared experientially with embodied direct contact, which can result in enduring social values that judge technology-mediated communication to be inferior to face-to-face; face-to-face. (Burholt et al., 2020). The software analyzed is the Instagram and YouTube applications that are accessed through the existence and development of technology. The target of technology-based social media, which is software from C-MC and mobile media mediated, is used by young dominant social media users because it is easier to understand the dissemination of information about the Visual Demonstration of the Election Bill with posts in the form of text content of the message "Emergency Warning" with Garuda emoticons on a blue background.

While telephones are commonly used for long-distance communication by older adults (Moffatt, David, & Baecker, 2013), other types of technology-mediated communication may require digital skills that vary across populations. (Anwar, 2024). For example, younger older age groups are more likely to become computer users than older age groups because they may have learned to use them at work (Carpenter & Buday, 2007).

Social Media Mediated

Social media is believed to play an important role in representing, shaping, and mobilizing public opinion for certain issues. (McGregor, 2019). (Bate & Amrullah, 2022) States that social media is widely considered to be very effective in providing a safe space for expression. There is a part of the social media feature that is used to facilitate communication. One of them is the use of hashtags (#). Hashtags have proven to be an effective way to shape and mobilize public opinion. In hashtag activism, people use hashtags on social media to draw attention to a specific issue and connect with others who are interested in the same cause. This is a form of digital activism that aims to trigger social change. (Dadas, 2017).

The use of social media such as Instagram, X, and YouTube use the hashtag #KawalKeputusanMK #Indonesiacemas #RIPKonstitusi even uses # with a withered red rose emoticon that agrees to define it as a form of condolence. An attempt to write a hashtag (#) to gather groups that agree with the argument and declare their existence to

voice criticism of the Constitutional Court's decision on the Election Bill. The report (share) feature on Instagram, X, and YouTube is another part of communication media using social media. Communication efforts with communication media can create a unity of relationship with each other from various accounts, users can simultaneously share the same content only on the condition that they can use mobile media.

Mobile Media Mediated Communications

The world of information and communication technology will continue to develop, anyone can use it by having existing features. Mobile media is one of the mediated communications that helps features that can be used by humans. Humans use these features to communicate effectively. Mobile media such as the WhatsApp feature can make communication more effective to use (Almekhlafy, 2016). The app is constantly updating its version to make human communication even more real. Whatsapp made its latest version using a channel feature that presents news and forums that are aided by mediated communication for Whatsapp users. News about the Constitutional Court's Decision can also be received through the palm of your hand on mobile media where elderly users and users who have difficulty using the C-MC feature can find out the news. The forums available on the WhatsApp feature are equipped with emoticons, voicenotes, image sending, and video calls. The public will very easily disseminate information on demonstration locations, demonstration meetings, and emoticon expressions to respond to news related to the Regional Election Bill without having to communicate face-to-face and speak to 1000 people.

Artificial Intelligence Mediated Communication (AI-MC)

New media offers digitization, convergence, interaction, and finger creation in message creation. Its ability to offer interactive relationships, allows new media users to have a choice of what information to consume, as well as control the output of the information produced and make the choices they want. "The ability to offer an interactive relationship is the central concept of understanding new media. Artificial Intelligence-mediated Mediated Communication (AI-MC) is a new medium for interpersonal communication in which intelligent agents operate on behalf of communicators by modifying, adding, or generating messages to achieve communication goals (Hancock et al., 2020). The introduction of AI into interpersonal communication has the potential to once again change the way people communicate, change assumptions around agency and mediation, and introduce new ethical questions. CMC is now evolving to include Artificial Intelligence-Mediated Communication (AI-MC): interpersonal communication that is not only transmitted by technology, but modified, augmented, or even generated by computational agents to achieve communication goals (Hancock et al., 2020). Some of the AI that are often used by humans are Google Search; M-Banking; Gmail and other social media. The use of AI-MC in this analysis highlights the transmission of technology to help find literature related to the Constitutional Court's Decision on the Election Bill. The development of the Constitutional Court's Decision can be searched with the help of AI without the need to ask the Constitutional Court about the truth directly. This limited communication supports the birth of AI as a tool to help humans find information. With

AI, people can see the content of "Emergency Warnings" to understand the meaning of trending and communicate to expand their horizons related to the Decision of the Election Bill.

Conclusion

Social Media is Mediated Communication that improves access to information and communication and facilitates the distribution of information equally. Mediated Communication supports two-way communication, allows for interactive dialogue between the public and interest groups, and provides constructive feedback. Social media has a crucial role in urgent political communication, especially in the context of emergency warnings related to the Regional Election Bill in Indonesia. The findings of the study show that social media not only serves as a channel of information but also as a platform for public participation in political discussions, mediated communication facilitates effective visual dissemination and reaches a wide range of users. The transition from traditional to digital media has changed the way people receive and process political information. Interactions on social media reflect new dynamics in messaging and public responses. The use of visuals using Garuda Emergency Warning content with a blue background on social media has proven to be effective in shaping public opinion and mobilizing the masses, as well as reinforcing political messages on important issues.

Social media has become the main channel for communication because of its better speed and flexibility than traditional media which allows the delivery of messages to be more responsive. The management and moderation of content on social media are very important to maintain the quality of information, prevent disinformation, and ensure the accuracy and relevance of information. Social media plays a vital role in disseminating information, shaping communication that gives birth to public opinion, and facilitating two-way communication in the context of politics and so on.

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