

## The Role of Digital Communication in Overcoming Polarization After the 2024 Presidential and Vice Presidential Debate

Suci Rahayu Maulidyah<sup>1</sup>, Dhiny Nedyasari<sup>2</sup>, Nanda Alif Andryanto<sup>3</sup>

Institut komunikasi dan Bisnis LSPR, Jakarta, Indonesia<sup>123</sup>

22172380033@lspr.edu

### ABSTRACT.

*The second Vice Presidential Candidate Debate in the 2024 General Election has the potential to cause polarization due to plural citizens/differences in society. Digital Communication, which has an educational function, is projected to be a mediator so that polarization can be minimized as much as possible. This research is a qualitative research with a descriptive approach regarding the role of digital communications in overcoming polarization following the debate for vice presidential candidates in the 2024 general election. The data that researchers use here is secondary data that researchers obtained from credible websites, books, scientific articles, and various other sources. which is commonly used in every other scientific research. The data in this research was analyzed using the stages of data collection, data selection, data reduction, and drawing conclusions. The result in this research show 1. Digital Communication can have a negative impact, namely causing polarization due to a society that is plural/full of differences if used in incorrect ways, provoking social rifts and conflicts, insulting each other, and so on. 2. Digital Communication can have a positive impact in order to minimize polarization in three ways, namely being used to create positive, non-provocative content, focusing on vision and mission, and debating substantive matters.*

**Keywords:** Digital Communication, Polarization, Vice Presidential Debate

### INTRODUCTION

Communication is a basic human activity, and communication is an important aspect of human life, because humans are social creatures who cannot live alone and cannot be separated from interactions with each other. In the process, communication requires understanding of each individual and communication does not only express or convey information that is not important or not needed by other people, but communication also requires a clear goal and the choice of vocabulary must also be appropriate so that the content of the message can be conveyed as expected. by the sender of the message, in this case the communicator. Through good communication media, students will more easily absorb any learning material provided by the teaching lecturer. Literally, communication comes from Latin, namely communis, which means the same, and communication, which means making the same. Communication is the art of conveying information and one person's ideas to others (Chrisnatalia & Rahadi, 2020).

Onong Uchajana Effendy in his book entitled "Science, Theory and Philosophy of Communication", states that there are four functions of communication including: 1. To inform, namely communication must be able to provide information to the public about anything, including what is happening, ideas or the thoughts and behavior of other people, as well as everything that other people say. 2. To educate or to educate, namely communication must be able to become a forum for educational facilities. Communication must be able to provide information, knowledge and knowledge to other people. 3. To entertain or to entertain, namely communication must be able to provide entertainment or be able to entertain other people. Through communication, entertainment facilities can also be fulfilled. 4. To influence or to influence, namely communication must be able to influence every individual who communicates. Communication seems to be able to influence everyone's way of thinking and furthermore try to change everyone's attitudes and behavior according to what is expected (Effendy, 2003).

Communication is a method involved in sending messages from one side to another through multiple communication channels. The communicator is the party who conveys information, and the communicant is the party who receives the information. Dialogue between two parties is a direct example of communication. The main party is the communicator and the next party is the communicator, general public, target or audience. The content conveyed in communication is called the message, and the media used to convey the message is called the channel. One type of communication is Digital Communication (Susila, 2010).

Digital communication can be defined as the process of transferring messages or information from communicator to communicator via digital media. The characteristics of digital communication are very different from traditional communication. The first difference is how information is combined, packaged and presented. Digital communication is faster and more convenient. In addition, various technological features that allow messages to be packaged and delivered in unique and captivating ways make digital communication far superior in message appeal (Firmansyah & Solihat, 2022).

One form of Digital Communication is that shown in the Second Vice Presidential Candidate Debate which was covered by various media sources. As a result of this debate, there were two positive and negative impacts. The positive impact in question is that the public can hear directly and systematically about the vision and mission of the vice presidential candidate, priority programs, and so on which can help the public in determining their version of a good leader. Meanwhile, the negative impact in question is the creation of polarization among each supporter (Suri, 2019).

Conceptually, political scientists have varying views regarding polarization. Polarization is divided into two things, first as a state and second as a process. Polarization as a state refers to the extent to which an issue is opposed in relation to some paradigm, whereas polarization considered as a process refers to increasing opposition

over time (DiMaggio, 1996). polarization emphasizes the simultaneous presence of opposing or conflicting principles, tendencies, or points of view (Fiorina, 2008), while polarization is also seen as increasing support for extreme political views compared to support for centrist or moderate views (McCarty, 2019). (McCoy, 2019) define polarization as a process where diversity or differences in society increasingly align along one dimension, and people increasingly perceive and describe politics and society in terms of "us" versus "them". The term "us" versus "them" is a state of society that is divided and distrustful of each other. From these various views, it can be concluded that political polarization refers to the division of society due to differences in political choices, where in this division a sense of mutual distrust and hatred emerges, giving rise to hostility. In explaining the causes of polarization, the study by Slater and Arugay focuses on the management of power by the executive as a trigger for the emergence of polarization and does not pay too much attention to identity factors. Democratic designs that provide for limitations on executive power by parliament or the courts will trigger tensions between institutions, which can trigger polarization (Slater, 2018).

In line with the opinion of (McCoy, 2019), it shows that polarization occurs as a result of a pluralistic nation/many differences. The different choices of vice presidential candidates are one part of this. Based on this, this research aims to analyze the role of digital communication in overcoming polarization after the second vice presidential debate in 2024 (Mansyur, 2023).

## RESEARCH METHODS

The second Vice Presidential Candidate Debate in the 2024 General Election has the potential to cause polarization due to plural citizens/differences in society (Lexy J. Moleong, 2014) . Digital Communication, which has an educational function, is projected to be a mediator so that polarization can be minimized as much as possible (Imam Gunawan, 2014). This research is a qualitative research with a descriptive approach regarding the role of digital communications in overcoming polarization following the debate for vice presidential candidates in the 2024 general election (Sugiyono, 2019). The data that researchers use here is secondary data that researchers obtained from credible websites, books, scientific articles, and various other sources. which is commonly used in every other scientific research (Sugiyono, 2019). The data in this research was analyzed using the stages of data collection, data selection, data reduction, and drawing conclusions.

## RESULT AND DISCUSSION

### Digital Communications and Polarization

Communication is a basic human activity, and communication is an important aspect of human life, because humans are social creatures who cannot live alone and

cannot be separated from interactions with each other. In the process, communication requires understanding of each individual and communication does not only express or convey information that is not important or not needed by other people, but communication also requires a clear goal and the choice of vocabulary must also be appropriate so that the content of the message can be conveyed as expected. by the sender of the message, in this case the communicator. Through good communication media, students will more easily absorb any learning material provided by the teaching lecturer. Literally, communication comes from Latin, namely *communis*, which means the same, and *communicatio*, which means making the same. Communication is the art of conveying information and one person's ideas to others (Chrisnatalia & Rahadi, 2020).

Onong Uchajana Effendy in his book entitled "Science, Theory and Philosophy of Communication", states that there are four functions of communication including: 1. To inform, namely communication must be able to provide information to the public about anything, including what is happening, ideas or the thoughts and behavior of other people, as well as everything that other people say. 2. To educate or to educate, namely communication must be able to become a forum for educational facilities. Communication must be able to provide information, knowledge and knowledge to other people. 3. To entertain or to entertain, namely communication must be able to provide entertainment or be able to entertain other people. Through communication, entertainment facilities can also be fulfilled. 4. To influence or to influence, namely communication must be able to influence every individual who communicates. Communication seems to be able to influence everyone's way of thinking and furthermore try to change everyone's attitudes and behavior according to what is expected (Effendy, 2003).

Communication is a method involved in sending messages from one side to another through multiple communication channels. The communicator is the party who conveys information, and the communicant is the party who receives the information. Dialogue between two parties is a direct example of communication. The main party is the communicator and the next party is the communicator, general public, target or audience. The content conveyed in communication is called the message, and the media used to convey the message is called the channel. One type of communication is Digital Communication (Susila, 2010).

Digital communication can be defined as the process of transferring messages or information from communicator to communicator via digital media. The characteristics of digital communication are very different from traditional communication. The first difference is how information is combined, packaged and presented. Digital communication is faster and more convenient. In addition, various technological features that allow messages to be packaged and delivered in unique and captivating ways make digital communication far superior in message appeal (Firmansyah & Solihat, 2022).

One form of Digital Communication is that shown in the Second Vice Presidential Candidate Debate which was covered by various media sources. As a result of this debate, there were two positive and negative impacts. The positive impact in question is that the public can hear directly and systematically about the vision and mission of the vice presidential candidate, priority programs, and so on which can help the public in determining their version of a good leader. Meanwhile, the negative impact in question is the creation of polarization among each supporter (Suri, 2019).

Conceptually, political scientists have varying views regarding polarization. Polarization is divided into two things, first as a state and second as a process. Polarization as a state refers to the extent to which an issue is opposed in relation to some paradigm, whereas polarization considered as a process refers to increasing opposition over time (DiMaggio, 1996). polarization emphasizes the simultaneous presence of opposing or conflicting principles, tendencies, or points of view (Fiorina, 2008), while polarization is also seen as increasing support for extreme political views compared to support for centrist or moderate views (McCarty, 2019). (McCoy, 2019) define polarization as a process where diversity or differences in society increasingly align along one dimension, and people increasingly perceive and describe politics and society in terms of "us" versus "them". The term "us" versus "them" is a state of society that is divided and distrustful of each other. From these various views, it can be concluded that political polarization refers to the division of society due to differences in political choices, where in this division a sense of mutual distrust and hatred emerges, giving rise to hostility. In explaining the causes of polarization, the study by Slater and Arugay focuses on the management of power by the executive as a trigger for the emergence of polarization and does not pay too much attention to identity factors. Democratic designs that provide for limitations on executive power by parliament or the courts will trigger tensions between institutions, which can trigger polarization (Slater, 2018).

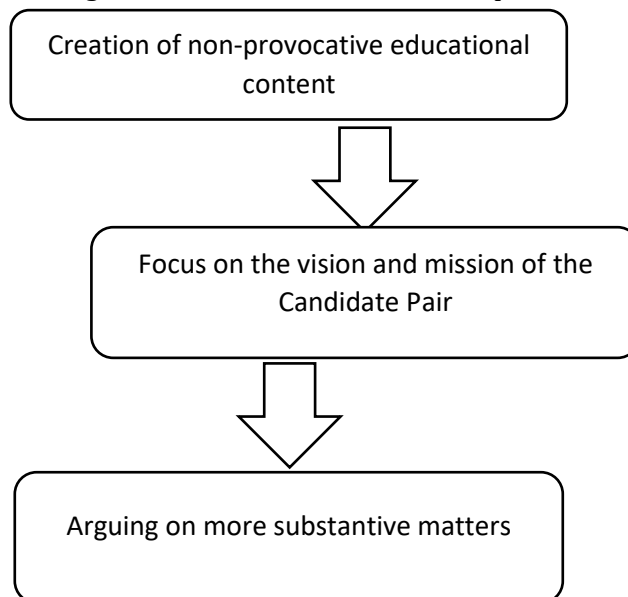
In line with the opinion of (McCoy, 2019), it shows that polarization occurs as a result of a pluralistic nation/many differences. The different choices of vice presidential candidates are one part of this. Based on this, this research aims to analyze the role of digital communication in overcoming polarization after the second vice presidential debate in 2024 (Mansyur, 2023).

## **The Role Of Digital Communication In Overcoming Polarization After The 2024 Presidential And Vice Presidential Debate**

One of the functions of Digital Communication is to educate opponents of communication so that they can think clearly and resolve a number of existing problems, especially in overcoming Polarization after the debate for the second Vice Presidential Candidate for the 2024 General Election. Several things regarding Digital Communication that can be done include the following:

**Figure 1**

Several things that can be done to overcome polarization



Based on this, the researcher believes that if society can implement/use Digital Communication media using the methods above, then the researcher believes that the polarization that has arisen in society can be quickly overcome.

## **CONCLUSION**

Based on the explanation above regarding the role of digital communications in overcoming polarization after the 2024 general election, several broad conclusions can be drawn as follows:

1. Digital Communication can have a negative impact, namely causing polarization due to a society that is plural/full of differences if used in incorrect ways, provoking social rifts and conflicts, insulting each other, and so on.
2. Digital Communication can have a positive impact in order to minimize polarization in three ways, namely being used to create positive, non-provocative content, focusing on vision and mission, and debating substantive matters.

## **REFERECES**

Chrisnatalia, S. G., & Rahadi, D. R. (2020). Komunikasi Digital Pada Pembelajaran Secara Daring Dimasa Pandemi Covid-19. *Jurnal BONANZA: Manajemen Dan Bisnis*, 1(2), 56–65. <https://doi.org/10.47896/mb.v1i2.289>

DiMaggio, P. (1996). Have American's Social Attitudes Become More Polarized? *American*

*Journal of Sociology*, 102(3), 690–755.

- Effendy. (2003). *Ilmu, Teori dan Filsafat Komunikasi*. Bandung: Citra Aditya Bakti. Citra Aditya Bakti.
- Fiorina, M. P. (2008). Political Polarization in the American Public. *Annual Review of Political Science*, 11(56), 88.
- Firmansyah, R., & Solihat, B. K. (2022). Penerapan Media Komunikasi Digital sebagai Media Pembelajaran di Masa Pandemi Covid-19. *Jurnal Pendidikan Vokasi Raflesia*, 2(1), 29–32. <https://doi.org/10.53494/jpvr.v2i1.127>
- Imam Gunawan. (2014). *Metode Penelitian Kualitatif*. Bumi Aksara.
- Lexy J. Moleong. (2014). *Metode Penelitian Kualitatif*. Remaja Rosdakarya.
- Mansyur, I. C. (2023). Polarisasi Politik di Indonesia 2014-2019: Sebuah Kajian Pustaka. *Jurnal Politik Profetik*, 11(1), 1–22. <https://doi.org/10.24252/profetik.v11i1a1>
- McCarty, N. (2019). *Polarization: What Everyone Needs to Know*. Oxford University Press.
- McCoy, J. (2019). Toward a Theory of Pernicious Polarization and How It Harms Democracies: Comparative Evidence and Possible Remedies. *ANNALS of the American Academy of Political and Social Science*, 681(1), 71.
- Slater, D. (2018). Polarizing Figures: Executive Power and Institutional Conflict in Asian Democracies. *American Behavioral Scientist*, 62(1), 92–106.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, R&D*.
- Suri, D. (2019). Pemanfaatan Media Komunikasi dan Informasi dalam Perwujudan Pembangunan Nasional. *Jurnal Komunikasi Pembangunan*, 17(2), 177–187. <https://doi.org/10.46937/17201926848>
- Susila, T. (2010). Komunikasi digital. In *Buku Dosen-2009* (Issue July). [http://repository.trisakti.ac.id/usaktiana/index.php/home/detail/detail\\_koleksi/0/BDS/judul/00000000000000084311/](http://repository.trisakti.ac.id/usaktiana/index.php/home/detail/detail_koleksi/0/BDS/judul/00000000000000084311/)