

# POLITICAL EDUCATION TO DISPEL THE MISINTERPRETED NEGATIVE CAMPAIGN IN GENERAL ELECTION IN INDONESIA

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## ABSTRACT

*One of the tools that often used in political practice to gain the respect from the people is a campaign. Negative campaign is a method used to provide negative information about election candidates for the public. Unfortunately, people do not like the parties in a general election who are using this method. People often misinterpret the negative campaign as a black campaign. Contrary to the black campaign, the use of a negative campaign is very advantageous in providing negative actual facts about the candidates or political parties. Those facts can be used by the voters to reconsider which of the candidates that has the right to be elected in terms of representing the people in order to create prosperity for the community. This paper is written using the juridical-normative method. This research conclude that governments and political actors are supposed to build a standardization of political education and provide political educations to increase community's political awareness. So, the use of negative campaign methods can be exercised and bring good benefits for the nation's prosperity.*

*Keyword: General Election, Negative Campaign, Political Education, Government, Political Actor.*

## A. INTRODUCTION

### 1. Background of the Paper

Political activities can be found in state practices throughout the world. Politics does not only affect parties who are directly involved in politics. The definition of Politics itself is about matters and actions (policies, tactics, etc.) concerning government of the country or against other countries.<sup>1</sup> Politics also affects all individuals in society both directly and indirectly.<sup>2</sup>

With the influence of this politics on our society, politics can also affect the Indonesian welfare.

One of the tools that often used in political practice to gain the respect from the people is a campaign. The so-called campaign itself is an activity carried out by political organizations or competing candidates in order to get a voters in an election.<sup>3</sup> Campaigns, in Indonesia, are things that can be done as long as they do not violate

<sup>1</sup> Kamus Besar Bahasa Indonesia, "Politik," <https://kbbi.kemdikbud.go.id/entri/politik> (accessed August 12, 2018).

<sup>2</sup> Titus O. Pacho, "Necessity of Political Education," *International Journal of Innovative Research & Studies* (2014), 10.

<sup>3</sup> Kamus Besar Bahasa Indonesia, "Kampanye," <https://kbbi.kemdikbud.go.id/entri/kampanye>, (accessed August 12, 2018).

provisions such as questioning the Pancasila, carrying out activities that endanger the integrity of Indonesia, inciting and provoking individuals or communities, etc. as stipulated in Article 280 of Law Number 7 of 2017 concerning Election (hereinafter referred to as "Election Law").<sup>4</sup>

There is more than one method that could be done for campaigning and one of them is negative campaign technique. Negative campaign is a method used to provide negative information about election candidates for the public. This method could bring benefits to the community since it could be used to find out the bad side of the parties that being targeted by other parties that using negative campaign method.

However there are two problems that can be found in using this method. The first problem is that people do not like the parties who are using this method. Based on the research data that has been derived from Gina M. Garramone, it was found that the use of this method often made the users

get a negative response from the community.<sup>5</sup> This negative response can certainly make it rarely used in political practice, even though the existence of negative facts from a particular party can be useful/helpful to provide consideration for selecting the candidates in an election. Although the channels used to use the negative campaign can also affect the level of public trust,<sup>6</sup> it does not change the fact that the community has not clearly understood the function of the negative campaign method.

The second problem is that people often misinterpret the negative campaign as a black campaign. In consequence, the community does not want to accept the usage of negative campaign method. According to Wirduyaningsih, in Indonesia the term black campaign is also often used to refer to negative campaign activities.<sup>7</sup> Thus, because the community often considers the negative campaign as a black campaign, the community grows a sense of dislike for those who do negative campaigns. Whereas the

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<sup>4</sup> Indonesia, *Law of General Elections*, Law Number 7 Year 2017, LN No. 182 Year 2017, TLN No. 6109, Article 280.

<sup>5</sup> Gina M. Garramone, "Voters Responses to Negative Political Ads," *Journalism Quarterly* (1984), 250.

<sup>6</sup> Fitri Hari, "Pengaruh Saluran dan Narasumber Kampanye Negatif terhadap Kepercayaan Isi Pesan: Studi Eksperimental Isu Korupsi Kandidat di Indonesia," *Jurnal Komunikasi Indonesia* (2016), 55.

<sup>7</sup> Wirduyaningsih, "Permasalahan Black Campaign dalam Pemilihan Umum: Interview with Wirduyaningsih S.H., M.H.," <http://law.ui.ac.id/v3/permasalahan-black-campaign-dalam-pemilihan-umum-wawancara-dengan-wirduyaningsih-s-h-m-h/> (accessed August 13, 2018).

negative fact presented by the negative campaign method is not a baseless statement and can help the community to make a selection in the future election.

## 2. Problem Formulation

From the two main problems stated before, it can be seen that the point of the emergence of these problems is the lack of knowledge about the function of the negative campaign in Indonesia. The lack of public knowledge of this negative campaign ultimately causes users of the negative campaign method to have a bad impact or negative response from the community. As a result of these adverse effects, negative campaign method can be rarely used in political activities.

In fact, the use of a negative campaign is very advantageous in providing negative actual facts about the candidates or political parties. One of the main functions of using this method is to create negative feelings towards the intended candidate and create positive feelings towards candidates who use this method.<sup>8</sup> Another function of the utilization of this method is the acquisition of

information in the form of actual facts that are important to be known by the people even though the information is negative for certain political organizations. This information can be used by the voters to reconsider which of the candidates that has the right to be elected in terms of representing the people in order to create prosperity for the community.

## 3. Research Method

The paper is written using the juridical-normative method. The type of data used in this paper is secondary data sourced from books, papers, scientific journals, articles, and electronic sources. Data analysis methods used are qualitative. The resulting writing is translated into four chapters with the following systematics: Introduction, literature review, analysis and synthesis, and closing.

## 4. Literature Review

This section describes each theories that related to negative campaigns.

### a. General election

General Elections ("Elections") is a mechanism to elect members of

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<sup>8</sup> Gina M. Garramone, "Voters Responses to Negative Political Ads," *loc. cit.*

The House of Representatives (“DPR”), the President and Vice President, and to elect members of the Regional House of People Representatives (“DPRD”), which are carried out directly, publicly, freely, confidential, honest and fair (“LUBERJURDIL”) in the Unitary State of the Republic of Indonesia that established based on Pancasila and the Constitution of the Republic of Indonesia.<sup>9</sup> Election is one of the political activities that have been frequently practiced in Indonesia. In election activities, there are methods that can be used by political actors to generate votes. One of these methods are known as negative campaign methods and there are also methods known as black campaigns.

#### **b. Negative Campaign**

Negative campaigns are an information about candidates, which could be an information about corruption problem, criminal history, past history, or even some family matters, which are based on facts and can be justified.<sup>10</sup> According to

Garramone, there are two kinds of effects from using the negative campaign method. The effect is divided into effects that is occurred by purpose and effects that are occurred not by purpose.<sup>11</sup> The effect that is occurred by purpose from the usage of this method is to create negative feelings towards the intended candidate and create positive feelings towards candidates who use this method.<sup>12</sup> Whereas the effect that are occurred not by purpose by the usage of this method is that it is can cause those who are the negative campaign target to get positive responses from the community and make people more likely to choose the target other than those using who are using the negative campaign method in the first place.<sup>13</sup>

#### **c. Black Campaign**

Black campaigns are often compared to negative campaigns, even though both types of campaigns have significant differences. Black campaigns are carried out by giving false

<sup>9</sup> Indonesia, *Law of General Election*, Article 1 Number 1.

<sup>10</sup> The Indonesian Institute, “Laporan Utama: Menyoroti Maraknya Kampanye Hitam Jelang Pilpres,” *Update Indonesia VIII* (11) (June 2014), 3.

<sup>11</sup> *Ibid.*, 250-251.

<sup>12</sup> *Ibid.*, 250.

<sup>13</sup> Gina M. Garramone, “Effects of Negative Political Advertising: The Roles of Sponsor and Rebuttal,” *Journal of Broadcasting & Electronic Media* Vol. 29 (1985), 49.

statements or unproven allegations, while negative campaigns are carried out by providing weaknesses and errors that have been made by the target of this method based on the facts.<sup>14</sup>

The spreading of black campaigns could be done through print and electronic media made by the supporters or campaign teams from the election candidates.<sup>15</sup> The dissemination of information can be categorized as a black campaign if its information contains slander, incitement (“adu domba” or bring into conflict), and insults to political opponents.<sup>16</sup> Riswandi stated that the black campaigns use destructive seduction, innuendo, or rumors that try to create negative perceptions without reliable facts.<sup>17</sup>

The practice of black campaigns usually prohibited by an election law in many countries. British Columbia, a state in Canada, regulates the

campaign process carried out by election candidates, organizations, or individuals. To conduct a campaign to support their choices, they must first be registered or recorded in the list of sponsors for election candidates at that time.<sup>18</sup> To those parties, they are bounded by the prohibition to provides false or misleading campaign information.<sup>19</sup> In fact, if they violated the prohibition, its participation in the election will be revoked.<sup>20</sup>

In USA, political campaigns are protected by freedom of speech under the constitution, but it is not unlimited. Candidates are prohibited to give “false claims of support” and barred from making misrepresentation.<sup>21</sup> In Guam, according to Section 17120 Chapter 17 Election Campaign Contributions and Expenditures Law, disseminating false information or misleading information in the

<sup>14</sup> Global Indonesian Voices, “Negative Campaign vs Black Campaign,” <http://www.globalindonesianvoices.com/26001/negative-campaign-vs-black-campaign/> (accessed August 13, 2018).

<sup>15</sup> Bayhaqi Febriyan & Nursiti, “Tindak Pidana Kampanye Hitam (*Black Campaign*) dalam Penyelenggaraan Pemilihan Kepala Daerah Walikota Banda Aceh Tahun 2017”, *Jurnal Ilmiah Mahasiswa Bidang Hukum Pidana Fakultas Hukum Universitas Syiah Kuala* 1 (1) (Agustus 2017), 61.

<sup>16</sup> *Ibid*, 56-58.

<sup>17</sup> Riswandi, *Komunikasi Politik*, (Yogyakarta: Graha Ilmu, 2009), 30.

<sup>18</sup> British Columbia, Canada, Bill 20 - 2014, Local Elections Campaign Financing Act, Section 13-41.

<sup>19</sup> *Ibid.*, Section 65.

<sup>20</sup> *Ibid.*, Section 64.

<sup>21</sup> Jrank.org, “Political Campaign Law”, <http://law.jrank.org/pages/9253/Political-Campaign-Law.html>, (accessed December 2, 2018).

campaign can make the perpetrator convicted with a \$ 5,000 fine for each message that has been delivered.<sup>22</sup>

Black campaign in Indonesia is prohibited in Point d Article 280 of the Election Law (“UU PEMILU”).<sup>23</sup> In this provision, it was stated that the executors (“KPU”), candidates, and campaign teams in the Election were prohibited from engaging in incitement and bring into conflict of individuals or communities because of the black campaign. Further questions are to classify what kind of activities as inciting and bring the peoples into conflict, or as a black campaign activity. It can be answered in the provisions of Law Number 8 of 2015 which states that inciting and bring the peoples into conflict either it is an individual or community is a form of black campaign.<sup>24</sup>

Furthermore, Indonesia also prohibits black campaigns through social media, such as Twitter,

Facebook, and Instagram. The prohibition is regulated in Article 27 paragraph (3) of Law Number 11 Year 2008 concerning Information and Electronic Transactions, namely black campaigns which contain elements of offense and /or defamation. Based on Article 45 paragraph (3) of Law Number 19 of 2016, black campaign perpetrators can be sentenced maximum up to 4 (four) years of imprisonment and/or fined maximum up to one billion rupiah.

Based on the explanation above, according to Topo Santoso's opinion, negative campaigns are allowed because the method will show the weaknesses and mistakes of the political opponents. In contrast, The black campaign is prohibited because it accuses the opposing party with false or unproven allegations, or through things that are not relevant to their capacity as a leader.<sup>25</sup>

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<sup>22</sup> Supreme Court of Guam, “Compiler of Laws: Title 3,” <http://www.guamcourts.org/CompilerofLaws/GCA/title3.html> (accessed December 2, 2018).

<sup>23</sup> Indonesia, *Law of General Elections*, Article 280 letter d.

<sup>24</sup> Indonesia. Law of Amendment to Law Number 1 of 2014 concerning the Stipulation of Government Regulation in Lieu of Law Number 1 of 2014 Regarding the Election of Governors, Regents, and Mayors Becomes Law, Law Number 8 year 2015, LN Number 57 year 2015, TLN Number 5678, Article c 69 letter c and its explanation.

<sup>25</sup> Amalia Salabi, “Perihal Kampanye Negatif dan Kampanye Hitam, Apa Bedanya?” <https://rumahpemilu.org/perihal-kampanye-negatif-dan-kampanye-hitam-apa-bedanya/> (accessed on December 2, 2018).

## B. DISCUSSION

### 1. Value Investment of Negative Campaign as an Innovation

Information about electoral methods such as negative campaigns or black campaigns are not commonly known by the public. The easiest way to know about this method is to do an internet-browsing-search about candidates that are competing in the election. The result of the searching then being compared each to another, it can be seen that there are clear differences between negative campaigns and black campaigns. Agung Suprio stated what is meant by a negative campaign is the disclosure of lack of facts about a candidate or party, while a black campaign is an accusation that is not based on facts.<sup>26</sup> Wirdyaningsih stated that black campaigns were banned because they tended to be slanderous and spread false news related to certain candidates.<sup>27</sup>

In contrast of that, negative campaigns are an important method that must be maintained in our society,

remembering that the method by revealing the facts of deficiencies regarding a candidate or party can increase public knowledge about the candidates or parties. The main function of the negative campaign for the community is to increase the political knowledge of the community. In addition to these functions, Johnson-Cartee and Copeland stated that negative campaigns also have the following functions: (i) increase public knowledge about candidates and their positions; (ii) assist voters in prioritizing issues in the candidate's political agenda; (iii) increasing public interest in campaigns and participation in public discussions; (iv) improve the quality of evaluations conducted by voters; and (v) ensuring that the evaluation of voters from candidates becomes polarized and thus can make elections simpler.<sup>28</sup> The community becomes aware of the vices that have been carried out by the candidate or party concerned, so that the public could make their decision wiser in the voting phase.

<sup>26</sup> Tribun News, "Ini Beda Kampanye Hitam dan Kampanye Negatif," <http://www.tribunnews.com/pemilu-2014/2014/04/08/ini-beda-kampanye-hitam-dan-kampanye-negatif> (accessed August 14, 2018).

<sup>27</sup> Wirdyaningsih, "Permasalahan Black Campaign dalam Pemilihan Umum: Interview with Wirdyaningsih S.H., M.H." <http://law.ui.ac.id/v3/permasalahan-black-campaign-dalam-pemilihan-umum-wawancara-dengan-wirdyaningsih-s-h-m-h/> (accessed August 14, 2018).

<sup>28</sup> Ioannis Kolovos and Phil Harris, "Does Negative Advertising Work?," [https://www.researchgate.net/publication/265656272\\_Does\\_Negative\\_Advertising\\_Work](https://www.researchgate.net/publication/265656272_Does_Negative_Advertising_Work) (accessed August 14, 2018).

Based on research conducted by David A. Houston, Kelly Doan, and David Roskos-Ewoldsen, often those who use negative campaigns actually create a negative atmosphere in the community and make voters won't choose those who use the negative campaign method.<sup>29</sup> In using this method there is an important note that must be considered, namely a decrease in the number of voters and voters who are disappointed with the actions of users of the negative campaign method.<sup>30</sup> With the decline in the number of voters, the use of this method is contrary to the main objective of the candidates, to be elected in an election, although there are still some parties who deliberately use this method to reduce the number of voters themselves.<sup>31</sup>

In Indonesia context, people in Indonesia have not had knowledge about the negative campaigns. This could lead candidates to avoid using this method. It is because people who could vote are most likely to create a negative atmosphere towards those who use this method. The existence of the atmosphere as mentioned earlier

could lead to a reduction in the number of voters and cause disappointment felt by voters that use the negative campaign method.<sup>32</sup>

For this reason, the Indonesian people need to have an Value Investment of Negative Campaign method, so that when there are candidates who use the method, the Indonesian people do not create a negative atmosphere for those who use the method, because actually the method users only mention the facts and truths. With the introduction of the negative campaign method, it is hoped that the community will not create a negative atmosphere to its method users and there will be maintenance of the use of this method to help the community evaluate the candidates who want to lead the community in Indonesia.

In addition to these problems, there are also problems with understanding about negative campaigns and black campaigns in Indonesia. Wirdyaningsih explained that the term black campaign was used in Indonesia to refer to activities known as negative campaigns. In Indonesia is

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<sup>29</sup> David A. Houston, Kelly Doan, dan David Roskos-Ewoldsen, "Negative Political Advertising and Choice Conflict," *Journal of Experimental Psychology: Applied*, vol. 5. (1999), 15.

<sup>30</sup> *Ibid.*

<sup>31</sup> *Ibid.*

<sup>32</sup> *Ibid.*



that currently the use of the negative campaign method is not prohibited in Indonesia, while the use of the black campaign method is prohibited from being carried out based on the provisions in Article 280 of the Election Law.<sup>33</sup> This situation illustrates that the law actually has differentiate the two actions, however most of Indonesian still do not have an adequate understanding about it. With this problem, it is increasingly necessary to invest values regarding negative campaigns so that the community can differentiate actions that are classified as negative campaigns and black campaigns. Both the introduction of negative campaign methods and the inclusion of negative campaign values can be done by providing political education to the community.

Political education is an innovation that could be applied to any country that have a community with low political education. Political education is the constant flow of information in a manner that encourages critical analysis of issues regarding the political system and the concepts of

politics.<sup>34</sup> Clive Harber defines political education as the attempt to create critical awareness of political phenomenon by open, balanced discussion and analysis of a range of evidence and opinions.<sup>35</sup> Practically, political education could be given by anyone, but the government also have to interfere in this matters in order to ensure people to have a great political knowledge.

Political education practices that is supported by the government has been implemented in Germany by their Federal Agency for Civic Education (Bundeszentrale für politische Bildung). They supported the political education by providing an information through website, publication, and providing funds to access education to study political, social, and economic issues.<sup>36</sup> These programs has improved the quality of campaigning in their general election. From the German point of view, unlike the United States of America, parties in the general election campaigning process are not exclusively just become a voting machine, but the people

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<sup>33</sup> Indonesia, *Law of General Election*, Article 280.

<sup>34</sup> Uzma Quraishi & Farah Rahman, "Political Education for Democracy in Schools," *Gomal University Journal of Research*, 25-1:25-36 (2009), 31-32.

<sup>35</sup> Clive Harber, "International Contexts for Political Education," *Educational Review*, vol. 43 no. 3 (1991), 247.

<sup>36</sup> Federal Agency for Civic Education, "How we work: Key Activities," <http://www.bpb.de/die-bpb/138867/key-activities>, (accessed December 1, 2018).

become an important carriers of political-decision making in their democracy system.<sup>37</sup> From the political education system in Germany, we could learn that government held the key to success in giving political education.

## **2. The Negative Campaign Education by the Government as a Form of Political Education**

The political educations are required to provide understanding of the negative campaign. However, negative campaign education will face a hardship, because the concept of political education itself isn't being introduced well. The parties that can play a significant role in providing political education in Indonesia are the Government and Political Actors.

The status quo of the provisions in the law that apply in Indonesia, it explained that the Government does not have an obligation to provide political education to its people. But if we look at the provisions in the Constitution of the Republic of Indonesia ("the Constitution of the Republic of Indonesia"), the state actually has an obligation to provide

education and political education. Article 28C of the Constitution of the Republic of Indonesia clearly states that the state gives the right to everyone in the country to get education and benefit from knowledge in order to create human welfare.<sup>38</sup> The people's right to get education regulated by the NRI Constitution has to be fulfilled by the government that runs the country. Thus the government actually has certain obligations to provide political education which is one form of education. The benefits of political education can be felt and can create prosperity for the people of Indonesia. However, until now Indonesia still does not have the provisions in an Act ("UU") which executes the mandate of Article 28 C of the Constitution of the Republic of Indonesia in terms of providing political education by the Indonesian government.

Other than the government, other parties who should help with the development of political education in Indonesia are the political actors themselves. Political actors actually have implemented political education.

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<sup>37</sup> Federal Agency for Civic Education, "Professionalisierung," <http://www.bpb.de/politik/wahlen/wahlen-in-deutschland/249648/professionalisierung>, (accessed December 1, 2018).

<sup>38</sup> Indonesia, *the Constitution of the Republic of Indonesia 1945*, Article 28 C.

Usually they provide political education by conducting campaigns. Based on the provisions in Article 267 paragraph (1) of the Election Law, campaigns are categorized as part of political education.<sup>39</sup> Thus if we look at the provisions of Article 267 paragraph (1) of the Election Law, the campaigns carried out by political actors are classified as political education.

Although political actors have carried out political education, but, there are still problems faced in conducting political education. The problem is the absence of standardization regarding the provision of political education. In the absence of standardization of political education at the moment, the quality of political education cannot be assessed properly even by the state. Thus, it will be hard for the people to know whether the usage of negative campaign would become an effective method as one of the strategies that could be used. That condition will surely put people in a doubt whenever they wanted to use the negative campaign method.

The solution to the problem that could be done to overcome these problems is by giving a role for the

government and political actors to share their roles in providing political education, as well as making regulations governing the standardization of political education in Indonesia. Political education is the process of recognizing and learning the values, norms, and political symbols that are considered ideal and good.<sup>40</sup> The government has a role in providing political education through formal education in schools and other socialization efforts. The political actors have a role when carrying out their programs, both during election campaigns and other activities.<sup>41</sup>

There are several ways to provide political education in Indonesia:

#### **a. Facilitating Political Education for Young Generation**

The government could provide political education to the community by facilitating it. Political education facilities are also important to be taught to the younger generation of the people. When the political education being taught to the young generation we could expect them to have a full awareness and to exercise their rights and obligations in participating in the political

<sup>39</sup> Indonesia, *Law of General Elections*, Article 267 Paragraph (1).

<sup>40</sup> Ramlan Surbakti, *Memahami Ilmu Politik*, (Jakarta: Gramedia Pustaka Utama, 1992), 117.

<sup>41</sup> *Ibid.*

election;<sup>42</sup> and using their right to become a political actor.

Providing access to formal education for Indonesian children is a great way to accelerate political education acceptable to the younger generation of Indonesia. First, the Government can regulate political education to be included in the school curriculum. The government can develop Citizenship Education in addition to the introduction of political actors, political campaigns, and political ethics. In fact, within the formal school environment, students have directly practiced politics, for example in the case of selecting a class leader until the election of the student council president. This is where the Government has reasons to include the political education into the school curriculum.

Second, the Government, which also become the election organizing institution (KPU, Bawaslu, and DKPP) can carry out political socialization by holding educational activities by coming over to the school. The activity will be focused

on the introduction of ethics, morality, and how to verify a news as a negative campaign which is in fact proven or black campaign as something that cannot be accounted for. Moreover, the election organizers can also provide information transparency about the election candidates so that the public can know their actual background and conditions.<sup>43</sup>

Third, the Government must ensure to improve the quality of the education and make it accessible for everyone. This is because formal education is able to hone the mindset of the younger generation to be more critical and logical. Thus, the younger generation is able to sort, process, and verify the news they have obtained.

The Government also needs to utilize the modern technology for political education. In this case, the government needs to utilize the internet which broadly used by many people, including the young generation. In the internet, the role of mass media and citizen journalism is very important in

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<sup>42</sup> Firmansyah Noor Affandi, Tri Sulistyarningsih, & Yana S Hijri, "Pelaksanaan Pendidikan Politik dalam Meningkatkan Partisipasi Politik Generasi Muda," [pemerintahan.umm.ac.id/files/file/Firmansyah%20Noor%20Affandi\(1\).pdf](http://pemerintahan.umm.ac.id/files/file/Firmansyah%20Noor%20Affandi(1).pdf) (accessed on December 2, 2018)

<sup>43</sup> Muhtar Haboddin, et al, *Ketika Mahasiswa Bicara Pilkada*, (Malang: UB Press, 2017), 85.

providing information and give critics of various public policies carried out by the Government and discourses rolled out by the opposition. This is where the Government needs to guard the press freedom and freedom of opinion as part of political education.

From the legal point of view, the Government can affirm that the use of negative campaigns is permissible but still limited by the ethics, giving a greater portion of the discussion of vision, mission, and work programs, and prohibiting black campaigns. Thus, political actors in campaigning and attracting the attention of the public can provide facts that can make the young generation and society think and compare among the choices of the candidates.

Political actors, in this case political parties, are also required to provide political education to the younger generation. First, by holding political education on cadres and candidates for political cadres. Second, through educational campaigns, they may conduct negative campaigns as an effort to

improve and facilitate introspection for opponents on the condition that they should not use the black campaigns method.

#### **b. Political Socialization and The Election Indeed**

The socialization that can be carried out includes understanding for the community related to political agendas, for example the purpose of holding elections, the schedule for conducting elections, the way to vote, and the knowledge of the votes that legitimate (count) and the votes that are not legitimated (won't be counted) Election dissemination here aims to increase public understanding of the political agenda. This political socialization can be done directly or through social media.<sup>44</sup>

When there is a clear standardization of political education in Indonesia, political actors at least will exercise their obligation to do the political education in accordance with regulated standardization. But the role of government and political actors alone is not enough if it is not accompanied by community

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<sup>44</sup> Firmansyah Noor Affandi, "Pelaksanaan Pendidikan Politik Dalam Meningkatkan Partisipasi Politik Generasi Muda," [http://pemerintahan.umm.ac.id/files/file/Firmansyah%20Noor%20Affandi\(1\).pdf](http://pemerintahan.umm.ac.id/files/file/Firmansyah%20Noor%20Affandi(1).pdf) (accessed August 17, 2018).

participation.<sup>45</sup> In accordance with the understanding of popular sovereignty or democracy, the people must also carry out the duties of participation. Communities can participate in political education activities held by government and political actors, for example by participating in election activities that being held by KPU.

The community will learn from the experience of participating in the election itself. In an election campaign that has been carried out by the election candidates, the public will observe and begin to compare the promises and behavioral patterns shown by election candidates. The promises and speech will be recorded in the people's memory and will be revealed when it turns out that the promise was not kept by the selected participants. This is where people experienced political education directly by starting to compare the track record of election participants in the next election event. The candidates' track record can become a negative campaign

material for other candidates, and it also become a topic discussed by political opponents while paying attention to the facts.<sup>46</sup>

Those actions exercised so the community can have a good political education. That people also have enough knowledge to know about negative campaigns and can distinguish them from black campaigns. The high level of political knowledge that is owned by the community is expected to make the community not create a negative atmosphere on the parties who use the negative campaign method because they do not like the methods that are considered to show a weakness of candidates or political parties. A positive attitude from the community is needed for the maintenance of the use of the method. Maintenance of the use of these methods is important because the use of these methods will make the public aware of the negative facts possessed by a candidate or political party.

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<sup>45</sup> Kantraprawira Rusadi, *Sistem Politik Indonesia: Suatu Model Pengantar*, ed. revisi, (Bandung: Sinar Baru Algesindo, 2004), 55.

<sup>46</sup> A. A. Oka Mahendra, "Kampanye Pemilu 2014 sebagai Bagian dari Pendidikan Politik Masyarakat", *Jurnal Legislasi Indonesia* 9 (4) (December 2012), 552-553

### **C. CONCLUSION**

Build a standardization of political education and provide political educations are actions that should be done to increase community's political awareness. By educating peoples in community about politics, people could know and understand the methods in campaigns, one of which is negative campaign. Negative campaign is an important method to maintain its use to find out facts that can be used to consider the selection of candidates or existing political parties. In order for the community not to be negative towards the negative use of this campaign, the public needs to know the benefits of negative campaign usage and this condition will be created when the community has been given the knowledge of political education, and thus the use of negative campaign methods can be exercised and bring good benefits for the nation's prosperity.

Based on the paper above, we suggest about the use of negative campaign as follows:

1. Suggest the government to provide standardization about giving political education to help community development for understanding political practice for proper elected political candidates or political parties by the community.
2. Suggest the government to be more active to give political education and also obligate the political actors to give political education as appropriate as the standardization of political education so that people would have good political knowledge.
3. Recommend community to participate actively in political education that provided by the government as a political control that could affect social welfare in a country.

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