

**THE ROLE OF SOCIAL MEDIA IN INDONESIA'S 2014
PRESIDENTIAL ELECTION CAMPAIGN**

FINAL ASSIGNMENT

**Proposed as a requirement to receive a Political Studies Bachelor
degree**



**ANDREW CITRA PRASATYA
1111004005**

**POLITICAL SCIENCE STUDIES PROGRAM
FACULTY OF SOCIAL STUDIES AND ECONOMY
BAKRIE UNIVERSITY
JAKARTA
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STATEMENT OF ORIGINALITY

**The final project is the result of my own work,
and all sources of both quoted and referenced**

I have stated correctly.

Name : Andrew Citra Prasatya

Student ID : 1111004005

Signature :

Date : 18th August 2015

APPROVAL PAGE

This final assignment is proposed by,

Name : Andrew Citra Prasatya
Student ID : 1111004005
Major : Political Science Studies
Faculty : Economy and Social Studies
Final Assignment Topic : The Role of Social Media in Indonesia's
2014 Presidential Election Campaign

Is finished and ready to be defended in front of board of examiners. This statement is made to be used as prerequisite for final assignment for Bachelor Degree Political Studies, Faculty of Economy and Social Studies, Bakrie University.

Board of Examiners

Adviser 1 : Astrid Meilasari Sugiana, PhD. ()
Penguji 1 : Muhammad Badaruddin, S.Sos., M.Sc., M.A ()
Penguji 2 : Muhammad Tri Andika, S.Sos., M.A ()

Signed in : Jakarta
Date : 18th August 2015

PREFACE

The greatest gratitude is conveyed to Jesus Christ for blessing the author in finishing this final project titled “The Role of Social Media in Indonesia’s 2014 Presidential Election Campaign”. This final project is submitted to fulfill the requirements of finishing study and receive a bachelor degree in Political Studies.

The author also would like to deliver my deep appreciation to the following names who have sincerely helped in finishing this final project:

1. The author’s parents, to whom this final project is dedicated for.
2. Mrs. Astrid Meilasari Sugiana, Phd, the author’s adviser who has supervised and guided the author with patience. The author would also like to acknowledge Mrs. Astrid’s amazing creativity, knowledge and intelligence during the creation of this final project.
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8. All the informants who were willing to spare some time to help the author.

Lastly, the author hopes that this final project will be useful and able to give contribution for the academic world in the future.

Jakarta, 03 August 2015

Andrew Citra Prasatya

APPROVAL OF FINAL PROJECT PUBLICATION FOR ACADEMIC INTEREST

As an academic community Bakrie University, the undersigned:

Name : Andrew Citra Prasatya
Student ID : 111004005
Study Program : Political Science
Faculty : Economic and Social Science
Final Assignment : Case Study

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ABSTRACT

This paper examines the unique role and the dynamics of social media in Indonesia's 2014 presidential election. Social media became an important media in the election, because it allows candidates and voters to engage with one and another. Both candidates, Prabowo – Hatta Rajasa and Jokowi – Jusuf Kalla used and optimize social media as one of their main campaign tools. This change in political campaign in presidential election trigger more participation and interaction from voters. To explore the role and the dynamics of social media this paper will analyze all main social media and the people who directly involved in the social media campaign from both candidates. Social media helps the candidates to analyze their potential voters, communicate with society and also spread their campaign message.

Keywords: *Social Media, Presidential Campaign, Indonesia*

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Name : Andrew Citra Prasatya
Major : Political Studies