

A SUCCESSFUL STRATEGY OF POLITICAL PARTY CAMPAIGN AHEAD OF ELECTION IN DEVELOPED COUNTRIES

STRATEGI SUKSES KAMPANYE PARTAI POLITIK JELANG PEMILU DI NEGARA-NEGARA BERKEMBANG

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Abstrak

Penelitian ini bertujuan untuk menganalisis seni yang dilakukan partai politik pra-pesta demokrasi era disrupsi. Berkembangnya teknologi informasi dan komunikasi telah memaksa partai politik untuk berantusias menggunakan internet termasuk media social. Internet dengan media social adalah satu kesatuan yang tidak dipisahkan, media social sebagai nomenklatur seni komunikasi partai politik yang berjalan sesuai keinginannya. Penelitian ini menggunakan pendekatan analisis perangkat lunak data kualitatif (QDAS) dan bibliometrik dengan bantuan perangkat lunak VosViewer dan Nvivo 12. Sumber data penelitian menggunakan 428 artikel dari database Scopus. Tahap pencarian data menggunakan kata kunci "Komunikasi" dan "Partai Politik" dari tahun 2015-2021. Hasil analisis menunjukkan bahwa seni yang dilakukan partai politik pra-pesta demokrasi adalah candidate, election, campaign, facebook, twitter, dan instagram menjadi kata kunci utama yang muncul. Hasil temuan penelitian ini adalah seni komunikasi politik pra-pesta demokrasi, media social menjadi platform unggulan yang digunakan oleh partai politik. Saat ini Facebook, Twitter, Youtube, dan Instagram adalah platform yang dominan terlihat digunakan oleh partai politik dalam melakukan kampanye menjelang pemilihan umum. Memanfaatkan media social adalah keunggulan dari masing-masing partai politik, bertujuan mendapatkan cakupan yang lebih luas dan respon yang cepat pada setiap lapisan masyarakat.

Kata Kunci: Partai Politik; Pemilu; Media Social,; Kampanye

Abstract

This study aims to analyze the arts performed by political parties before the democratic era of disruption. Information and communication technology development has forced political parties to be enthusiastic about using the internet, including social media. The internet and social media are inseparable; social media is a nomenclature of the communication art of political parties that goes according to their wishes. This study uses a qualitative data analysis software approach (QDAS) and bibliometrics with the help of VosViewer and Nvivo 12 software. The research data sources use 428 articles from the Scopus database. The data search phase uses the keywords "Communications" and "Political Parties" from 2015-2021. The analysis results show that the arts performed by pre-democratic political parties are candidate, election, campaign, Facebook, Twitter, and Instagram, being the main keywords that appear. The findings of this study are the art of pre-democratic political communication; social media is the pre-eminent platform used by political parties. Currently, Facebook, Twitter, Youtube, and Instagram are the dominant platforms seen being used by political parties in conducting campaigns ahead of the general election. Utilizing social media is the advantage of each political party, aiming to get wider coverage and fast response at every level of society.

Keywords: Political Party; Election; Social Media; Campaign

INTRODUCTION

The development of information and communication technology in democratic countries has influenced how political parties communicate in their functions (Raniolo & Tarditi, 2020). Digitalization has weakened the role of institutions such as the state, political parties, and organizational news outlets (Mancini, 2020). Online social networks are the main source of overcoming unequal communication arrangements (Bacallao-Pino, 2015). The role of the Internet is very significant by mobilizing grassroots and civil society networks in realizing participatory democracy (Savyasaachi & Kumar, 2017). News media play a key role in communicating information about political parties to the public (Kane, 2020). In modern society, the media serve as the most important source of information about political or social events. With the power of the media, political organizations are eager to participate in public discourse. Apart from political parties, interest groups are also increasingly dependent on media exposure to strengthen their position in the political decision-making process (Oehmer, 2017).

Have more tools to communicate and engage with voters. Direct contact between politicians and voters increases civic engagement (Southern & Purdam, 2016). Voters know the importance of the Internet, especially social networks, as an instrument of facilitating political participation; it is important to learn the importance of the Internet for communication and political participation, especially during election campaigns (Loureiro & Ribeiro, 2017). However, while platforms dominate the threats to media freedom, the most common of which is disinformation, disinformation is one of the main phenomena shaping the current media environment (Rodríguez-Castro et al, 2020). When the media begins to function as the vanguard of opposing parties, the impact is twofold: the loss of an important public watchdog and the deepening of social rifts (Evans & Kaynak, 2015). One important aspect of such engagement is the negative element; the media systematically exaggerates negative patterns based on the problem ownership structure, so attacks originating from or targeting problem owners are significantly more likely to be covered (Nyhuis et al, 2021).

Political parties can use online media and social media as their access to political communication with the public. According to a report by Hootsuite and We Are Social, in January 2021, there were 202.6 million internet users, or 737.7 percent of the total population of Indonesia, namely 274.9 million people. From this data, there are 170 million social media users, or 61.8 percent of the total population of Indonesia (Hidayati, 2021). In the era of disruption, the most frequently used communication medium is the Internet. Almost everything can be accessed via the Internet, such as accessing news, accessing television streaming, and accessing entertainment through social media (Firmansyah, 2019). Social media such as Instagram is not only used as a personal social media platform. With the development of the times, Instagram is used as a political communication tool by regional heads to show tasks and activities (Eliya & Zulaeha, 2017).

Political parties do not only rely on big names and their history to capture people's choices, but the public will judge the positive image of a party and the existence of the party is also determined by the communication relationship with the community (Mughtar, 2016). Political communication aims to be related to the delivery of political messages from political communicators, the formation of political images, and the formation of public

opinion (Alfiyani, 2018). Furthermore, political communication attracts public sympathy to increase party electability and capture political participation ahead of the general election (Alfiyani, 2018). By using online media that can reach a wider public, political parties can use these media to form a political image to increase their electability, especially approaching the national election.

Social media has become a new political communication tool that can produce two-way communication that political leaders can utilize. This two-way communication will impact the level of aspirations that political leaders and political parties can absorb. Many politicians now use social media as a medium for their political campaigns (Muthiah, 2021). Social media such as Twitter, Facebook, Instagram, and Youtube have important potential in their use in context as campaign media to build image and electability ahead of the general election (Hidayati, 2021). Political organizations are starting to actively use social media to convey political messages to the public because social media is not paid or free and can reach various socio-economic classes of society and reach young voters to participate in elections (Muthiah, 2021).

METHOD

This study aims to examine various scientific articles that discuss the communication space of political parties regarding the regional elections published on Scopus. This study uses a qualitative data analysis software (QDAS) approach to previous reviews, keyword analysis identifies the most popular subjects covered by the bibliometric analysis, and multidisciplinary articles are shown to have the highest impact (Ellegaard, O., & Wallin, J. A. 2015). According to (van Nunen et al., 2018), bibliometrics can also be used to analyze trends in research topics, growth in the number of studies, and patterns of authorship of publications. The mapping stage in this study was carried out through the following process. First, full-text articles are imported into the VOSviewer and NVivo 12 plus software. This process is carried out to obtain data clusters and visualize the network from the research theme. At the same time, the Nvivo 12 plus software is used to input learning topics, namely the relevance of the study themes and their mapping based on the focus of each article being analyzed. Second, articles are managed in Nvivo 12 plus software by grouping them by author, year, journal, and publisher name.

Furthermore, this classification uses the NVivo 12 database import feature. Import the NVivo 12 database. Data analysis and conceptualization stages review articles that produce data that can answer research questions. Meanwhile, at this stage, data analysis is focused on cluster analysis, dominant topics, related themes, and mapping the topics of political party communication studies based on 428 analyzed articles. This analysis aims to produce a communication study concept in regional elections that is formulated based on the review

RESULT AND DISCUSSION

Year of publication

The first discussion in this study is the communication trend of political parties in the last five years, namely 2015-2021. The author obtained the data visualization results in Figure 1 through a search engine. www.scopus.com uses the keywords "communication" and "political parties. The search for the data obtained uses the boundaries of the "article" document and the "social science" area.

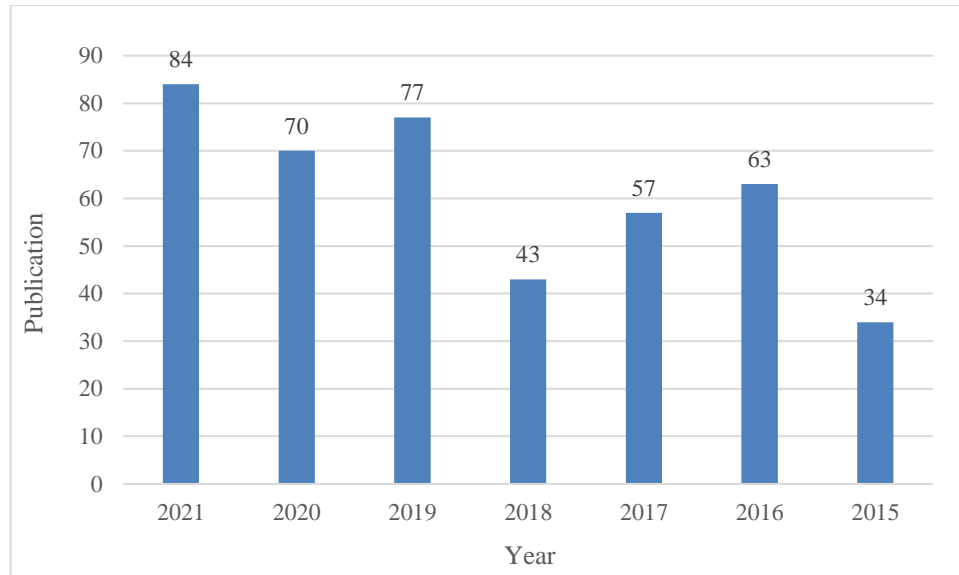


Figure 1. Publication by Year

Source: Database Scopus

Figure 1 above is a total of 428 articles that discuss this research topic, namely the art of pre-democratic political parties. Figure 1 shows developments from 2020 to 2021. There has been an increase in 14 articles; although 2018 to 2019 also experienced developments, the following year, 2019, is not good news to visualize. 2015 is the initial data in this discussion seen in 2015 has 34 the number of documents then experienced development in 2016, as many as 63 documents. The bad news was also seen from 2016 to 2018, with a decrease in the number of documents in 2017 to 57, while in 2018, there were 43 documents.

Publication by source

Furthermore, this stage describes publications by sources with 428 research publications in the Scopus search engine. Of the 428 research publications. Ten detailed journals publish the most articles, as shown in Figure 2.

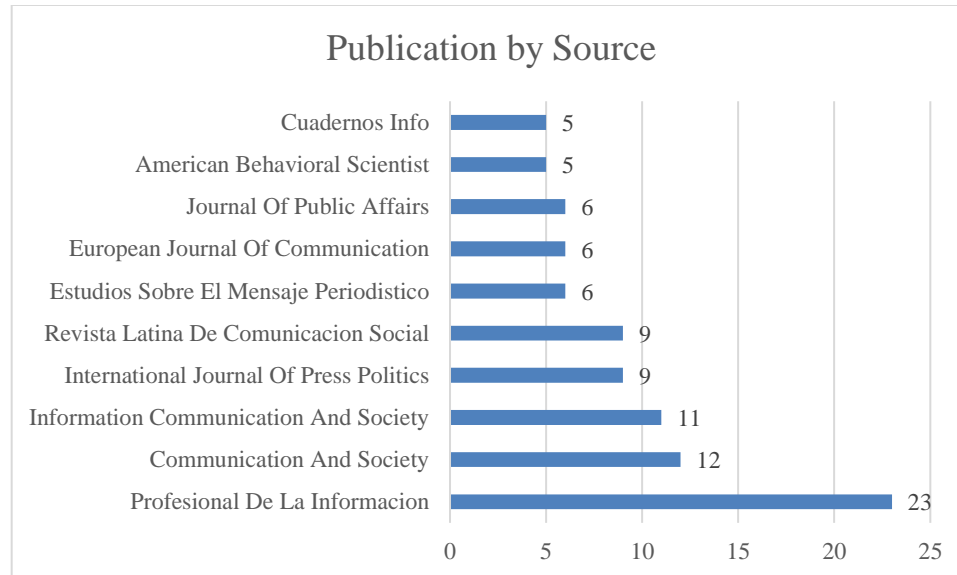


Figure 2. Publication by Source
Source: Database Scopus

Figure 2 shows that ten journal sources publish the most articles related to this research topic. Professional De La Informacion occupies journal sources in the first position with 23 published reports; the second position is Communication And Society with 12 published articles; the third position is occupied by the Communication And Society journal with 11 published articles; the International Journal of Press Politics occupies the fourth position with nine articles were published, then the fifth position was the journal Revista Latina De Communication Social with 9. Estudios Sobre El Mensaje Periodistico has six published articles, the European Journal Of Communication 6 articles, and the Journal Of Public Affairs has published six articles. There is the journal American Behavioral Scientist with five published articles, and finally, there is the journal Cuadernos Info with a total of 5 articles published.

Publication by country

The third part discusses publications by country; in Figure 3, Spain is the highest country in publishing articles related to this research topic; the two countries are the United States, the third in the United Kingdom, the fourth in Italy, the fifth is Germany, followed by Australia, Sweden, Canada, South Africa. And finally, Switzerland. Full details on a comparison of ten publishing countries related to this topic.

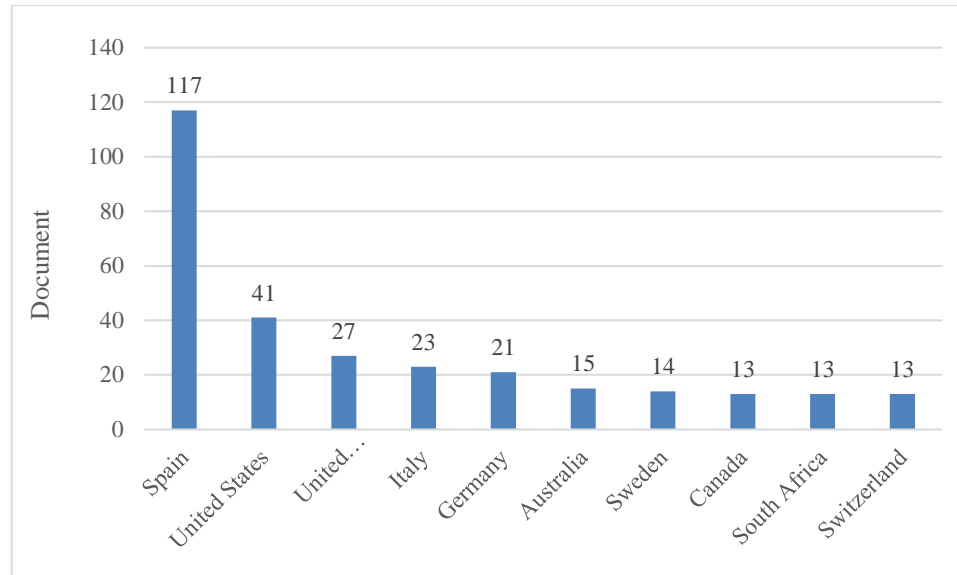


Figure 3. Publication by Country

Source: Database Scopus

Figure 3 shows the ten countries that publish the most articles related to political communication space for the regional elections. This data is obtained on the search engine www.Scopus.com for five years, from 2015 to 2021. Spain occupies the first place with 117 articles; The United States occupies the second rank with 43 articles; the United Kingdom occupies the third with 27 articles, then Italy with 23 articles, then Germany with 21 articles. Furthermore, it can be seen in Table 1 below.

Tabel 1. Publication by Country

Country	Document
Spain	117
United States	41
United Kingdom	27
Italy	23
Germany	21
Australia	15
Sweden	14
Canada	13
South Africa	13
Switzerland	13

Figure 3. Publication by Country

Source: Database Scopus

Publication by affiliation

The fourth section describes the distribution of article publications. This study shows that ten affiliates have been presented in the visualization of figure 4 that contributed to publishing articles related to this research topic. All of these articles are sourced from Scopus and published by affiliates from 2015 to 2021.

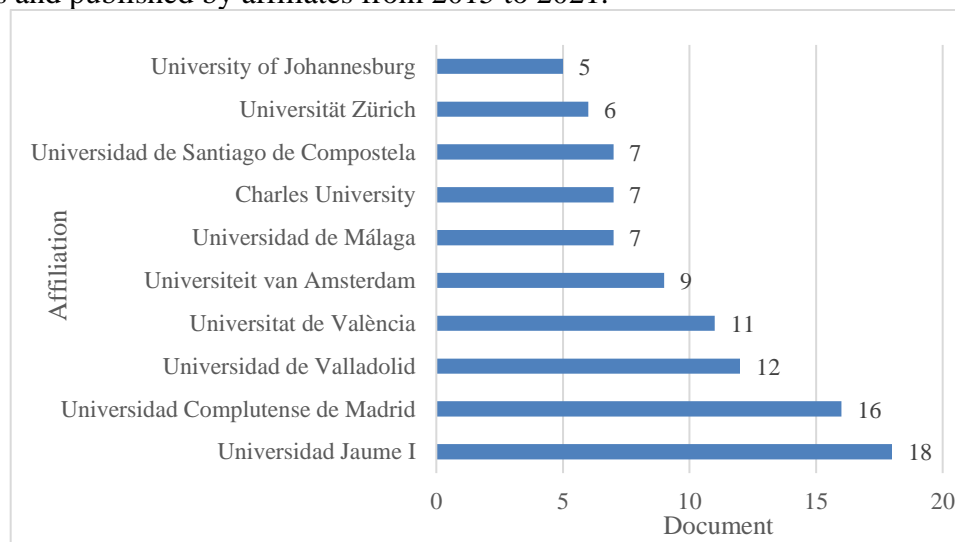


Figure 4. Publication by Affiliation

Source: Database Scopus

Figure 4 above can be explained that there are ten affiliates that dominate in publishing articles related to the topic of political party communication. The affiliate that has superior distribution out of the nine affiliates is Universidad Jaume I with the distribution of 18 articles, then in second place with the Universidad Complutense de Madrid affiliate with 16 distributions of published articles, in third place is the Universidad de Valladolid affiliate with 12 points, in In this study, Universitat de València ranks fourth with the acquisition of a total of 11, which can then be seen in table 2 below.

Table 2. Publication by Affiliation

Affiliation	Document
Universidad Jaume I	18
Universidad Complutense de Madrid	16
Universidad de Valladolid	12
Universitat de València	11
Universiteit van Amsterdam	9
Universidad de Málaga	7
Charles University	7
Universidad de Santiago de Compostela	7
Universität Zürich	6
University of Johannesburg	5

Source: Database Scopus

Publication by type

The fifth discussion explains that from 428 articles obtained in the Scopus database from 2015 to 2021, the authors divide them into two parts, including articles and reviews. The details can be seen in Figure 5 below.

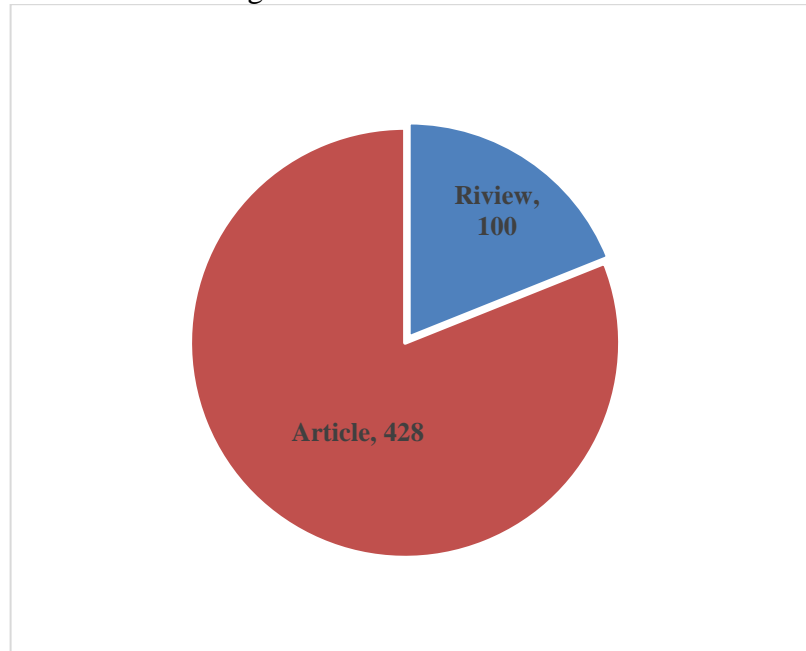


Figure 5. Publication by Type
Source: Database Scopus

The Figure 5 above explains that publications based on the types above are clear, with articles at 81% and reviews at 19%.

Relationships, grouping of themes and abstracts in the political parties

This section describes the concepts of several visualizations related to this research theme, and 42 of them were identified in 428 articles. Furthermore, their review with VOSviewer revealed that there are 6 concept groups. It can be seen in Figure 6. It shows the concept names derived from the cluster density display. Then, each color code was used to list the salient concepts from each cluster. The aim is to identify as many themes as possible frequently discussed in previous studies and used in future research. Figure 6 shows that different colors distinguish the cluster density of each cluster.

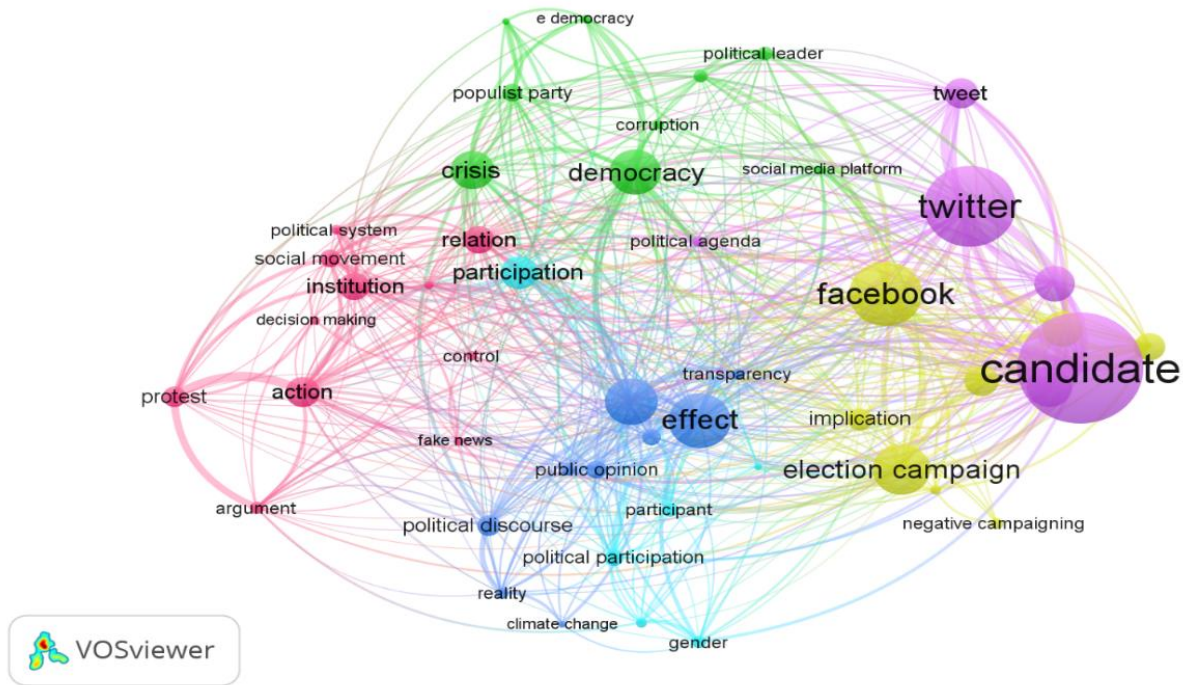


Figure 6. Relation of Themes in Political Party
Source: Processed by Researchers with VOSviewer

Figure 6 can be identified in the form of mapping that can help researchers, especially those who are just starting their research from scratch. When new researchers find interesting topics in the cluster area, and they are interested, they can read articles that are relevant to their chosen topic. The cluster in the above visualization will display 6 clusters. The first cluster is related to the concept of Action, argument, control, decision-making, fake news, institution, legitimacy, political system, protest, and relation to a social movement. Cluster 2 emphasizes Corruption, crisis, democracy, direct democracy, and e-democracy. In cluster 3, the concept is aimed at Climate change, its effect, perception, and the public. The cluster focuses on an Election campaign, Facebook, implication, and Instagram. Cluster 5 focuses on candidates, electoral campaigns, and general elections, and Cluster 6 focuses on Gender, participant, and participation. The details can be seen in Table 3 below.

Table 3. Grouping of Themes in Political Party Communication

Cluster	Concept Name
Cluster 1	Action, argument, control, decision making, fake news, institution, legitimacy, political system, protest, relation social movement.
Cluster 2	Corruption, crisis, democracy, direct democracy, e democracy, political leader, populist communication, populist party, social media platform.
Cluster 3	Climate change, effect, perception, public, public opinion, reality, transparency.
Cluster 4	Election campaign, facebook, implication, instagram, negative campaigning opposition party, social network, website.
Cluster 5	Candidate, electoral campaign, general election, political agenda, tweet, twitter.
Cluster 6	Gender, participant, participation, political participation, woman.

Source: Processed by Researchers using VOSviewer

Table 3 above explains that for cluster 1 related to the art of political parties, the articles related are Action, decision making, fake news, legitimacy, and political system. Furthermore, cluster 2 of political party communication discusses Corruption, crisis, democracy, direct democracy, e-democracy, and political leader. Cluster 3 relates to concepts aimed at Climate change, affect, perception, public, public opinion, reality, and transparency. In this case, the researcher chose to adopt cluster 4; the cluster was adopted in order to be able to pay attention that the articles related to them are those related to the communication of political parties in the election. Then the concepts in cluster 5 are climate change, effect, perception, public, public opinion, reality, and transparency. Finally, cluster 6 has a relationship between Gender, participant, participation, political participation, and woman.

Title and Abstract Overlay Visualization

Next, this section discusses overlay visualization, which is part of the body rather than the results of the metadata analysis imported into VOSviewer. In this visualization, it can be seen that there are several color differences in each node representing the keyword and the year in which the article containing the keyword was published. It was analyzed that the darker the color of each node, the longer the topics covered in the study. You can see the visualization in Figure 7 below. The visualization in Figure 7 shows that the topics discussed in 2018 to 2019 are related to candidates in the regional election, then the relationship between politicians who use social media Twitter as a communication tool for political parties with purple, dark, and blue nodes. Furthermore, from 2018 to 2019, it is related to negative campaigns, Gender, and political systems with blue, yellow, and green nodes.

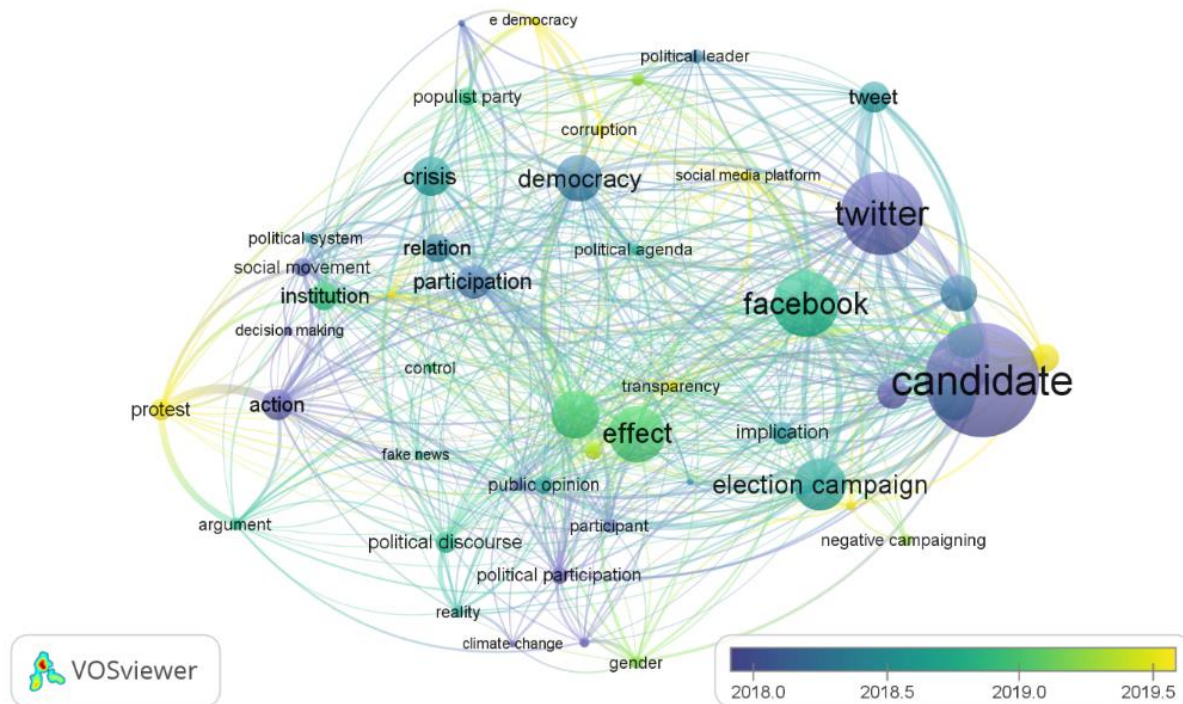


Figure 7. Overlay Visualization
Source: Processed by Researchers with VOSviewer

Dominant Theme in The Study of Political Party

The next discussion is an image visualization of the Word Frequency Query that explores the words that most often appear in the data and research discussion. Therefore, this analytical tool allows words with the same dense meaning to be categorized into one group. Researchers identified, based on the results of data analysis of 428 articles, that the most dominant themes studied by previous researchers were the themes of political parties, communication, social, social media, election, and campaigns. From the collection of groups above, this is the overall focus of research that discusses the research topic. The details can be seen in Figure 8 below.



Figure 8. Dominant Themes in Political Party Communication

Source: Processed by Researchers using NVivo 12 Plus

Algorithms in political party communication strategies are becoming increasingly significant, especially with the use of big data and automatic entry into the production and circulation of content in online media obtained from the personal data of voters (Campos-Domínguez & García-Orosa, 2018). Political parties are becoming increasingly like businesses, including the temptation to maximize their income, opening the door to private interests (Sachsenröder, 2018). The media initiate most public discourse. Interestingly, once an issue is put on the agenda, only a handful of parties can take the opportunity to exploit their ownership of the issue in response to the media agenda (Maier et al., 2019). The interaction between political parties and different users is minimal. Published information and content update rate are insufficient (Rosales & Vences, 2019).

Theme categorization

The next discussion is the categorization of themes into 21 clusters. This cluster is sourced from 428 articles, then processed by the authors based on research needs. The analytical tool to generate this cluster uses NVivo 12 plus. Metadata coding reference counts on NVivo 12 plus helps research to read clusters with metadata. For researchers who are just starting their research, this can be used as material for review analysis in writing their research. It can be seen in Figure 9 that the coding reference density related to the topic of this research is Campaign style, Electoral campaign, Online campaigning, political campaigning, communication strategies, etc. Full details can be seen in the image below. It is clear in Figure 9 that the cluster above is related to the theme of political party communication; the automation of cluster division with the NVivo 12 Plus tool makes it easy to assess the most dominant theme related to reference coding. The metadata in Table 4 below is related to the highest number of reference coding in the 21 clusters shown. The

first position is political campaigning with 66 coding references; the second position is the Electoral campaign with 64 reference codings; the third is social networks with 55 reference codings; and the fourth general election campaign is with 40 reference codes, which can then be seen in Table 4 below.

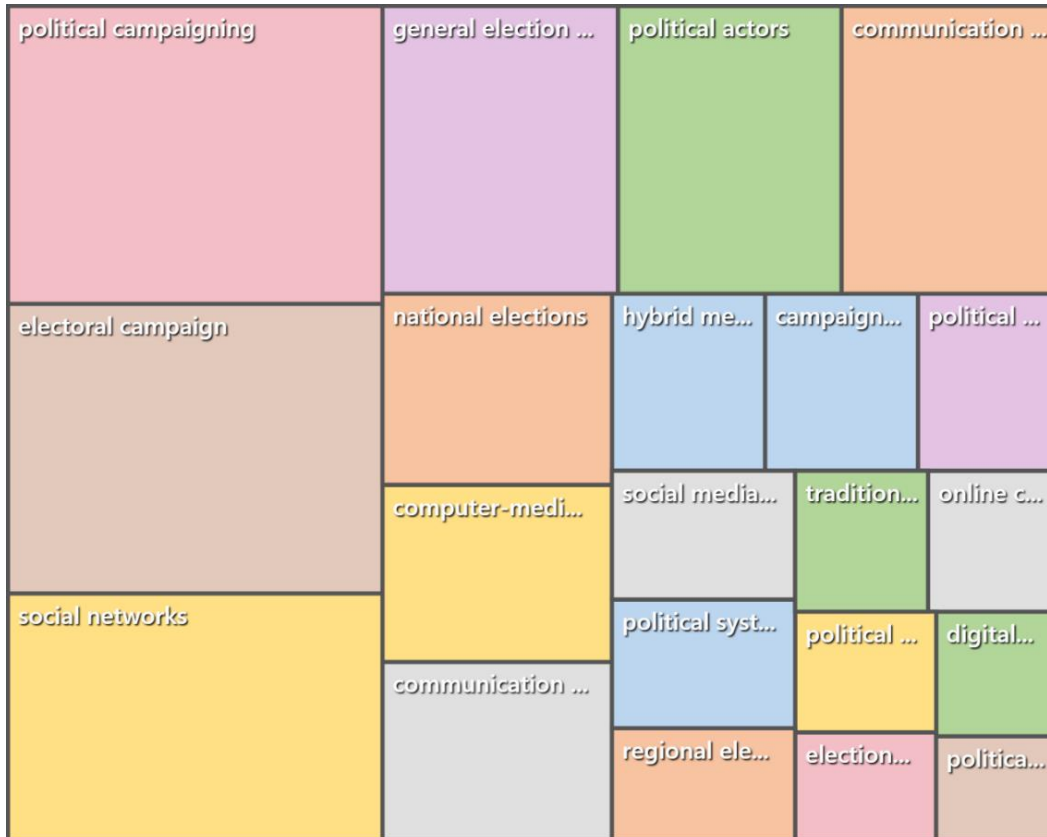


Figure 9. Categorization of Themes in Political Party
 Source: Processed by Researchers using NVivo 12 Plus

Tables. 4 Theme Categorization in Political Party Communication

Codes	Number of coding references
Political campaigning	66
Electoral campaign	64
Social networks	55
General election campaign	40
Political actors	38
Communication strategies	37
National elections	26
Communication technologies	24
Computer mediated communication	24
Campaign style	16
Hybrid media system	16
Political debate	15
Political system	14
Social media platforms	14
Regional elections	12
Online campaigning	11
Traditional media	11
Digital communication	9
Election periods	9
Political candidates	8

Source: Processed by Researchers using NVivo 12 Plus

Relevance to topics of political party communication room

A study of 428 articles using NVivo 12 plus has shown a strong relationship between Campaign style, Electoral campaign, Online campaigning, political campaigning, communication strategies, etc. However, this relationship has a different Jaccard coefficient between Campaign style and 20 research topics. This confirms that this research cannot be separated from the topic of communication space for political parties in the election.

Tables. 5 Categorization of Themes in Political Party Communication

Code A	Code B	Jaccard's coefficient
Political Communication Room	Campaign style	0.269231
Political Communication Room	Political campaigning	0.21519
Political Communication Room	National elections	0.193548
Political Communication Room	Communication strategies	0.155844
Political Communication Room	General election campaign	0.147059
Political Communication Room	Political actors	0.135135
Political Communication Room	Computer-mediated communication	0.125
Political Communication Room	Electoral campaign	0.119565
Political Communication Room	Hybrid media system	0.108696
Political Communication Room	Regional elections	0.1
Political Communication Room	Electoral campaign	0.1
Political Communication Room	Online campaigning	0.090909

Source: Processed by Researchers using NVivo 12 Plus

The table above explains that code A and code B have a relationship (political space communication) with campaign style, political campaigning, national elections, etc., based on the percentage of Jaccard coefficients. In the relationship between these concepts, researchers see a relationship with the highest rate in political party communication space. For the highest order concept, there is a campaign style with a percentage value of 0.26923; the second-order is political campaigning with a percentage of 0.21519, then at serial number three, there is the concept of national elections with a percentage value of 0.193548, the fourth-order is communication strategies with a percentage value of 0.155844, the fifth-order is a general election campaign with a percentage value of 0.147059, more details can be seen in table 5 above.

Political party communication space model in general election

The discussion in this section results from a review of articles using the matrix framework feature, which generally describes the study of the theme of political party communication in general elections. This paper finds five main topics: communication, political parties, social media, campaigns, and elections. Furthermore, as an explanation, several indicators are revealed in this writing. The political party campaign system itself strongly influences the topic of political party communication issues in the general election; ahead of the general election, political parties are attached to the role of social media and online media; in this case, the communication is not only two-way, but the output is also to form a positive perception of party electability their politics or their candidates.



Figure 10. Political Party Communication Space Model Process
Source: Processed by the Author

Broadcast election debates should occur during the upcoming campaign and make several care recommendations to broadcasters (Allen, 2015). The previous author mentioned that television is vital to the election's success (Lestari & Ratnasari, 2020). This research focuses on more than one source of influential media platforms. This study finds that the overall communication media platform is used as a tool for political parties in the pre-election role.

Mapping the study of the political party in the general election

Citizens use The media platform more than political parties; citizens are more dominantly involved in political commentary about the party and official activities (Lubinga & Baloyi, 2019). Political parties and politicians have entered media platforms as a standard tool in their communication strategies. Media flows play a crucial role in the political and social spheres. Politicians use Twitter to amplify the impact of their interventions on the mass media, especially during televised debates (López-Meri et al., 2021).

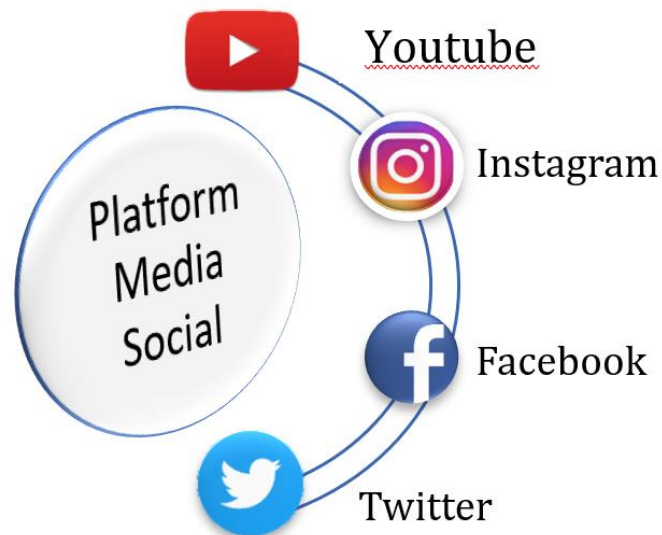


Figure 11. Media of Political Parties in General Elections
Source: Processed by the Author

Social media Facebook, Twitter, YouTube, and Instagram are common forms of communication widely used by individuals and organizations. Political parties also use social media to touch with voters and make campaigns more dynamic than before (Ktoridou et al., 2018). Political parties and individual politicians can use social media to communicate directly with voters through websites and social media platforms such as Facebook (Kalsnes, 2016). The empowerment that can occur on Twitter: Campaigns that respond to other people, campaigns that retweet others, and campaigns that ask others to engage in campaigns in their way (Jensen, 2017). This factor influences the popularity of political parties and politicians on media platforms (Wettstein et al., 2018). The visual content of posts is essential in increasing voter attention; responsive party posts are on. Facebook is significantly more likely to be shared, liked, and commented on by users, such as voters (Koc-Michalska et al., 2021). Figure 12 below describes the general election formulation model. This model was obtained from 428 articles imported on the NVivo 12 plus analysis tool, which resulted in coding automation.

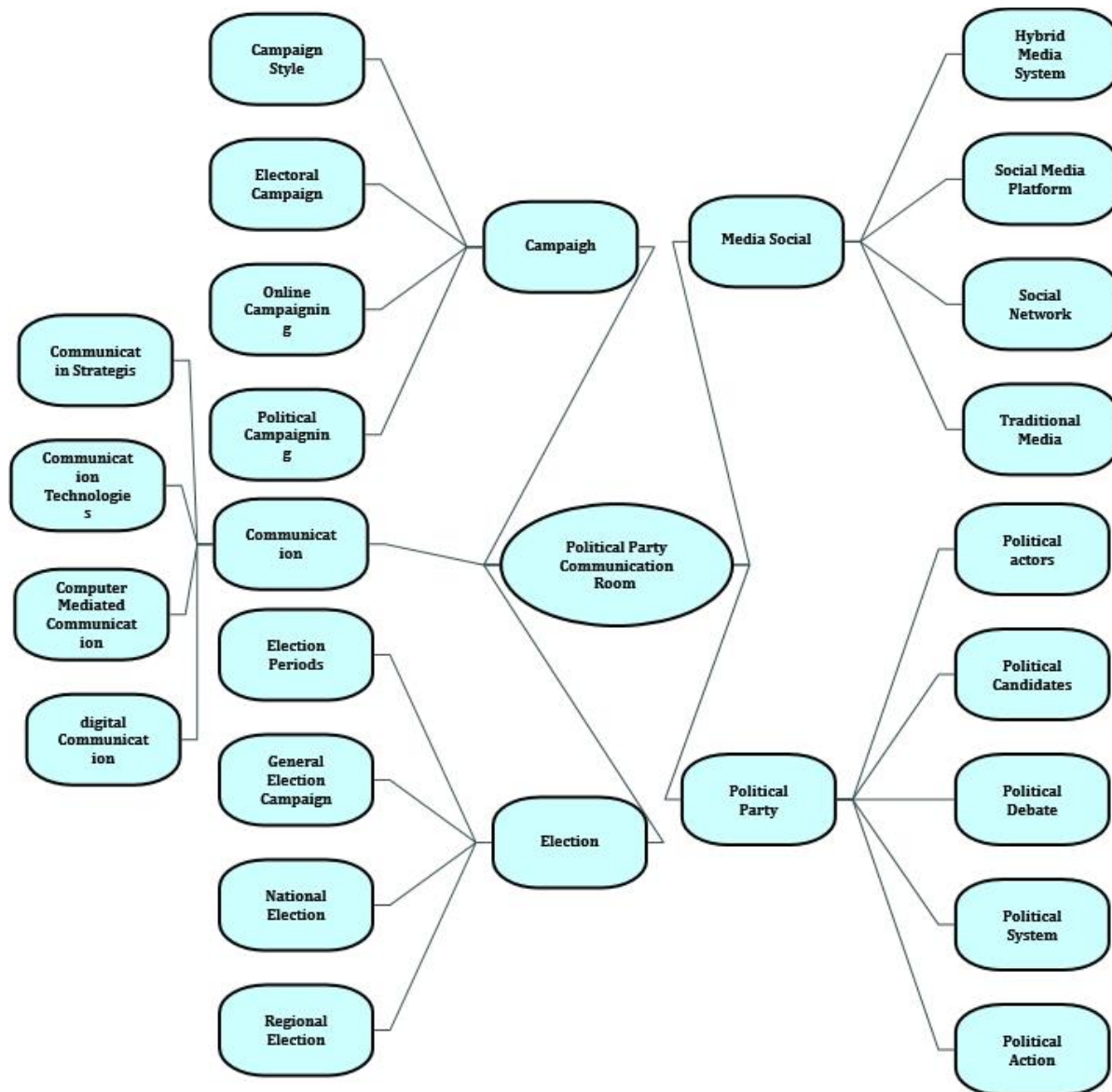


Figure 12. Concept indicators

Source: Processed by Researchers using NVivo 12 Plus

The whole concept that gives rise to indicators can be explained that political parties are not factors that encourage them to seek information about elections but are related to the profile, ideology, leadership, and work programs of regional head candidates (Asmiyanto et al., 2021). The magnitude of the power of political mobilization causes the candidates to mobilize independently regardless of the rally carried out by their party (Jamaluddin, 2016). Pre-election has become a political communication tool for political parties and the media (Duenas & Tejero, 2021). Social media is a new tool of political communication that influences the development of current political campaigns; social media is increasingly used for political marketing, voter mobilization, and public debate.

One of many politicians' and political parties' misconceptions is that only using social media will win their election. One of many politicians' and political parties' misconceptions is that only using social media will win their election (Rahim, 2019). Online media tends toward several political parties in Indonesia, including the tendency of political parties toward their presidential candidates (Wiyono, W., Qodir, Z., & Lestari, 2023).

Interaction among users of this platform is characterized by disagreement and more negative and offensive language, especially on the Facebook pages of the parties (Fenoll & Cano-Orón, 2017). Consolidating elite power and excluding non-elite politics is a visible "political party ritual," allowing the power elite to remain in force and newcomers to develop elite character (Onah & Nwali, 2018). Democracy and current political Parties have not yet acquired these basics, especially in their involvement and interaction with citizens (Garrido, 2020). The community must select before the regional head and legislative candidates compete in the election. There needs to be a community support limit for candidates before applying. Information technology needs to be used so that people have new alternatives in choosing candidates for regional heads and legislative candidates. Political communication activities between regional head candidates and legislative candidates with voters must involve the election supervisory committee. Political communication, such as campaign activities for regional heads and legislative candidates, must be limited by clear and binding rules (Jatmiko et al., 2019). Actions "moral and ethical" in the zone of government agencies are expected to be able to restore public trust and create conditions for a social environment that rejects, even opposes, and punishes acts of corruption (Wiyono et al., 2023).

CONCLUSION

Based on the discussion results above, from 2015 to 2021, the most published articles of research results related to this study are the period published in 2021. Furthermore, the journal that publishes the most reports is the professional journal de la Information, with 23 articles published. The most productive institution/affiliate in publishing research related to this study is Universidad Jaume I, with 18 documents. Most types of research in 2015 to 2021 are articles, and the most productive country to publish research articles related to this study is Spain, with 117 papers. Furthermore, this research also discusses the art of political party communication, which includes six clusters, five main topics, and four platforms. Social media based on VOSviewer and NVivo 12 plus analysis.

Furthermore, there are 47 concepts from 328 articles from the Scopus database. The review results from the analysis of the VOSviewer device show that there are six first cluster concepts, action, argument, control, decision-getting, and fake news. The second cluster emphasizes the concepts of corruption, crisis, democracy, direct democracy, and e-democracy. The third cluster is related to climate change, effect, fact, perception, and public opinion—cluster four focuses on the election campaign, Facebook, Instagram, and negative campaign. The fifth cluster relies on candidates, electoral campaigns, general elections, and political agenda. The sixth cluster emphasizes gender, participation, political participation, and women. In addition, the dominant themes of the previous researchers were grouped into five main categories, communication, political party, social media, campaign, and the final election. The five topics have strength in the relationship between pre-democratic political

party art. This research, therefore, contributes to the mapping of pre-party democracy studies that provide an overview of the dominant topics being discussed. Based on the mapping, political parties have used social media to carry out political activities such as campaigning, absorbing public aspirations, and recruiting cadres and sympathizers ahead of the general election. The four leading social media platforms, namely Twitter, Facebook, Instagram, and Youtube, are platforms that political parties widely use in their political communication. By using social media, political parties can reach all levels of society. Therefore, political parties must maximize their party machines in managing social media to convey their political messages to the public. The limitation of this study is that the articles reviewed are only sourced from the Scopus database, so there is no comparison of data. Therefore, further research must use a comparative analysis approach involving the Scopus Database and the Web of Sciences. This research can be developed more broadly by analyzing the communication styles of the political parties recorded.

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