

THE ITE LAW AS A FIRST-TIME VOTER'S GUIDELINES ON SOCIAL MEDIA INTERACTIONS IN RESPONSE TO REGIONAL HEAD ELECTION ISSUES IN INDONESIA

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ABSTRACT

An interesting phenomenon that has occurred this decade related to the use of social media which is variety of news uploaded related to the election on behalf of a class or group in society. They aim to promote certain candidates in the elections. This brings new discourse on the use of social media, where interaction shifts from very diverse and general issues, to political issues related to elections. One of the groups in the circle problems is the age group of teenagers who are the first-time voters in the elections. In order to interact in social media as well and not cause problems, it requires social intelligence and understanding of the Law on Information and Electronic Transactions (ITE Law). The purpose of this study is to examine first-time voter students' understanding on the principles of interacting on social media and the concern of first-time voters towards issues on social media relating to the Central Java regional head elections; and the social intelligence of first-time voters in responding to the issues on social media relating to elections. This study using qualitative approach method. The subjects are high scholar or vocational high school students in Semarang City and also their teachers. Data collection was conducted through interviews, questionnaires, and documentation studies. Data analysis techniques using interactive analysis models through the stages of data collection, data reduction, data presentation, and conclusion drawing. Most of the first-time voters don't know the principles when they interacting on social media. First-time voter students are very unfamiliar with the politics and news related to issues of elections. They are apathetic, and don't care about these things. Only a small number of first-time voters who care about the issues on social media related to Central Java elections. The first-time voter students have social intelligence in responding to political issues related to regional head elections in Central Java, even though only a small percentage.

Keywords: social intelligence, first-time voters, social media, regional head elections

INTRODUCTION

The regional head election (or known as Pilkada) is one of the democracy tool and also an opportunity for the local society to choose their leaders. The issues about the elections have created fragmentation in the society because of the differences on political support. The problem becomes more serious because of the presence of social media, where everyone can convey expressions according to their ideas, feelings, and desires, without being able to be controlled properly. One of the groups in the circle problems is the age group of teenagers who are also as the first-time voters in the elections.

Teenagers have unique characteristics, among others, emotional instability, perfect mental abilities and intelligence, searching for status, and other things that make a lot of problems faced by teenagers (Al-Mighwar, 2006: 69-70). Teenagers are a group of human beings who are full of potential that needs to be developed. Psychologically, teenagers is the age where individuals integrate with adult society, the age which children no longer feel below the level of older people but at the same level (Hurlock, 1980). Such conditions of teenagers have implications in the use of social media. The use of social media has become increasingly inseparable from the development of communication technology.

Communication technology makes a large-scale transformation in human life. At least, there are five influences of the use of communication technology (cellphones). *First*, to the cellphones users. *Second*, to interactions between individuals. *Third*, to face-to-face meetings. *Fourth*, towards groups or organizations, and; *fifth* is the relationship system in the organization and community institutions (Simanjuntak, 2014).

An interesting phenomenon that has occurred this decade related to the use of social media in which the variety of news uploaded related to the election on behalf of a class or group in society. They aim to promote certain candidates in the elections. This brings new discourse on the use of social media, where interaction shifts from very diverse and general issues, to political issues related to elections.

Interacting on social media can be done well and does not have a negative impact on users for sanctions, so it is necessary to understand the rules and principles as contained in the Law on Electronic Information and Technology (or known as ITE Law). Understanding of ITE principles will led the impact on social care and intelligence in responding to issues that develop on social media.

Social intelligence is the ability of individuals to face and react to social situations or live in society. Social intelligence is not a person's emotions towards others, but a person's ability to understand to others, can do something with the society demands (Prawira, 2012). According to Syamsu (2004), social intelligence is the ability to understand himself or his environment optimally

and react appropriately to succeed in social behavior. Social intelligence is the ability and skills that a person has in dealing with and reacting to social or environmental situations optimally and reacting appropriately to the success of social behavior. In this study social/environmental situations including the environment on social media.

Noting the problems background mentioned above, the purpose of this study is to analyze the understanding of the first-time voters on the principles of interacting on social media, the concern of first-time voters on the regional head elections issues on social media, and the social intelligence of the first-time voters in respond to regional head elections issues on social media.

RESEARCH METHODS

The purpose of this study is to discuss the issue of using qualitative method with research locations in high schools and vocational high schools in the city of Semarang, Indonesia, with the subject of students in ages included in the group of first-time voters. Research data was collected by questionnaire, interview and documentation. Examination of data validity is done by source and technique triangulation. Data were analyzed by interactional analysis, which consisted of data collection, data reduction, data presentation, and conclusion drawing. The three components of data analysis are data reduction, data presentation, and conclusion drawing are carried out interactively after data collection, and if there is a lack of data then data collection is done again.

RESEARCH RESULTS AND DISCUSSION

The ITE Law as Principles of the Social Media Interactions

Social media is an online social networks platform. Social media users communicate, interact, send messages to each other, share information, and also build networks. As a platform of communicating and interacting, social media is not only used to share information and inspiration, but also expression, self-image, and an opportunity to outpouring of feelings and even complain and curse. The best posts on social media is informative and inspiring post updates.

The number of first-time voter students in Semarang City in social media interaction is presented in the following table.

Table 1. First-time voter students Actively Interact on Social Media

No.	Activity Level	Percentage
1	Active	80%
2	Occasionally	7%
3	Inactive	13%
	Total	100%

The table above shows that most first-time voters in Semarang City actively interact on social media, some are occasionally even inactive. WhatsApp is the most social media favored by students. Almost all first-time voters use WhatsApp as communicating and interacting media. Facebook and Twitter are only used occasionally by first-time voters in the city of Semarang.

Interaction between first-time voter students in Semarang City through social media is a way of social interaction in online media. Social interaction is a relation where there is a mutual influence process between individuals, between individuals and groups, or between groups. The communication process is essentially the process of conveying thoughts, or feelings by someone (communicator) to others (communicant). Thoughts can be ideas, information, opinions, etc. that come from his mind. Feelings can be in the form of confidence, certainty, doubt, worry, anger, courage, excitement, etc. that arise from the bottom of the heart (Bungin, 2008: 17).

There are many backgrounds of first-time voters interacting on social media, they are: (1) following the development of the social environment and technology, (2) lots of interesting information, (3) for entertainment, (4) can deliver messages and receive messages quickly, (5) for self-expression, (6) looking for new friends. This is as stated by Soekanto (2002: 62), social interaction is a dynamic social relationship concerning the relationship between individuals, between groups, as well as between individuals and groups. Terms of social interaction are the existence of social contact and the existence of communication.

First-time voters use WhatsApp to start their day-routine. First-time voters use WhatsApp has a purpose, which is to get profits through the internet. WhatsApp as a place or platform to exchange or disseminate information so that information reaches other users and finally a social interaction occurs.

WhatsApp is a media of communication, so even first-time voters not only read/get the information but also send information to other users. Because of it there were social interaction through social media. Even first-time voters sometimes comment on the information they obtain. The comments are positive and sometimes negative.

Along with the information posted in the form of outpouring of feeling, seductions, jokes and motivational sentences indicate that the First-time voters in interacting on social media are not based on facts. They responded with their own will, taking poetic sentences from various sources, and some just distributing information to other social media users.

Related to disseminating and responding to information to other social media users of the first-time voters in Semarang City are presented in the following diagram.

Table 2. Number of First-time Voter Students Who Respond and Share the Information

No.	Response Level	Percentage
1	Constantly	65%
2	Occasionally	5%
3	Never	30%
	Total	100%

The table above shows that almost all of the first-time voter students in Semarang City shared and responded to information obtained from other social media users. A small percentage occasionally shared and responds to the information they obtained, and a small of them is only as passive recipients.

In social interaction, a person has the right and freedom to convey any information or writing. But the rights and freedoms are not as free as there are restrictive rules, which is Law Number 11 concerning Information and Electronic Transactions (ITE Law). The actions that are prohibited include:

- a. Intentionally and without the right to distribute and/or transmit and/or make access to Electronic Information and/or Electronic Documents that have content that violates decency.
- b. Intentionally and without rights distribute and/or transmit and/or make access to Electronic Information and/or Electronic documents that have gambling content.
- c. Intentionally and without rights distribute and/or transmit and/or make access to Electronic Information and/or Electronic documents that have insults and/or defamation.
- d. Intentionally and without the right to distribute and/or transmit and/or make access to Electronic Information and/or Electronic documents that have extortion and/or threats.
- e. Intentionally and without rights spread false and misleading news that results in consumer losses in Electronic Transactions.
- f. Intentionally and without rights disseminate information intended to incite hatred or hostility of certain individuals and/or groups of people based on ethnicity, religion, race and intergroup (SARA).
- g. Deliberately and without the right to send Electronic Information and/or Electronic Documents containing threats of violence or intimidation directed personally.

Most of the first-time voters are not aware of the law that regulate social media interaction. Only a small percentage know the law for interacting on social media. And only limited knowledge of the rules. They don't know the law, let alone understand it. Even though the delivery and dissemination of information on the social media can't be carried out freely because there are provisions that regulate it.

A person who disseminates information on social media that contains a spread of hatred and does not comply with the reality and causing detrimental to others can be threatened with fines and criminal penalties sanctions. Therefore, first-time voters need to be given an understanding of the rules of interacting on social media. Not known and understood the rules of interaction in social media by first-time voters in Semarang City are because the material is not included in the school curriculum, and there is no socialization in the school.

1. Awareness of First-time Voteer Students on Emerging Issues in Social Media Related to Central Java Election

Awareness as a way to maintain relationships with other people, where others feel personal commitment and responsibility. When someone cares about others, the person responds positively to what is needed by others and expresses it into action. Awareness about tasks, roles, and relationships. Caring is also related to personal, emotional and needs.

Broadly speaking, awareness is an action carried out by one or a towards others in the viewpoint that beings who care about make various efforts to change the state of beings who are cared for from their original state to a better state than before. This action can be divided into two types, namely sympathy and empathy (<https://akhiahmadhafis.wordpress.com/2014/10/21/konsep-kepedulian>).

Referring to the above opinion, awareness includes: caring for himself, fellow human beings, and the environment. Awareness in this study include awareness for the environment, especially Central Java Election issues on the social media.

Awareness for first-time voter students on the relately issues on social media actually must be built early because students' lives are increasingly complex along with the growth and breadth of their insight. With this awareness, it is expected that when students went into the society, they can make a real contribution to the problems in the society.

Most first-time voter students in Semarang City like the political news in social media. The illustration of first-time voter students who like political news shown on the the following table.

Table 3. Number of First-Time Voter Student Following the Political News

No.	Political News Enthusiasts	Percentage
1	Active	29%
2	Occasionally	20%
3	Never	51%
	Total	100%

The table above illustrates that approximately half of the first-time voter students in Semarang City are interested in political news on social media, both active students or the student who occasionally follow the news. Meanwhile, half of the other first-time voters were not interested in political news on social media. This is reasonable because when this study was conducted while the process of simultaneously regional head election, especially the election of the governor and vice governor of Central Java.

Awareness for First-time voter students in Semarang City regarding issues that arise on social media related to Central Java Election, is presented in the following diagram.

Table 4. Awareness of First-Time Voter Students on Election Issues

No.	Awareness Level	Percentage
1	Aware	27%
2	Unaware	73%
	Total	100%

Most of the first-time voters in Semarang City interacting on social media have never followed political news, especially related to the Central Java Election. This is because the news is not popular among students. Moreover, they are between 17-18 years old. First-time voter students have never had experience with elections. They focus on efforts for the exams that determine them to pass the score.

Only a small number of first-time voters in the city of Semarang interested to follow political news related to elections in the Central Java region. The interest in political issues/news about regional head elections in social media shows the sympathy of some of the first-time voters. Sympathy is an act of awareness. Sympathy is a process that someone feels attracted to others, so that they can feel what they are experiencing (<https://akhiahmadhafis.wordpress.com/2014/10/21/concept-preliminary>).

The interest of first-time voters in the political news related to the election of Central Java is also an effort to find out which is one dimension of awareness. According to Swanson (2000), there are 5 dimensions of awareness, namely: knowing, attending, doing, enabling, and maintaining. Knowing that is trying hard to understand events that have meaning in life. In this aspect, avoiding assumptions about events experienced by other people is very important, focusing on the needs of others, conducting in-depth assessments, seeking verbal and non-verbal cues, and engaging in both signals (<http://karakterbangkit.blogspot.com/2016/10/caring-care.html>).

Awareness is the realization of a good sense of belonging and empathy from the right environment. In general, humans are with the existence of this sense of belonging, caring can be formed well and able to give positive encouragement to the environment or related people. Awareness is able to change a person's condition from a bad situation to a better one, this is the basis of human needs where humans always need positive encouragement and consistent improvement in their reaction to the environment and themselves to themselves.

Positive issues are news that is most preferred by first-time voter students who interested to follow the election news. They don't like the negative issues such as the ethnicity, religion, race and intergroup (SARA) issue that has been raised. This condition occurs because even though they do not understand the rules of interacting on social media, they also listen to news from television. First-time voters can also sort out the hoaxes, so they are afraid of the consequences if they share hoax news on social media.

In responding to the positive issues of the Central Java Election, whether from reading/obtaining information or from their friends, use it for their own interests. In contrast to the negative issues that students never responded. This shows that some first-time voters who are interested in political news have a good awareness in responding to the Central Java Election issues on social media. But most of the others are apathetic about political news related to the issues of Central Java Election.

In general, the awareness of someone/first-time voter students can be developed in the following ways, namely: (1) Build sensitivity to the environment or the feelings of others; (2) Consider what the impact of your actions on the environment or other people; (3) Determine the attitude; (4) Respect other people or the environment in your life; (5) Don't be selfish; (6) Care; (7) Be Polite (<http://karakterbangkit.blog-spot.com/2016/10/care-concern.html>).

2. Social Intelligence of First-time Voters in Responding to Issues in Social Media Related to Central Java Election

Social intelligence is the ability and skills that a person has in interacting socially with people / surrounding environment and establish relationships with community groups, which are characterized by the maturity of self-understanding of others, providing motivation and being able to cooperate with others. According to Syamsu (2004), social intelligence is the ability to understand himself or his environment optimally and react appropriately to succeed in social behavior. A person who has good

social intelligence will have much more friends, good at communicating, easy to adapt in a social environment and his life can be useful not only for himself, but also for others. Social intelligence that is intended in the study is the ability to interact with people/the surrounding environment through social media in response to issues of Central Java regional head elections.

The results of the study showed that only a small number of first-time voters in Semarang City were interested to follow the political news, especially regarding the election of regional heads of Central Java. Follow-up activities involve both for their own sake or to spread it to other social media users, sometimes giving comments to their friends. Thus there was communication or interaction between the first-time voters in responding to political news related to the Central Java election. Most of first-time voters don't interested to the political news about the election. According to the first-time voter students who don't interested, they are afraid to respond the political issues because they are not sure their respons is correctly, especially for the negative issues. Therefore, instead of responding to political news about the regional head election, other information that is not related to it is better. This is because they do not have the maturity to communicate/interact, especially on social media relating to issues about the election of the Central Java governor.

Considering the above conditions, it can be said that only a small number of first-time voters have a social intelligence, while most others do not have situational awareness as part of the ability of social intelligence. Therefore, there are still many of first-time voter students who do not have social intelligence, so in fact there is a need to develop maturity in communicating/social intelligence of students in responding to issues on social media related to the regional head election whether regents/mayors or governors. So far, there have been no models for developing maturity from schools in communicating/social intelligence to first-time voters.

The results of this study in the field, the efforts to develop maturity in social communication/first-time voter students social intelligence are carried out through socialization and advice to students. Socialization is only carried out once a year at the beginning of freshman year, or known as the orientation of new students towards school and school activities. Advice is also given to students only occasionally, only in Citizenship Education Subject.

The methods above have not been able to develop the social intelligence of students, especially first-time voters, because the development of communication technology is rapidly and sometimes students respond according to their own thoughts. Therefore, an appropriate model is needed to develop students' social intelligence, especially first-time voters in responding to issues on social media related to regional head elections.

Social intelligence can be developed by practicing social skills of first-time voters. These social skills such as communication skills, making humor, making friendships, playing a role in groups, and social manners (Lawrence E. Shapiro on <http://mujihartopanga.blogspot.com/2015/05/mengem-bangan-sosial-sosial.html>)

Communication skills are not just the ability to speak, but are able to convey information as well as being able to understand and provide responses or communication that is woven. This communication skill can be trained by asking the student to clearly express what their needs and wants. It can also be trained by asking the students to convey what is being felt. The skill to make someone's humor can make people laugh or smile so that it attaches a relationship and a sense of lightness in the heart. This skill also needs to be trained for first-time voter students.

Friendship skills must also be trained because first-time voters are in school or in their social environment, they must establish friendships. With increasing age, first-time voter students increasingly expand their relationships so that they need skills in making friends. As social creatures, first-time voters live and grow in group life, and can play a role in groups. Skills to play a role in this group can be trained in courage to express opinions.

Social manners are very necessary in society. With good manners, someone will be easier and more successful in his community. These skills can be trained by cultivating an attitude of greeting, excusing, smiling, or at least showing expression that we "say hello".

CONCLUSION

Based on the results of the interim study above, it can be concluded as follows. Most of first-time voters don't know about the rules when they interacting on the social media. Nowadays, they required to mastering the technology, accompanied by a good and correct knowledge. But they didn't know about the ITE Law, moreover to mention what it is stands for, functions and things that are regulated in the law.

Only a small number of first-time voters have awareness for issues on social media related to regional head elections in Central Java, while most others have no concern. The lack of awareness makes them not maximal in accepting political education as a first-time voter in interacting on social media related to regional head elections. The first-time voter students are very unfamiliar with the politics and news related to issues of elections, then gives a bad impact. The information obtained is only reporting the corruptions, criminal acts that are less able to make them as good voters. There is a saying that "silence is gold" and this is what teenagers use in addressing social media, so that they are apathetic and don't care about these things. Only a small number of first-time voter's care about issues on social media related to Central Java elections. The first-time voter students have social intelligence in responding to political issues related to regional head elections in Central Java, even though only a small percentage.

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