

Research Article

Cyber Politic as A New Perspective for People in Surabaya in Understanding Politics in the Digital Age

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Abstract.

Cyber politic is a set of data, graphical representations, that can only be accessed through computers. Septanto describes cyber politic as an internet technology that develops to pay attention to the phenomenon of beliefs that arise from various social media. This study aims to identify a new perspective on the relationship between politics and digital media for the people of Surabaya in understanding cyber politics in the digital age. This study uses a descriptive qualitative approach and data collection conducted by the author through desk research, namely data collected based on existing sources. The analysis of the theory used is the effectiveness theory, interactive technology, network communication, and the internet. The results of this study show that cyber politic can be a new network communication that facilitates the electoral process in the digital age at this time. Cyber politic was created to provide convenience for every individual because many people today benefit from technology in finding sources of information, especially in politics.

Keywords: Cyber Politic, Technology, Interactive

1. Introduction

>Lorem The development of technology at this time is very rapid in the world which has experienced significant progress in the development of the times. With the development of technology, human needs are very easy to carry out their activities. These are some of the benefits of technology that are very helpful in all activities, both from educational, health, and political aspects. One of them is in politics. The principle of

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technology can be said to be a process of upgrading an object from a difficult to an easier one. Technology also makes it one of the digital media for political and non-practical purposes [1].

Digital media opens up space for communication and political participation by increasing the interaction between the most important elements, namely parties and state institutions called elites and non-elite citizens. This is based on new characteristics such as the internet that does not have traditional mass media, namely interactive, active and creative, direct, guaranteeing equality and networking. Support the question, digital media or the internet that facilitates the process. Political communication has taken place a lot in various countries of the world. In practice, political communication mediated by traditional media allows barriers to occur, which is a power practice carried out by elements of political communication [2]. The existence of technology that participates in the field of politics democratically is an indicator to implement in the implementation of state power which is manifested related to the involvement of democracy. Therefore, with the existence of technology in political participation, people in elections can find out in information of the political field because the public at this time is very aware of the use of technology in political science [3].

Technology will make it more effective if given strategic attention in the use of technology in cyber politics that is adapted to community values related to national regulations to protect the public from all negative impacts that will arise at some point. On the principle of human life patterns, always changes along with the times at this time. In an increasingly modern human life, it will divide the individual from other individuals in their lifestyle. The role of technological advances in changing human life patterns, especially in politics, will bring benefits and a reduction in negative values. This is a large number of social media users and the climate in a democracy that greatly provides positive or negative freedom of opinion in Indonesia makes social media activities so agile, fast, and instantaneous (real team). [4]

In the broad sense that the context of digital media at this time is an opinion leader, meaning that everyone who influences seeing someone in seeing will influence in following activities in digital media. Therefore, the context has changed to an opinion leader instead of being a party that expresses their opinion in accessing information in digital media. Political science is a science that is constantly changing because it is dynamic and adapts to its scope [5]. Looking at the political development (democracy) in Indonesia's digital environment for almost 6 years of government, we see the intensity

of president Joko Widodo in encouraging the realization of digital democracy in various sectors of government with various instruments, such as e-government, for example, the quality of normative public services can continue to be improved. Various forms of participation of the people of Surabaya city can also continue to be accommodated and facilitated through a variety of digital media. In this case, the presence of digital media more efficiently can penetrate space, and time, in a relatively simpler format. Social media users can easily participate in sharing information by conveying messages to others in addition to stating comments on the messages received. Cyber politics is here to make it easier for politicians as a platform to gain real effects in society. Politicians use digital media as a means of self-promotion, communication and viralize certain ideas in the community to show attention and effort to the surrounding community.[6]

Cyber politics is a set of data, a graphic representation, and can only be accessed through computer technology [7]. Cyber politics is described by Septanto as a thriving internet technology in cyber politics to pay attention to the phenomenon of beliefs emerging from various social media. This means that according to Septanto, cyber politics is closer to the depiction of "consensual hallucination" to bring about use. Cyber politics is used for the human mind from human consciousness [8]. Cyber Politics colored several major political contestations, such as the 2014 presidential election, the 2020 regional election, and of course the 2019 presidential election in April. Even though the meaning of digital democracy cannot be reduced to the crowded involvement of the people of the city of Surabaya at this event, which is said to have caused a fairly sharp polarization among the people in the city of Surabaya until now. Even though the term cyber politics seems new, it uses the mediums that we are all familiar with, namely cyberspace. Cyber politics will stimulate the interest of the millennial generation to be more involved in politics because the cyber medium used is very suitable for the people of the city of Surabaya for the millennial generation [9].

Thus, new perspectives for the people of the city, especially in the millennial generation, can increase the enormous participation in the understanding of cyber politics. The relationship between politics and digital media has largely been characterized as one of the developments of the times. Although the initial debate about the relationship between politics and digital media saw them primarily as a tool for building networks and coordination of activists. Digitally enabled participation dependence on digital platforms with diverse capabilities for personalization. Setting boundaries for political participation is essential to efficiently identify, measure, and understand the democratic

consequences of political participation (its absence). Given these challenges, two paths are presented to political scientists interested in studying the expansion of forms of participation and participation in digital media. [10]

Based on the description above, the author aims to identify a new perspective on the relationship between politics and digital media for the people of the city of Surabaya in understanding cyber politics in the digital era. In this case, the people of Surabaya city order to participate in politics positively. In the description above about the new perspective of cyber politics for the people of Surabaya, the author takes the title "Cyber Politics as a New Perspective for people in the city of Surabaya in Understanding Politics in the Digital Era".

2. Methods

Qualitative research as a certain tradition in the social sciences that fundamentally depends on the observation of man in his own territory and relates to these people in his work of language and terminology [11]. Further qualitative methods are used to obtain depth data and meaningful data. What this means is actual data, the data must be a value beyond what the data appears, therefore, qualitative research does not emphasize generalizations or so-called transferability, but rather emphasizes meaningfulness. While the descriptive purpose of the study is to make a descriptive, factual, and accurate description of the facts and characteristics of a particular population or area.

In addition, data collection was carried out in this study using the quantitative research method of review literature, the data was collected based on existing sources. This study was conducted in 2021 which until now has been resolved accordingly in the research conducted. The analysis carried out also uses secondary data from books, news, scientific articles, and relevant laws and regulations. The purpose of this study is to describe in detail how the implementation of cyber politics is a new perspective for people in the city of Surabaya in understanding politics in the digital era

3. Results and Discussion

3.1. Results

3.1.1. New Perspective on Understanding Cyber Politics

Cyber Politics is a virtual space or an electronic space, where society is virtual through the establishment of communication in a computer network. That is, the cyber political space is an invisible or ephemeral space, where the relationship between communication and information occurs so that it becomes diffused, and the absence between the physical of each user cannot be limited by the sovereignty of a country. Cyber politics is a terminology that is created, relating to the interaction of society (politics) which includes activities such as who gets, what, when, and how [12]. This means to start the cyberspace as a new battle arena with its own opinions and reality. Even with differences in perspectives, however, there is still a scientific understanding of politics. The emergence of cyber prefixes is to distinguish between newly constructed meanings.

The author argues in general that cyber politics is a political activity carried out through cyber space. With regard to cyber politics with political activities such as political education, political communication, political campaigns, democratic implementation, security and defense, state as well as social, and cultural activities. Activities such as the example above are carried out conventionally, as well as related to political activities. However, many activities are currently carried out in the cyber space because they are more effective and efficient and have a wider scope of impact. The meaning said by Triwahyuni is to distinguish between newly constructed meanings in political terminology. Distinguishing between the newly built meanings is cyber politics, where political activities that are significant to the course of a country, government, including life in society are carried out through cyber space. [13]

Cyber politics developed because it became a term for political activities, which did not need to use conventionally but with the existence of cyberspace to provide opinions and realities in society. Cyber politics is also very significant to the science of political communication used in campaigns. The role of cyber politics in the field of political education provides a political understanding to the public, especially in the city of Surabaya, where cyber is termed as a netizen [14]. Cyber politics education will be a concept, namely cyber political education to provide opinions to the public about problems in politics. The development of cyber politics at this time is so rapid among the public. It is that it is a new world that has a different form from television but makes for open reading. That is, cyber politics is a place where words, relationships

between people, data, status, wealth, and power appear disgracefully due to the use of technology or using social media in spreading news and biographies of individuals and groups with the internet and computers. The development of cyber politics is indeed phenomenal because there is demand or supply in various public spaces that can be accessed by people with very different backgrounds. But cyber politics will still not be able to escape the content of economic aspects in the development of cyber politics which are widely utilized by markets, industries, and corporations in cyberspace. [15]

Cyber politics is also very medium for communicating politics meaning that cyber politics will be very important with political studies played out in the media. Furthermore, cyber politics and cyberspace are interconnected. As politics in cyberspace the essence of a virtual state that can gather a force financially and ideas. The relationship between politics and cyberspace will strengthen several concepts about politics to expand political science, increase its broad potential in politics, create new expressions in views, the voice in political positions or attitudes, and include the incorporation of political activities. For example, politics in cyberspace developed as the essence of the virtual state lies in its ability to gather forces financially and ideas, then used as a source to influence the global.

3.2. The Relationship of Network Communication to New Perspectives in Cyber Politics

Network communication is a process in the dissemination of information that occurs within an organization with other organizations [16]. Network communication occurs in two directions, namely, the direction of communication flow that is, as well as horizontal on the diagonal. The occurrence of information submitted in the form of instructions, notices and orders submitted by the leadership down. Communication is important for the community, especially in the city of Surabaya. Without communication, people will be unsalted in their daily lives because they cannot put a sense of the social environment around them. The development of communication consists of the phases of daily life towards the community in making simple contact. The first phase is when communication begins with readable writing. The second phase is community communication by utilizing technology. The third phase has implications for long-distance communication when entering the digital age. The fourth phase, where contemporary telecommunications towards the occurrence between two different media with their existence. [17]

The structure of network communication shows how a bureaucracy in an environment has the direction of dissemination of information from complex sub-systems. This process is one of the differentiated systems contained in two types in the environment, namely the general environment as a sub-system and against the special environment that varies in the sub-system [18]. This means that network communication has a mechanism that allows the dissemination of information and the existence of reciprocity to a disseminator and recipient of information. This is, network communication is able to provide a form of interaction between the disseminator of information and the recipient of information.

3.3. Utilination of Cyber Politics Technology

The technology of a two-dimensional or three-dimensional virtual body that projects between real environments by combining virtual objects [19]. This means that technology indirectly or directly becomes a physical object by adding information then displayed virtually which functions to display information that can be accepted by the public through technology. This will create additional reality to help perception and interactive tools for cyber users. Technology was created to provide convenience for every individual human being. Technology shows phenomena in society as impersonal things that have as autonomy to change every sphere of life in making a very technical sphere, namely nationality, artificiality, automatism, monism, universalism, and autonomy. This means that technology that develops is difficult to separate people's lives from technological developments, even in this digital era, it has become a necessity for society. Technology has many very significant roles in accelerating time, distance, and space, so that each individual society is interconnected with others in a cyber called cyber poliic. The existence of the internet in political studies is a new information from the process of democracy deepening in the society of individuals or groups and makes civil society that is able to make the cyber political space whole and good to the community. This, values in democracy as well as practices in interactiv communication, networks and the internet can become new values for society. [20]

People today use technology more to find sources of information in the political field. Technology in Indonesia also tends to provide political information through individual accounts that spread information, groups, and parties unknown to users. As a source of information on the increasingly strong use of technology in the competition for the

dissemination of information related to politics and state power, in the significant decline of national newspapers technology is considered a post-political reform that assumes that communication transparency makes the aspect of information sources for aspects of truth. Cyber politics is meant to be shaped by the technology that is currently known as the internet [21]. Cyber politics itself was formed because of a connection between networks and various technologies around the world so indirectly cyber politics is a new world in politics. The connection of technological networks can produce virtual communication or digital information that can exchange information about various new things in politics.

So the author can find some information about cyber politics. First, cyber politics is a place to get information between information writers and recipients of information in social media in shaping public spaces. Freedom in providing information in media such as Instagram, Facebook, Tweets and other social media focuses on social interactions that have been put forward. However, in the freedom to provide information, they do not know the background of other users, making it a uniqueness in arguing or even attacking each other's arguments to the extreme when the person who provides the information cannot be known about their background. Second, cyber politics in the new media has the potential to debate to form a deliberative democracy.

3.4. Cyber Politics Opportunities in the Digital Age

The growth of national politics continues to lead to the maturity of democratic politics supported by the development of technology and communication and utilizing the internet and digital media, the practice of political communication is more widely carried out through online media. However, concepts in theoretical thinking make the basis for the thinking of politicians and national figures based on concepts and thoughts in the literature of political science and communication science.

In realizing a country, as well as a democratic society, it is necessary to have values or provide guidelines for implementing democracy [22]. This, the process of political communication has undergone a very fundamental change. In the era of globalization with the presence of digital media, people can access and use digital media for more massive political communication purposes. The process of political communication in the digital era is very helpful for people in reviewing digital news or social media.

Cyber politics is one of the forums for people in political communication through their social media such as Facebook, Twitter, Instagram, YouTube, and so on. The tendency of people the use digital media or social media is very influential in political life. This, opportunity of cyber politics is in dire need of the general public for positive purposes. Public spaces are not just physical spaces for the community. These public spaces are formed because of the communication of the community that reproduces the space between them. [23]

4. Discussion

4.1. Interactive Technology

Technology is the result of human thinking in realizing various goals in real life. This technology makes an instrument to achieve certain goals and technology is also the result of the development of human rationality [8]. The advancement of interactive technology cannot be avoided in human life, because with the advancement of interactive technology, it will run following the progress of science. Innovation, it is created to provide benefits in human life. Therefore, interact technology also provides convenience in carrying out human activities in politics. Humans will surely enjoy the many benefits brought by these innovations in interactive technology.

In this case, the cyber politics in question is formed by interactive technology which at this time we know the internet in using computers. Cyber politics is formed because of the connection or network of various computers around the world so that indirectly cyber politics is formed on the basis of a new world that we know as cyberspace or the unreal world. Connecting with interactive technology networks can produce social communities or followers who can exchange some information indirectly

4.2. Network Communication

Network communication is a user of social networks in the field of communication science or it can be said that communication network analysis is basically for the introduction of social analysis (Social Network Analysis) in the field of communication. Network communication method as a research method to identify communication structures in the system to relational data about the flow of analytical communication by using interpersonal relationships as a unit of analysis.

Thus, network communication to cyber politics contains various system information that is complex in nature. The theory of static cyber politics systems becomes dynamic, complex, and adaptable. The network itself can be viewed as a property that is interdependent with each other, is specific, undergoes a change in connection with other networks in the environment in which the network is located. The structure of the network that is related to the centering of a network has a centrality that refers to how actors are positioned in the whole network. People who are in a central position become very important for the communication system, because they want to know who is in the central position and the position of occupying as a leader

4.3. Internet

The Internet is a very rapid network of computer technology, consisting of millions of computer devices that connect to a certain protocol to exchange information between these computers. In this case, the internet provides advantages in all areas of business, academia, organizations, and political fields. Activities that can be done to take advantage of an internet network, such as providing information virtually on social media in the field of politics. The internet is very useful for politicians because the internet network will make it easier to find sources of information in state power. Politicians no longer have to seek a voice in campaigning conventionally but by utilizing the internet network.

The Internet can be used as a political medium as can television, radio, and other internet network interactives. The internet as a medium is expected to be part of the process of conveying information in the political field in general because the internet can provide support for politicians who conduct campaigns virtually. We can know this first, the internet as an interpersonal medium and as a mass media to allow one-to-one and one-to-many communication. Second, it has an interactive nature in the internet network. Third, there will be synchronous communication so that communication or dialogue is one of the processes of political communication in utilizing the internet network

5. Conclusions

The development between technology and digital media in the city of Surabaya has created a new space an innovation for society. The new space has diverted various human activities such as social, economic, cultural, and especially politics. Cyber politics can be carried out in an artificial form in political communication in digital media and cyber politics creates a life that in the future will be built by a fundamental mediation model by technology. Cyber politics formed by digital media or globally connected computer networks have offered the form of cyber community and virtual reality.

In realizing a country, as well as a democratic society, it is necessary to have values or provide guidelines in implementing towards democracy. This, the process of political communication has undergone a very fundamental change. In the era of globalization with the presence of digital media, people can access and use digital media for more massive political communication purposes. The process of political communication in the digital era is very helpful for people in reviewing digital news or social media.

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