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Candidates and Popular Issues in the 2020 Regional Head Election among Netizens in Bandar Lampung

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Abstract

This paper aims to determine the popularity of candidates on the internet through internet user behavioral tendencies (netizens) in surfing and using social media. Second, to find out interest netizens' in two popular issues, namely the 2020 regional elections or the Covid-19 pandemic issue. The author used Habermas' new public sphere theory. Data were collected from internet searches and official social media as primary data, then the data were analyzed using an inductive-descriptive approach with qualitative content analysis techniques, where data were identified and arranged systematically, then abstracted by analyzing one data. With others in depth and concluded as conclusions. This study concludes that netizens in Bandar Lampung had a greater attention to the issue of the Covid-19 pandemic than the issue of the 2020 simultaneous regional elections, as evidenced by tracing around the Covid-19 pandemic issue which was more popular than searches around the Simultaneous Pilkada 2020. This study also concluded that it was still not optimal. The campaign through social media of the three candidate pairs in the 2020 Bandar Lampung Pilkada, was marked by the low tendency of internet users to pay attention to the three candidate pairs on their official social media.

Keywords: Local Election 2020; Popularity; Pandemic; New Public Sphere; Netizens.

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INTRODUCTION

The 2020 regional head elections (Pemilukada) in Lampung Province were followed by eight regencies / cities, namely Bandar Lampung, Metro, East Lampung, Pesawaran, Way Kanan, Pesisir Barat, Central Lampung and South Lampung. The

General Election Commission (KPU) in eight districts and cities that held the 2020 Pilkada has completed a plenary meeting to determine the Final Voters List (DPT). Of the total DPT as many as 3,909,445, with details of 1,990,241 male voters and 1,919,204 female voters.

Table 1. Data for the Permanent Voters List (DPT) in the Simultaneous Regional Elections in Lampung Province in 2020

No.	City District	Man	Women	Amount
1	Bandar Lampung	324,429	322,849	647,278
2	Metro	57,404	58,440	115,844
3	East Lampung	392,129	378,348	770,477
4	Offer	163,698	155,095	318,793
5	Right Way	165,413	157,655	323,068
6	West Coast	56,099	51,051	107,150
7	Central Lampung	471,823	450,645	922,468
8	South Lampung	345,121	359,246	704,367

Source: Regency / City KPU.

Bandar Lampung as the provincial capital was certainly a barometer in the contestation of democracy in the 2020 regional elections in Lampung. As the center of government and economy in Lampung, the dynamics and changes of the political constellation in Bandar Lampung will certainly have implications for other districts and cities in Lampung. In the 2020

regional elections for the city of Bandar Lampung this year, as many as 647,278 people were registered as DPT with 324,429 men and 322,849. There were 3 pairs of candidates for mayor and deputy mayor in this election, namely Rycko Menoza-Johan Sulaiman, Yusuf Kohar-Tulu Purnomo, and the pair Eva Dwiana-Deddy Amrullah.

Table 2. List of Candidate Pairs for the 2020 Mayor and Deputy Mayor of Bandar Lampung

Serial number	Mayor Candidates	Deputy Mayor Candidate	The Bearers Party
1	Rycko Menoza	Johan Sulaiman	Golkar, PKS
2	Yusuf Kohar	Tulu Purnomo	Democrat, PAN, PKB, Perindo, PPP
3	Eva Dwiana	Deddy Amrullah	PDIP Perjuangan, Nasdem, Gerindra

Source: Bandar Lampung City Election Commission 2020

The democratic process in the context of the Pilkada in Lampung which had not yet established, was still messy and exacerbated by the Covid-19 pagebug, certainly added to the burden of all interested parties. The unfinished phenomenon of money politics was added to the unequal political participation of the people in some regions which was still low,

and was still correlated with economic factors.

The data proves that political participation and economic relationship issues that were still running straight in the midst of society in the case of the 2019 Election, for example, in the Presidential and Vice-Presidential Elections, the People's Representative Council Election, and the Regional Representative Council

Election show that Bandar Lampung City and Metro City have the highest political participation rates compared to other districts. It shows that there is a correlation between socio-economic problems as indicated by the level of economic progress of an area which is directly proportional to the high level of public participation in the 2019 elections. Meanwhile, the lowest level of political participation in the 2019 elections in Lampung Province was in Tanggamus Regency. Tanggamus Regency is a regency in Lampung Province which had about 40% of its entire territory which was hilly to mountainous area.

There are still a number of acute problems as a legacy of a pragmatic pseudo clientelism culture with the discovery of a number of cases where it is suspected that the non-neutrality of the state civil apparatus has become a classic problem when an incumbent candidate pair or a candidate pair with strong ties to the incumbent returns to contest the Regional Elections. Of the total violations that have been handled by the General Election Supervisory Agency (Bawaslu) of Bandar Lampung City, until early November 2020 there were 6 recorded violations related to the neutrality of ASN (Sunaryo, A. 2020). Of course, this challenge was not only experienced by the winning candidate team. The tough task was in the hands of election organizers and supervisors.

This condition was exacerbated by the number of cases of the Covid-19 pandemic which continued to increase in Lampung or even in a number of areas. As of Friday (11/14/2020) data on Covid-19 confirmed cases in Lampung reached 2,582 people, with 34 new cases and 2,548 old cases with a total of 112 deaths, 1,507 completed isolation, and 91 suspected cases with details of 14 new cases and 77 old cases. Bandar Lampung until Thursday 12 November 2020 was an area with a high risk of increasing cases (red zone) with a suspect number of 42 people, probable 2

people, 1240 confirmation, 40 new cases, 1200 old cases, 571 completed isolation, and 73 deaths (Diskominfo Lampung, 2020).

Data on the neutrality of State Civil Apparatus and the number of increases in Covid-19 cases in Bandar Lampung, require organizers and candidates to carry out campaign techniques by minimizing contact and crowds. One way is through social media campaigns. General Election Commission (KPU) stipulates the General Election Commission Regulation (PKPU) No. 13 of 2020 which revised the previous regulations. Article 58 paragraph (1) of the General Election Commission (KPU) Regulation 13/2020 regulates that political parties or coalitions of political parties, candidate pairs, campaign teams, and / or other parties prioritize limited meeting campaign methods and face-to-face meetings and dialogue through social media and online media.

If the campaign cannot be carried out through social media and online media, then face-to-face meetings are allowed with a maximum number of participants who attend 50 people and by implementing health protocols to prevent the spread of Covid-19. Then in article 88 (c), the General Election Commission (KPU) also strictly prohibits all campaign teams from carrying out activities that usually gather large numbers of people, such as general meetings, cultural activities such as art performances or music concerts, sports activities, competitions, social activities, or commemoration days. political party birthdays.

The Bandar Lampung General Election Commission (KPU) has released a number of social media accounts that have been registered by the three pairs of candidates for mayor and deputy mayor of Bandar Lampung in the 2020 Pilkada simultaneously. It is stated in the attachment to the Model BC4-KWK form

which was released on September 30, 2020. Are such as Facebook, Instagram and A number of social media platforms Twitter.

Table 3. List of Official Social Media Accounts for the 2020 Mayor and Deputy Mayor of Bandar Lampung

No.	Paslon	Types of Social Media	Account name
1	Rycko Menoza-Johan Sulaiman	Instagram	Ryckojos
		Facebook	Ryckojos
2	Yusuf Kohar-Tulus Purnomo	Instagram	Myusufkohar
		Facebook	Yusuf kohar
		Twitter	Yusufkoharoz
3	Eva Dwiana-Deddy Amrullah	Instagram	Pemudabdl
			Ayu_diahpalupi
			Fanbaseeva_dedi
			Evadeddy
			P_wahyuuu
		Facebook	Pemudabdl
			Eva Dwiana-Deddy Amrullah
			Eva Dwiana-deddy
			Ayu Diah Palupi
			Prabowo Wahyu Tullah

Source: Bandar Lampung City Election Commission 2020

The Covid-19 pandemic has an impact on all social and economic sectors. Entering the era of a new habit (new normal), the energy of the government and society is concentrated on economic recovery. The community is required to be able to adapt to change, including the use of internet media (netizens) which is an important part of everyday life starting from school, socializing, including election campaigns.

The results of research conducted by the Indonesian Internet Service Providers Association (APJII) on internet penetration and users in the 2019-2020 second quarter (Q2) which was conducted on 2 to 25 June 2020 involving 7,000 samples throughout Indonesia, of 220 samples were Lampung, which includes the cities of Bandar Lampung, Central Lampung, South Lampung, and Pesawaran. As a result, internet penetration in 2019 was 73.7 percent, with 196.7 million users. The Sumatra region was the second source of growth in the contribution of national internet users. Lampung itself ranked third in Sumatra with an increase of 0.7 percent to 2.7 percent from the previous year

(2018) which was still at 2.0 percent. Lampung only lost to North Sumatra (5.8 percent) and South Sumatra 3.5 percent) regarding the contribution rate of internet penetration in Sumatra (Irawan, et.al, 2020).

Meanwhile, data on the number of internet users from the total population per province in Sumatra in 2019-2020 (Q2) for Lampung Province has increased compared to 2018. In 2018 it was only 39.6 percent (3.3 million people), while in 2019 it increased to 62.3 percent (5.2 million). Then, the percentage of internet users per total population of the provincial capital in Sumatra 2019-2020 (Q2) shows Bandar Lampung City was at 60 percent. This figure was the lowest in Sumatra along with the city of Jambi with the same score. Meanwhile, the highest figures were in Tanjung Pinang (100 percent), Padang (93 percent), pangkal pinang (90 percent), Palembang (86 percent), Bengkulu (85 percent), Medan (82 percent), followed by Banda Aceh and Pekanbaru in the figures was the same 80 percent.

Habermas (1989) in the book *The Structural Transformation of the Public Sphere* explains that the public and private spheres are quite distinctly differentiated. The public sphere is defined by the term "res publica" which etymologically consists of "res" meaning affairs and "publica" which means general. Habermas also states that in principle each individual is a private individual (independent), then the individual joins in carrying out dialogue activities about what things becomes public concern (common interest) of these spaces can also be said to be an arena for state and community mediation. Habermas more clearly divides the public space into two types, including the political public space and the literary public space. Habermas also divides the public space into several criteria. First, the individuals in it put aside social status and put forward the principles of equality as a spirit in their every meeting. Second, in the public space it is also a place to open discourses for debate. In this case, Habermas associates how the interpretation of the truth is the monopoly of the state and the church. Third, that the meetings of these individuals in the literary public sphere are capable of turning culture into a commodity. The culture that Habermas refers to is written culture, music culture, and theater (Supriadi, Yadi, 2017).

In the context of democracy today, the public sphere is an important thing in the construction of democracy. Modern democracy has positioned the media as an important public space. In addition, the entry of digital democracy era, the public space has undergone a redefinition which has resulted in a term known as the new public sphere. Today's public space has various dimensions with a wider scope and more characteristics. Public space in this context has dimensions that are not only real but also virtual, while its characteristics become more plural as the characteristics of the virtual world are

differentiated. The presence of internet technology has opened up potential spaces for community political participation that are more dynamic towards change.

It is in line with what Camp and Chien state that virtual space itself refers to the internet. Camp and Chien even agree with the opinion that the internet has long been identified as an agora of internal information (Sari & Siahainenia, 2015). The role of the internet as a public space for every citizen is shaped by two seemingly contradictory characteristics, namely the ubiquitous or omnipresent internet and the personal internet. The internet has also made it possible for everyone to find new ways to interact economically, politically and socially. Universal connectivity on the internet has the potential for everyone and anywhere.

Democracy in the public sphere today is where the rapid advancement of technology and information has separated the dividers between various social stratifications. Through social media and networks *interconnection networking* (internet) and social media, all individuals can dialectically with other individuals openly. Social media and the internet have considerable implications for the involvement of political participation, especially internet users compared to other conventional media such as print and electronic media (Jesica, C. Natalia, et.al, 2020). Although it doesn't explain the penetration of internet users in popular search engines.

Popularity in the context of general elections can indeed be categorized to be one of the efforts of the winning team to win candidate pairs in the election. It is important as an effort for the winning team to construct an image like a candidate pair in public. Departing from the conceptual level, popularity itself comes from the Latin word *populus* which means the people at large. Pattipeilohy, E. Meilany and Revolve, L. Moesie (2015) in their journals explain

the popularity of figures in the public as the impact of news coverage in the mass media (out stage area). Pattipeilohy and Revolve also describe the figure of the artist in the object of their study, that a news with a positive image will have a positive impact on popularity and vice versa if a media contains negative news on the character it will have a negative impact on the character's popularity. Simultaneously, the aspects of the social image and the image of a candidate affect voter behavior at the election event, compared to the image of the candidate itself which is not too significant (Putra, Hermansyah, et.al, 2020).

The author limited the analysis questions, first, how the popularity of the candidate pair on the internet is through the tendency of internet users (netizens) to surf and to use social media. Second, to find out netizens' interest in two popular issues, namely the 2020 regional elections simultaneously or the Covid-19 pandemic issue. This analysis certainly has benefits for various parties in the implementation of the regional election campaign simultaneously in the midst of the Covid-19 pandemic conditions.

RESEARCH METHODS

This study used a descriptive-inductive method with qualitative content analysis techniques. The descriptive approach aims to describe a message or text (Eriyanto, 2011). Inductive analysis itself is a procedure for finding concepts, themes, and models based on the interpretation of the researcher's analysis through reading in a text. Meanwhile, Qualitative content analysis is one of the scientific methods used to interpret text or content (Rumata, V. Mutiara, 2017). Rumata also classified the meaning of content and text analysis into three groups. First, the definition of content analysis that looks at the content part of the text. Second, the definition of content analysis that views

content as the source of the text. Third, the definition of content analysis that views content arises as a result of the process of the analysis of the text in context. In this study, the writer views content and text as side by side and do not stand alone. Therefore, to interpret the content, the writer needed to analyze the relationship between texts through primary data obtained by tracking (tracing) data through Google Trends and analysis of the candidate pair's official social media. Through this technique, a number of data was obtained on how the campaign activities of the three candidate pairs in the media, from search to activities on social media. The author needed to analyze the relationship between texts through primary data obtained by tracking (tracing) data through Google Trends and analysis of the candidate pair's official social media.

The data obtained were then analyzed by identifying and systematically compiled in the form of a table with literature and facts of events in the field during the predetermined analysis period, so that it became an overall meaning of the existing text data. Due to time constraints, data collection was limited to the August-November 2020 period, which was the period for social media registration and campaigning for candidate pairs.

RESULTS AND DISCUSSION

Popular Issue: Regional Elections 2020 VS Covid-19

In this section the writer describe how the public's attention is in looking at the two issues above. Entering the fourth quarter (Q4) 2020, there are at least two moments that have become popular issues. The context was the Covid-19 pandemic and the 2020 Regional Elections. People were getting tired after more than seven months of struggling with new conditions, while the primary needs, in this case the economy, must continue to run, then there

was a tendency for people's attitudes, whether they continued to care about the pandemic, began to decrease, or they (netizens) began to be interested in the issue of the 2020 simultaneous regional elections, or they did not pay attention to those who were more focused on economic recovery and the basic needs of their lives that had been destroyed by the plague.

In addition, it is correlated with the internet penetration rate that has started to grow after a new habit in the midst of a pandemic, it is quite interesting how people's behavior in responding to these two issues on the internet. One way is to analyze what topics are most sought after by the public, the Covid-19 Pandemic where the cases were still increasing or the 2020 Regional Elections has distracted the public's attention.

Google as one of the popular search engines in Indonesia is an instrument that can be used to analyze this data. Through one of the facilities provided, namely Google Trends. At least data from this point of view can be used to analyze people's behavior in a new public space called the internet. The organizers and the winning team must start adapting to cyber data analysis in the world of politics. These data were useful as an instrument for performance evaluation both in outreach to voters by the General Election Commission as well as an effective campaign instrument for the winning team, as well as close supervision by the General Election Supervisory Body (Bawaslu).

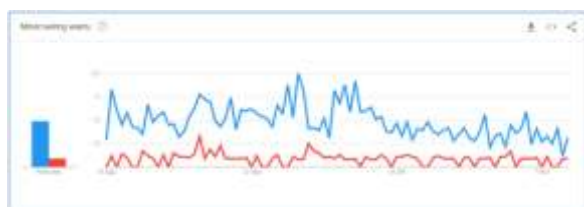


Figure 1. Comparison of Search Interests on the Internet Simultaneous Regional Election 2020 and Covid-19 on the Internet August-November in Lampung
Source: Google Trends

Figure 1 shows data on internet search interest on the topic of Covid-19 and Regional Elections 2020 in Lampung from 15 August to 7 November 2020. The blue color shows the data on internet browsing interest on the topic of Covid-19 and the red color shows the data on internet browsing interest regarding the 2020 Regional Elections Simultaneously. The results were quite surprising, especially for organizers and parties involved in the 2020 Regional Elections in Lampung. In that period of time, internet users' search interest in the Covid-19 issue was still higher when compared to the 2020 Regional Elections issue. An average of 49 searches was for Covid-19 and only 9 searches were for the 2020 Regional Elections Simultaneously. The highest time for searches about Covid-19 occurred on September 21 (100 searches), in that period along with the increasing number of Covid-19 cases in Lampung. While the lowest figure was on November 11, 2020 (9 searches). While the topic of the 2020 Regional Elections experienced the highest searches on September 2, 2020 (33 searches), considering that this period was the nomination and determination of candidates for mayor / regent in Lampung. This indicates that the attention of internet users in Lampung was still focused on the Covid-19 pandemic.



Figure 2. Access Areas for the Search for Covid-19 Issues and the 2020 Regional Elections for August-November
Source: Google Trends

Figure 2 shows that internet users who are actively surfing to dig information about Covid-19 and the 2020 Regional Elections are internet users in Bandar Lampung. There were several possibilities

that become the object of analysis, ranging from more optimal internet access in cities and the issue of Covid-19 and the 2020 Regional Elections in Bandar Lampung, which were likely to be the most attractive to internet users in the area. It is necessary to underline that this method of analyzing people's behavior on the internet was not the only way to analyze it, because it could be that conventional attention in other areas was better by using conventional information searches such as billboards, other face-to-face socializations organized by the General Election Commission (KPU) and the candidate winning team.

While the keywords (query) that were most widely used to access information about Covid-19 were Covid-19 Lampung, covid 19 is, www.pln.co.id Covid 19, www.pln.co.id free covid 19, data for covid 19 Lampung, www.pln.co.id covid 19 tokens for free, info on covid 19 Lampung. This data can be seen in the following figure.



Figure 3. Query Related to Covid-19 Used by Internet Users in Lampung August November 2020
Data source Google Trends

Some internet users in Lampung were trying to find out about Covid-19. The public's positive attention to literacy about Covid-19 was quite appreciated by the curious behavior of Internet users about Covid-19. The next fact was that people's behavior regarding the topic of Covid 19 was regarding the issue of PLN electricity subsidies which was much sought after by internet users in Lampung. In addition, internet users in Lampung were also quite attentive in following the data on the number of Covid-19 cases in Lampung.

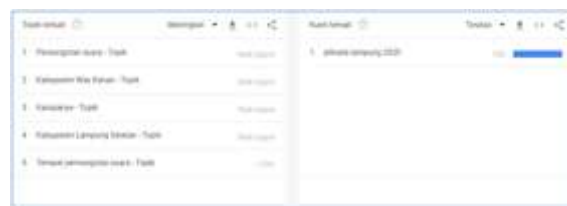


Figure 4. Internet User Tracing Data in Lampung About the August-November 2020 Regional Elections
Source: Google Trends

Internet users in Lampung used the keyword "Lampung Regional Elections 2020" in accessing information about the 2020 simultaneous regional elections in Lampung through the Google search engine. The comparative data on the 2020 Regional Elections and Covid-19 issues in Lampung indicate that the behavior of internet users in Lampung, especially in Bandar Lampung still had greater attention to the issue of Covid-19 and Regional Elections 2020 on the internet.

Popularity of Bandar Lampung Regional Election Candidates 2020

It is interesting to examine how the development of the popularity of the three candidate pairs for mayor of Bandar Lampung in the last three months. It was analyzed by reading the trend of behavior of internet users in Bandar Lampung in digging up information on the three pairs of candidates through the internet media. In this discussion, the author focused on the popularity of the candidate for mayor of Bandar Lampung, both Rycko Menoza, Yusuf Kohar, and Eva Dwiana in the period August to November 2020.

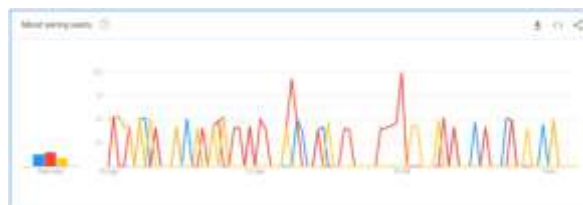


Figure 4. Data on the Popularity of Candidates for Mayor of Bandar Lampung based on their searches on the Internet
Source: Google Trends

Based on Figure 4, the data on the popularity of the candidate for mayor of Bandar Lampung based on searches on the internet by the community. The results were quite interesting, in the span of the last three months (August-November) 2020 all three candidate pairs have volatile and competitive results. The three of them have almost the same graphic. In general, the popularity of candidates based on search engines ranks Yusuf Kohar as the most popular with an average of 15 searches per day, followed by Rycko Menoza with an average of 13 searches per day, and followed by Eva Dwiana with an average of 9 searches per day. But there were some moments where one candidate for mayor has the highest level of livelihood.

Yusuf Kohar's best momentum of popularity occurred on September 19, 2020 (93 searches in a day) and October 10, 2020 (100 searches), this period was after the determination of candidate pairs and before the candidate pair debate. The end of October was the best moment for Rycko Menoza on 30 October 2020 (51 searches) while the competitors had zero jobs. This period was the momentum after the first phase of the Bandar Lampung mayoral debate, namely the candidate for mayor of Bandar Lampung. Meanwhile, Eva Dwiana's best momentum was on September 26, 2020 with 47 searches while her competitors had zero searches for internet users.

This trend illustrates the extent to which political campaigns through the internet by candidate pairs have been able to attract the attention of internet users to dig up information about themselves. It is of course important, the winning team needed to pay attention to in formulating a winning strategy. At least the author has opened a discussion room for local political analysts in the perspective of media communication, whether if the data were able to be maintained by popular candidates until the

end of the campaign period or before the election were able to survive it will have implications for the candidate's victory. If you refer to the chart above, until mid-November it had the same level of popularity at an average of 50 searches per day,



Figure 5. Data Comparison of the Details of the Tracer Topic Areas for Candidates for Mayor of Bandar Lampung
Source: Google Trends

The investigation of the three candidate pairs was not only the center of attention of Bandar Lampung community, but in general it has become the concern of internet users in Lampung. Based on the percentage of breakdown comparison by region, Yusuf Kohar became the most popular with 41 percent, followed by Rycko Menoza with 34 percent, and Eva Dwiana with 25 percent. This figure means that the election for the mayor of Bandar Lampung has become the regional election which was widely followed by internet users in Lampung. Then based on the keywords (query) of the three pairs of candidates, Yusuf Kohar was not only searched by users from Lampung, but also by internet users from West Java and South Sumatra. Meanwhile, the keywords Rycko Menoza and Eva Dwiana were only searched by users in Lampung.

Popularity of Candidates on Social Media

In this section, the writer tried to explain how the activities of the candidate pair on social media. Based on data from the Bandar Lampung General Election Commission (KPU) through social media accounts that have been registered by the three pairs of candidates for mayor and

deputy mayor of Bandar Lampung in the 2020 Regional Elections Simultaneously in the attachment form Model BC4-KWK released on September 30, 2020. A number of social media platforms such as Facebook, Instagram, and Twitter. The candidate pair (paslon) with the highest number of official social media is Eva Dwiana-Deddy Amrullah with 10 official social media accounts consisting of 5 Instagram accounts and 5 Facebook accounts. Followed by candidate pair Yusuf Kohar-Tulus Purnomo with 3 social media accounts consisting of 1 Instagram account, 1 Facebook account, and 1 Twitter account. Meanwhile, candidate pair Rycko Menoza-Johan Sulaiman only registered 2 official social media accounts consisting of 1 Instagram social media account and 1

Facebook account. This can be seen in table 3 of the introduction.

The author analyzed how active social media was and how massive the community's behavior was in responding to social media in the form of liking or supporting comments. The author limited the analysis of the candidate pairs' social media data in the last two months, October 1 to November 18, 2020, to the average liked on two social media platforms, namely Instagram and Facebook. While the aspect of the number of posts and followers was based on the latest data since the account was created until November 18, 2020. In the aspect of the number of Facebook posts the author did not analyze the number of posts as a whole but only the total followers.

Table 4. Official Social Media Activities of Rycko Menoza-Johan Sulaiman October-November 2020

No.	Social media	Account name	Number of Post	Followers	Number of Post Oct-Nov Period	Total Preferred period Oct-Nov	Average Likes Per Post (Oct-Nov)
1	Instagram	Ryckojos	717	6,449	79	14,350	182
2	Facebook	Ryckojos	-	1,690	67	5,642	84

Source: Author data analysis

The Rycko Menoza-Johan Sulaiman pair appear to be implementing a one-door social media campaign. The author states that because this couple only used the same social media account name (id) for 2 different platforms, namely Instagram and Facebook. It seems that the use of this technique made it easy for social media users to remember the candidate pairs' social media. On social media, the Menoza-Johan Sulaiman couple was more popular on Instagram than on Facebook.

The Ryckojos account, which was the official account of the candidate pair Rycko

Menoza-Johan Sulaiman, until 18 November 2020 on Instagram had quite a lot of followers reaching 6,449 followers while on Facebook the candidate pair's official account only reached 1,690. The two platforms were quite active in campaigning for the activities of the Rycko Menoza-Johan Sulaiman candidate pair with a fairly high interaction of likes on the Instagram platform reached 14,350 likes, while Facebook has reached 5,642 likes in the period October to November 2020.

Table 5. Official Social Media Activities of Yusuf Kohar-Tulus Purnomo October-November 2020

No.	Social media	Account name	Number of Post	Followers	Number of Post Oct-Nov Period	Total Preferred period Oct-Nov	Average Likes Per Post (Oct-Nov)
1	Instagram	myusufkohar	297	463	23	1,242	54
2	Facebook	Yusuf Kohar	-	2,126	4	126	31

Source: Author data analysis

Similar to the Rycko Menoza-Johan Sulaiman pair, Yusuf Kohar-Tulus Purnomo also used a one-door social media campaign technique through the account of the candidate for mayor. Actually, if tracing through Facebook social media, the couple also campaigned through other social media on their Facebook account, but the author only referred to the account name data registered with the Bandar Lampung City Election Commission. Yusuf Kohar-Tulus Purnomo pair were actually more followed on the Facebook social media platform with 2,126 followers, compared to the Instagram social media which was only 463 followers. Here it can be analyzed that this couple tends to choose Facebook as their social media campaign. However,

based on the author's observation, Yusuf Kohar-Tulus Purnomo's social media account was observed to be not too massive in promoting the candidate. It can be seen in the number of posts on social media in the period October-November 2020, where the couple only had 24 posts on Instagram and only 4 on Facebook. From the response of the behavior of social media users to the Yusuf Kohar-Tulus Purnomo couple, they were not too popular on social media. It is indicated by the average likes on Instagram only 54 likes and Facebook only 31 likes. It is of course far inversely proportional to the pair Rycko Menoza-Johan Sulaiman who has reached 4 digits (thousands) of likes of social media users to the couple's posts.

Table 6. Official Social Media Activities of Eva Dwiana-Deddy Amrullah October-November 2020

No.	Social media	Account name	Number of Post	Followers	Number of Post Oct-Nov Period	Total Preferre d period Oct-Nov	Average Likes Post (Oct-Nov
1	Instagram	Pemudabdl	43	875	22	832	38
		Ayu_diahpalupi	19	1,224	2	46	23
		Fanbaseeva_dedi	22	920	17	383	23
		Evadeddy	84	190	48	798	17
		P_wahyuuu	4	516	-	-	-
		Total	172	3725	89	2059	23
2	Facebook	Pemudabdl	-	-	-	-	-
		Eva Dwiana - Deddy Amrullah	-	1,319	4	477	119
		Eva Dwiana-deddy	-	344	24	1002	42
		Ayu Diah Palupi	-	-	-	-	-
		Prabowo Wahyu Tullah	-	-	-	-	-
		Total	-	1,663	28	1,479	53

Source: Author data analysis

Unlike the two previous pairs of candidates, the Eva Dwiana-Deddy Amrullah pair seems to have lowered a lot of ammunition to fight on social media. The couple registered 10 social media accounts consisting of 5 Instagram accounts and 5 Facebook accounts. The author added up the overall data on the number of posts, followers, and the number of posts and likes of posts in the October period and then

the overall average data were taken. As a result, from the data registered with the Bandar Lampung GENERAL ELECTION COMMISSION (KPU), only 3 out of 5 accounts actually campaigned for candidates, 2 of which were personal social media accounts. Of the 3 Instagram accounts, it was observed that they had not been massive in campaigning for candidates as evidenced by the five

accounts that the average likes per post was only 23 likes.

The unmassive and unready campaign for Eva Dwiana-Deddy Amrullah pair can also be seen from the 5 social media accounts that the candidate has registered with the General Election Commission (KPU). Of the 5 accounts, only 2 accounts were monitored actively campaigning for the candidate, namely Facebook accounts named Eva Dwiana-Deddy Amrullah and Eva Dwiana-deddy. The two accounts averaged 1,663 followers and 28 posts, 1,479 likes, and an average of only 53 likes on each of the posts in the October-November period.

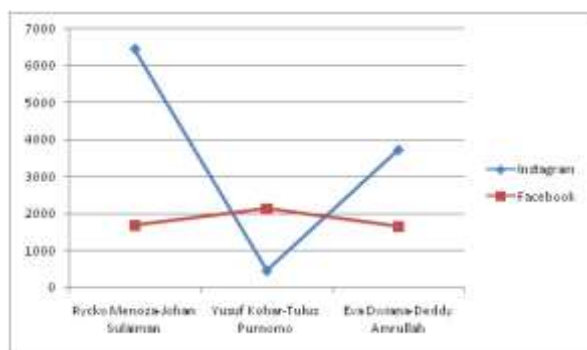


Figure 6. Comparison of the Follower of the Candidate Pair for Mayor-and Deputy Mayor of Bandar Lampung for the October-November 2020 Period

Source: Author's Data Analysis

A number of data on the use of social media above illustrates that the pair Rycko Menoza-Johan Sulaiman is a candidate pair who has been monitored quite massively campaigning on social media compared to other candidates. The not y optimal use of official social media by candidate pairs is an important note, especially for the winning team in preparing competent human resources in their fields. In the current era, the winning candidate team must have knowledge and skills in using social media (Munzir, A. Aisyarahmi, et.al, 2019). Low social media literacy was considered to be one of the obstacles in the discourse of political education (Manik, T. Sastrawan & Suharno, 2019). From an efficiency

perspective it did look more economical than face-to-face campaigns which required a lot of money. However, campaigns through social media or online pose significant challenges. Therefore in the midst of the Covid-19 pandemic and changes that were so fast, all parties involved in the election event were required to adapt quickly, including formulating policy strategies that touch the community at the grassroots must be done so as to encourage participation rates and minimize technical and substantive problems in the future (Ulzikri, A. Robi, 2020) given the challenges of each region which was not homogeneous.

CONCLUSION

In this section the researcher can conclude several things. First, a comparison of popular issues that have caught the attention of netizens in Bandar Lampung was the Covid-19 issue compared to 2020 Regional Elections issue. It was due to several reasons, namely the still high number of Covid-19 cases, and the socialization of both the internet and social media towards the 2020 Regional Elections which has not been optimal by the winning team and the General Election Commission as the organizer.

Second, this study also concluded two things related to internet searches for netizens and campaigns on social media and against three candidate pairs for mayor and deputy mayor of Bandar Lampung 2020. First, the results of internet searches on the Internet, the three pairs of candidates had the same popularity, only the best momentum different pairs of candidates. Yusuf Kohar's best momentum of popularity occurred on September 19, 2020 (93 searches in a day) and October 10, 2020 (100 searches), this period was after the determination of candidate pairs and before the candidate pair debate. The end of October was the best moment for Rycko

Menoza on 30 October 2020 (51 searches) while the competitors had zero jobs. This period was the momentum after the first phase of the Bandar Lampung mayoral debate, namely the candidate for mayor of Bandar Lampung. Meanwhile, Eva Dwiana's best momentum was on September 26, 2020. Second, the use of social media as a campaign instrument had not been carried out optimally. It can be seen from the low behavioral activity of internet users in responding to the candidate pair's social media due to the lack of massive socialization and low resource readiness. In this context, the pair Rycko Menoza-Johan Sulaiman was a candidate pair who have been observed campaigning quite massively on social media compared to the other two candidates.

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