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College of Computing, Informatics & Media, Universiti Teknologi MARA (UiTM) Melaka, KM 26 Jalan Lendu, 78000 Alor Gajah, Melaka, Malaysia.
Corresponding Author's Email: shafezah@uitm.edu.my

Abstract
Being confronted with an overflowing pile of information or message delivery is nothing new in the digital age. The rapid development of new social media platforms has altered the way political institutions like politicians, political parties, foundations, institutions, and political think tanks handle their election campaigns. Hence, this study seeks to identify the most discussed issues on social media during the election campaign using a systematic review method, taking into account potential articles published from January 2021 to December 2022 on Google Scholar. Variations in the terms used in this research include campaign, election, political institutions, social media, and systematic review. The author's keyword is to reflect the content of a journal that conforms to the desired essence. After the screening process and based on the title and abstract, nine studies met the criteria as per the objective of this research. Results indicate that the most discussed issues are the biographies of the candidates, followed by party ideologies and manifestos. The topics covered in this research aid in the understanding of existing issues in political campaigns. Future research should improve studies on the benefits of social media during election campaigns for both parties, candidates, and voters.
Keywords: Campaign, Election, Political Institutions, Social Media and Systematic Review.

Introduction
Being confronted with an overflowing pile of information or message delivery is nothing new in the digital age. The rapid development of new social media platforms has altered the way political institutions like politicians, political parties, foundations, institutions, and political think tanks handle their election campaigns (Oparaugo, 2021). According to Dogra and Kaur (2021), the election gives citizens a way and a platform to choose the party they want to see in power.

Free media has long been recognised as a foundation of democracy and plays a vital role in persuading political consequences during elections (Dogra & Kaur, 2021). Prior to the development of the internet, political campaigns were promoted by airing ads on radio, television, magazines, and newspapers. Today, social media has played that role not only in

the message but also in the nature of political ideals and conflict dynamics (Pratama et al., 2021). Salman et al (2016) found in their research that new media, such as social media, are perceived as being more dominant than traditional media, such as print and electronic media, because they are subject to fewer governmental limitations. Stier et al (2018) found that social media is a common way for contenders to communicate during election campaigns. Furthermore, platforms like Facebook and Twitter make it possible for candidates to communicate with electors directly, organise their base, and shape the public discourse.

The phrase "social media" refers to a broad variety of web-based and mobile services that allow users to take part in online debates, contribute to user-generated content, or interact with online communities. People exchange photos and videos, share updates, post their views on blogs, and contribute to online discussions (Dogra & Kaur, 2021). The emergence of social media raises the degree of interaction by allowing users to select the informational and entertainment sources they want (Salman et al., 2018).

Social media platforms like WhatsApp, Facebook, Twitter, Youtube, My Space, and Google have played an immense part in altering the appearance of the government (Dogra & Kaur, 2021). It is viewed as one of the more intelligent and effective forms of media in public settings. Undoubtedly, a person or group will have more freedom to participate in democratic activities in this public space (Elareshi et al., 2021). With its technological infrastructure, social media has a profound impact on many aspects of human development, including communication and teamwork (Kim et al., 2020).

Political leaders need to acknowledge the fact that, in the context of digital democracy, new media is an important tool used to manipulate the hearts and shape the perceptions of voters. Social media in Malaysia began to be used as a general election (GE) instrument in 2013. This is due to the fact that it is cheaper and easier. Most candidates and political parties share their ideologies, manifestos, and political discourse with their respective supporters using social media ("GE15: Online Campaign Strategy, 'poisonous' Social Media," 2022). According to Hamedan et al. (2019), the issue of corruption, mismanagement, and power abuse is one of the major subjects discussed on social media to win over voters in Malaysia's new political environment.

The governing Barisan Nasional (BN) party in Malaysia has effectively manipulated the media to preserve its position of authority for the past 61 years, making it the longest-running elected government in history. The rise of the Internet and social media, however, has put the status quo in jeopardy (Leong, 2015; Moniruzzaman & Farzana, 2018). The 14th general election (GE14), which took place on May 9, 2018, was a momentous occasion that changed Malaysia's political landscape. Pakatan Harapan, a new coalition, replaced the Barisan Nasional (national front) coalition as the country's government for the first time in more than 60 years (Coalition of Hope) (Moniruzzaman & Farzana, 2018). GE14 in Malaysia is yet another highly effective illustration of how social media use can essentially change a country's appearance. As a result, the question is no longer "should I use social media?" but rather, "how do I begin building the right social media brand and profile for my organisation, party, or even country?" (Ruban, 2018).

During the 2011 Arab Spring and Barack Obama's victories in 2008 and 2012, political leaders' confidence increased in the power of social media, which encouraged them to utilise the platforms for public outreach (Kaur et al., 2021). Politicians have more chances than ever before to interact directly with voters, particularly during electoral seasons (Elareshi et al., 2021). However, it is different in Tanzania. The implementation of the Cybersecurity Act in February 2015, a few months before the 2015 general election, has restricted campaigning

activities, including open discussions on alternative development policy options during elections, restricted. As a result, contesting parties only use social media as a one-way communication tool to promote party manifestos and ideologies and to introduce candidates to voters who have cell phones to share the latest information about the party's activities, photos, and events that have taken place (Awinia, 2021).

The ongoing transition in information and communication technologies (ICTs) has changed the landscape of democracy and the way people participate in politics (Oparaugo, 2021). Previously, voters had to attend a live performance in order to see a politician or a candidate. However, voters can participate in live streaming events and interact with candidates and politicians by attending online gatherings (Pratama et al., 2021). According to Hanafi and Abd Rahim (2017), social media can undoubtedly serve as a medium for democratic activities and be unrestricted in its freedom to engage in all kinds of public discourse. Social media is unaffected by political or legal officials. Thus, all types of critical discourse, information exchange, and interpersonal contact are possible. Sassi (2010), cited in Hamedan et al. (2019), indicates that the emergence of new technologies has created a space where individuals are free to voice their views. This is because social media sites are not supervised by any political party. Alternative media are media channels that are interactive and have no barriers to transmission across distance and time around the world.

Global society is now synonymous with the use of social media as a source of political information acquisition, compared to the use of conventional media. To some extent, news coverage and the content of issues discussed on social media have an impact on how people react (Hamedan et al., 2019). Although research on election campaigning on social media has increased over the past few years, it is still unclear what issues political institutions talk about on these platforms. Hence, this study seeks to identify the most discussed issues on social media during the election campaign.

Research Methodology

A systematic review method was used in this study, taking into account potential articles published from January 2021 to December 2022. The collection of electronic data through Google Scholar was to identify studies related to social media during the election campaign. Variations in the terms used in this research include campaign, election, political institutions, social media, and systematic review. The author's keyword is to reflect the content of a journal that conforms to the desired essence

After the screening process was done and based on the title and abstract, nine studies met the criteria as per the objective of this research. The next step, the full-text article, is evaluated. The main research question that guided the study was, "What are the most discussed issues on social media during the election campaign?" The study also seeks to investigate its main objective, which is to determine the most discussed issues on social media during the election campaign. The topics covered in this research aid in the understanding of existing issues in political campaigns. Future research should improve studies on the benefits of social media during election campaigns for both parties, candidates, and voters.

Finally, the data is extracted from each independently reviewed article based on the date and year of publication, authors, types of studies, country, methods used, and the findings on the contents on social media during election campaigns. Articles that meet the criteria were used in this study, as set out in the table below. There are nine studies chosen for this paper. Four papers were qualitative (interview and observation), two were quantitative (survey and content analysis), two were concept papers, and one was mixed-

method. Four were conducted in Nigeria, two in India, and one in Bahrain, Indonesia, and Tanzania respectively.

Author, Date, and Country	Title	Research Design and Methodology	Description
(Irenoa, 2021) (Nigeria)	Information diffusion on social media during elections in Nigeria:Extrapolating the constructs of dual process theory.	A qualitative case study	During Nigeria's 2015 election campaign, social media was widely used to spread hate and polarise ideas. Compared to past elections, social media was used more frequently in Nigeria's 2015 election. The public spread propaganda and highly inaccurate information on social media since it was what they believed to be true.
(Pratama et al., 2021) (Indonesia)	A roadmap for the successful use of social media in electoral campaigns	A qualitative case study	Candidates use social media as a direct line of communication with voters, and as a news source, they help themselves by supplying information that can be used to focus on strategic communication. Social media demographics help politicians target their viewers and produce the best message. Issues relating to economic, political, and social problems were covered in the discussion. This includes women's rights to win female voters, as well as the candidate's biography. Political efficacy, or political awareness, is higher among men than among women.
(Dogra & Kaur, 2021) (India)	Role of social media in elections and political participation	Concept paper	Social media allows politicians and political parties to interact personally with their constituents. Political parties and candidates are able to contact and communicate with the public directly. Voters are also given a platform through social networking sites to express their thoughts and be heard. Party

Author, Date, and Country	Title	Research Design and Methodology	Description
			manifestos, ongoing political speeches, the exchange of videos related to political issues, and mudslinging are among the political issues discussed on social media.
(Awinia, 2021)\n\n(Tanzania)	Social media penetration, party politics and election in Tanzania emerging practices and challenges.	A qualitative study	Social media promotes human development, party ideologies, election manifestos, social justice, and human rights. Furthermore, enforce ethics, implement market changes, and raise money for the party, its candidates, and slogan campaigns. Social media was used to inform voters of the election date and to encourage party members to cast their ballots. Voters' requests were also made via voters' mobile devices. They submit messages, videos, and art clips to canvass for votes. Social media gave the party the ability to recruit new supporters for their campaign and to add those who had just joined as members.
(Michael et al., 2021)\n\n(Nigeria)	Mobilizing Nigerian youths for active political engagements through social media: Examining the veracity of Facebook and WhatsApp in the 2019 general elections.	A quantitative study	Social media encourages openness and greater accuracy in the political process, offers participatory democracy, and speeds up the announcement of election results. Additionally, send campaign updates and other messages that focus on voter education and election results. Facebook and WhatsApp as platforms and tools during elections.
(Igwebuike & Chimuanya, 2021)	Legitimating falsehood in social media: A discourse	A qualitative and quantitative study	Fake news is a tool used by political leaders to discredit their rivals and mobilise online users for political causes. Because fake

Author, Date, and Country	Title	Research Design and Methodology	Description
(Nigeria)	analysis of political fake news		news details must be brief, the research finds that mythopoesis is uncommon among Nigerian fake news creators. Social media are vital tools to promote political events, involving their users and persuading them to participate in elections both online and offline.
(Sulyman & Abdulkareem, 2021) (Nigeria)	Challenges associated with the use of social media in electoral process: Nigerian youths in focus	Concept paper	Social media has a lot of potential, making it suitable for efficient political campaigning and communication. Mobile social media communications, particularly among young people who are frequently found online, may be contributing to an increase in political campaign messages. The campaigns include spreading campaign themes via mass text and voice messages, monitoring and reporting election results, creating a new forum for political accountability, and disseminating political news.
(Parveen & Safiullah, 2021) (India)	Twitter and radio indicators of election outcomes: A study of Indian elections	A quantitative study	The election campaign and promotion through radio channels and on Twitter had a positive and significant impact on the parties' vote gains during the 2014 Indian general election. Furthermore, the predictive power of radio is found to be more influential than Twitter.
(Elareshi et al., 2021) (Bahrain)	Using online platforms for political communication in Bahrain election campaigns.	A qualitative study	The findings showed that politicians in Bahrain generally preferred Twitter in election campaigns to boost support and mobilise for political engagement. They portray themselves as active and dedicated representatives on Twitter as a means of self-

Author, Date, and Country	Title	Research Design and Methodology	Description
			promotion. However, Bahraini women in politics have a long way to go before they can effectively represent themselves in digital media politics because men generally profit from personalisation more than women do.

Findings

Social media plays an important role in shaping public opinion on vital political matters. The public used social media to express their concern and criticism on issues that concern their welfare, which the traditional media may not dare report or broadcast. New populist political players have developed their voters by directly communicating with them using the Internet. This shift occurred in tandem with the rise of social media (Dogra & Kaur, 2021).

Compared to previous elections, the 2015 general election in Nigeria saw a greater use of social media, which was also used to post offensive information about the candidates. Furthermore, the majority of people spread or were most likely to spread propaganda and a lot of false information because it was what they thought to be true. Steps must be taken to reduce the enduring potential for misinformation, propaganda, and rumours that, if misinterpreted, will result in conflict situations as social media usage continues to acquire enormous traction in society (Irenoa, 2021).

A study in Tanzania found that social media had a transformative influence on key political party campaign operations like promoting party ideology, manifestos, and biographies of the candidates, social justice, and human rights. They also enforce ethics, implement market changes, raise money for the party, and run slogan campaigns. Social media was used to inform voters of the election date and encourage party members to cast their ballots. Voter requests were also made using voters' mobile devices. They submit messages, videos, and art clips to canvass for voters. On the other hand, it gave the party the ability to recruit new supporters for their campaign and to add those who had just joined as members (Awinia, 2021).

According to a study conducted in Indonesia, there were numerous ways to use social media in the election campaign. Being yourself, being polite to everyone, and knowing the campaign's target audience are all examples of these methods. Diverse goals necessitate different approaches to social media. Age, gender, and educational background are among the campaign's aims. Issues of economic, political, and social problems were covered in the discussion. This includes women's rights to win female voters as well as the candidate's biography. According to the attention economy theory, news content that attracts more attention is more likely to be watched, shared, and distributed than news content that fails to pique the public's interest. The attention economy is a notion that is influenced by social media (Pratama et al., 2021).

It has become a fact that the political future of any country rests on the shoulders of its youth. A study on youth participation in political engagement in Nigeria found that most of the youth were exposed to various messages during the election period, leading to 91% of

the respondents agreeing that Facebook and WhatsApp were useful tools for youth mobilisation during the 2019 general election. Since young Nigerians acclimatise easily to technological trends, such as mobile devices, the choice of using social media for political communication is very high. In the elections, youth participation creates awareness about the importance of voting in a democracy through electronic media. Social media encourages openness and greater accuracy in the political process, offers participatory democracy, and speeds up the announcement of election results. It was also used for campaign updates and other messages that focused on voter education and election results (Michael et al., 2021).

Overall, attacking opponents was the most common strategy for verbal and nonverbal resources. Attacks against opponents were also associated with a higher number of likes and shares. WhatsApp allows for the easy and fast sharing of fake news, as it has the largest occurrence of legitimation strategies, followed by Facebook. On the other hand, social media is a crucial instrument for informing the public about political events and activities to manipulate public opinion. In particular, expert and role model authorities are frequently used to validate false information about President Buhari's death and cloning, the governing party's plot to rig and destabilise the 2019 election, the current administration's massive corruption, and impending ethnic violence. Due to their use of discourse markers like make-believe imagery, emotive language, emotional appeals, rational conclusions, divisive remarks, verbal indictments, and coercive verbs, the research contends that these strategies are effective persuasive tools (Igwebuike & Chimuanya, 2021).

Conclusion

To conclude, in order to understand the role of any media in any political process, one needs to look at the surrounding political environment. A Malaysian-based data science organisation suggests that any party leader who effectively utilises the wonders of social media and big data may have an edge in winning the election. Similar strategies were used back in 2018 when the Pakatan Harapan (PH) coalition overthrew Barisan Nasional's (BN) government in the 14th general election (GE14) with a campaign strategy that had a digital focus.

It has been discovered that the more people use social media platforms for news, the more their political views are influenced. Not only can social media affect the message, but it may also influence the dynamics of political corruption, values, and conflict. The issues that are most discussed by political institutions during election campaigns are the biographies of the candidates, followed by party ideologies and manifestos. Social media was used to inform voters of the election date, encourage party members to cast their ballots, raise money for the party, and provide election results. The topics covered in this research aid in the understanding of existing issues in political campaigns. Future research should improve studies on the benefits of social media during election campaigns for both parties, candidates, and voters.

Acknowledgment

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