NEW MEDIA AS A POLITICAL EDUCATION IN ESTABLISHING QUALIFIED DEMOCRACY

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Abstract
New media is a term used to distinguish it with the old media. The lines between new media and old media are difficult to determine with certainty because it depends on someone’s perspective. In communication theory, education is set as some goals such as propaganda, journalism, public relation etc. Education as a mean of activities of influencing, changing, and forming attitude and behavior are based on truthful and useful values to human kind. Political education process as process to get orientation behavior toward politics phenomenon through someone else becomes part of process that determines someone’s political attitude, such as nationalism, social class, ethnic group, ideology, right and obligation. At this moment, when our citizens get natural political education, political party which is expected to be center of political education is really far from this expectation. It is reasonable that from now on government can give better political education in order to get qualified democracy.

Keywords: New Media, Political Education, Citizen, Democracy

INTRODUCTION
In political communication, media plays an important role since it is a means of political publicity to the citizen to let them know what political agenda is about to done by certain political party. Thus, the citizen may be sympathy and set their choice to support that party. That is why any political activist will try to take over the media since whoever that can make it happen means they are almost guaranted to win the … As the development of revolutioner technology information, it makes both printed and electronic media become more effective in publishing information. The use of media to rise up one’s popularity actually had been started in Election 1999, but it becomes stronger in Election 2004, Election 2009, and Election 2014. Media implicitly publish any political activities not only as a means of information publicity, but it is also used as an attention gather to influence public’s choice concerning certain political party. In this case, this effort is done to defend the currently existing system as well as to preserve the political values (politic, custom, ideology, and belief) as a process of activating human’s dynamic elements including attitude, behavior, way of thinking, perspective, sensory and instinctive elements that is directed to approach a certain objective.

DISCUSSION
New Media
The theory of new media is developed by Pierre Levy. This theory states that new media is a theory concerning the development of media. There are two perspectives in the new media theory. The first one perspective of social interaction, in which this perspective differentiate media based on its approach of face-to-face interaction. Pierre Levy assumes World Wide Web (www) as an open, flexible and dynamic information environment that allows us to develop new knowledge orientation as well as allows us to be actively involved in political issues such as authority distribution to make sure that it is interactively distributed based on citizens’ consideration.

New media or online media is defined as a communication product mediated by technology in digital computer (Creener and Martin: 2009). Another definition of online media is a media that consist of some elements. It means that there is convergence of media within it that is combined together. New media is a flexible, potentially interactive internet technology-based online media that can be used privately or publicly (http://repository.usu.ac.id/.pdf.).
Another definition stated that new media is a digitalize process of understanding the concept of technology and science development in which all devices are changed from the manual ones into the automatic ones, and from the complex ones into the simple ones. Digital is a complex yet flexible method that makes it worthed in human life. This digitalized thing is also something connected with media because media has become something that is always be developed through time, for instance from the past old media until recently new modern/digital media. In 2000, internet had been in phase called as web 2.0 (web two point o), in which it can be used by all people as well as allows them to be more interactive with each other.

Nowadays, people are able directly take and put anything to the internet. The development of web 2.0 as a platform has changed the activities within the web and has opened the universe to all media users. According to R. Cahyo Prabowo, new media or online media is a means of communication that allows its users to interact, stay connected, and share information through the internet which is expected to be faster, more efficient in spreading the newest information to the citizen. This type of media is much different compared to the conventional media such as radio, television, printed media, and other mass media, so it is better not to make such comparison (http://media.kompasiana.com)

Advantages of New Media

New media (online media) is indeed faster in doing interaction, and it is also cheaper, faster, and more efficient to know the most updated information. The only one weakness of new media is the internet connection. The internet connection is a must in online media to make it accessible anywhere, anytime. Also, the better the connection is, the faster the information is accessed. So does the otherwise. This new media is categorized as one of mass media since the provided information in it is shared widely to the citizen through online devices.

Internet is a new communication technology that helps the users to choose and organize what information needed in a more efficient way. Broadly speaking, it is more flexible in bridging space and time compared to previous media. As a means of communication, internet plays an important role as a channel to deliver message from the source to the receiver. It is a transactional media that always involves intensive interaction among the users and requires feedback from those interactions. Besides, the use of internet also requires users’ participation by considering the ups and downs of certain interactions.

Political Education

Political education strongly depends on what values underlined it. The education system used in totalitarian countries will be different with of that used in democracy countries. So does the objective proposed for those two different systems that will turn out to be much different among each other. In order to keep the political values, providing a good political education is one of efforts than can be done since it is considered as activities of influencing, changing and forming one’s behavior.

Political education is a process of informing the political customs such as norms and values, from one generation to another generation within group of citizen. Thus, political education or political socialization becomes an important factor in framing political culture in a country.

A definition defined by a sociology expert M. Rush (1992) stated that political education is a process in which people in a certain society who get through within it are learning to get to know about its political system. This process, however, will determine their perceptions and their reactions about political phenomena.

Political education is a long-life education process, especially for young learners. Children learn everything from the family, the school, the work place, the experiences as adult, the religion organization, and from the political party. They also become the connector to socialize the political values from generation to generation. Through this phase, political parties play their
roles as means of political education. In this case, the implementation of political education can be conducted through several ways such as by using mass media, lecturing, oration, seminar, etc.

Regarding this issue, there is still a question concerning the rationality of political education in educating the citizens to understand the meaning of democracy in a better way. Plato and Aristotle argue that 2500 years ago, democracy is something forbidden. That is why political education should be taught to those who still do not understand about democracy. Thus, they are eligible and have rights to choose a person in charge to lead their society. Recently, however, the political education is socialized to citizen by putting it together with luxurious things like money and unrealistic promises. In this case, establishing a good democracy system within people living in poverty society sounds like something impossible.

Politics are defined as variety of activities within political system or country. It includes the process of objectives determination of the system itself and then is followed by the implementation of those objectives. This decision making process will determine the goal of current political system concerning the selection of some alternative choices (leader election) and the arrangement of the priority scale based on the objectives determination.

A good political system is supposed to contain only the public goals rather than private goals. It also relates to the activities conducted by group of people such as political party, public organization or even individual organization. Operationally, political issues mainly relate to principal concepts concerning state, power, decision making, policy, distribution and allocation (Budiardjo: 1981). Related to political education, the true meaning of politics should be understood properly in which it relates to the whole elements that form a group of society called as citizens.

In term of substantive matter, political education is unseparable element in human’s life as they become the doer of the education. Thus, it is not wondering why political education is closely related to morality discussion which is in this case, morality refers to the human as the subject of education. Therefore, political education puts its human fundamental base as human despite its close relation with national citizenship. This fundamental base believed that the root of political education is human kindness since human, originally, is a cultural and customary individual.

Political education and political awareness in more general term can be defined as a way of how political custom of a nation is transferred from generation to generation (Panggabean, 1994: 34). On the other hand, political custom is all values, empirical beliefs, and expressive symbols that determine the current situation in where the political activities take place. Political education as a process of transferring national political custom includes the political aspiration as well as the operational norms of political organization based on the Pancasila value. Thus, political education needs to be developed more in order to increase citizen’s political awareness, especially concerning their rights and duties as citizens, so each of them can actively participated in developing their country.

In some cases, though, a country’s development may be misled from a good one in term of morality. This situation might happen, for instance, in a country which is lead by authoritarian government who always force its rights to the citizen without giving proper adjustment to the human rights.

Then in this situation, someone who is originally good in morality may be considered as a bad one from the country and authoritarian society’s point of view since they could not obey the rules forced to them. Therefore, the actualization of political education should be developed by keeping in mind the human rights as human being.

In administrating a country, political education obligates country to administrate its authority based on some principles (Susesno, 1987). Those principles are first, legitimacy of law in which
the authority is administrated according the official legitimated rules. Secondly, legitimacy of democracy in which authority is controlled democratically. The last one is legitimacy of morality principle, in which authority is administrated by those mannered people. Additionally, the one perfectly covering those principles as a philosophy is Pancasila. Concerning public’s authorities or public’s policies, country’s authority should be controlled based on legitimacy of religion (Pancasila Article 1) and legitimacy of humanity (Pancasila Article 2). Besides, Indonesia is a law-based country in which justice, or social justice for all citizens are the goal of national existence, as it is implied in Pancasila Article 4.

Country is ruled by considering its citizens concerns and all policies and authorities are made for the sake of citizens since citizens are the source of national policies and authorities (Pancasila Article 4). That is why in administering a country, everything related to them must be given back to the citizens as they are the main basic for country. Thus, the concept in policy making, supervising and participating in practical political issues related to executive, legislative, and judicative authority are supposed to be done based on citizens’ legitimation. In other words, it should have what is called legitimacy of democratic.

The basic principal of political education concerning its realization in country’s management is that it must be correlatively done by those three components. The policy taken from national admission concerning domestics or overseas political issues, national or global economic issues, or everything citizenship-related issues are obliged to be done based on certain legitimacies. They are legitimacy of law, legitimacy of democratic, and legitimacy of morality. These three principles are the main basic in managing all citizenship-related issues.

Aside from the condition mention in previous lines, each of individual people that directly involved country’s administration should realize that their actions are not rule-free. The entire officeholder of a country started from executive assembly officers, legislative assembly officers, and juridicative assembly officers must consider the legitimacy of morality in all national issues they are working in. For example, when the salaries of those officeholders are paid based on current official valid rules even though they know that the citizens’ economic condition is not as good as them, actually this issue is not relevance with legitimacy of morality.

**Internet as New Media in Political Issue**

Internet that is considered as the first starter of the new media era is claimed by Owen (2008: 1). Owen claimed that the new media environment and the rise of the internet have had important implications for presidential communication. As the first chief executives of the new media era, President Bill Clinton and George Bush have established an online presence through the White House website, www.whitehouse.gov. This site mentioned here is the official website address of White House that the realization of it is as the effect of internet.

Political issues are sort of things that need publicity. In this case, internet is the easiest, mostly used media to promote any matter concerning the political issues. However, in political publicity, it is still generally used along with traditional or conventional media. All political figures or political parties usually will make use any potential media in increasing their popularity. The use of media by political figures or parties is known as political communication. Political communication is the use of media by government or political figures to get citizen’s voices within election period or afterwards (Riaz, 2010: 2). The main function of internet is to show that they are aware of current newest technology as well as to show their efforts in gaining support from sympathizer or relatives who usually use internet as well.

Social media is the one internet-based media that mostly used by political figures in many countries. In Indonesia, particularly, Facebook and Twitter is the most famous one, while in another country such as United States, MySpace, Friendster, and Linkedin are some mostly used social media. During the campaign period of Presidential Election year 2009, one of the presidential candidates, Prabowo Subianto, made use media Facebook to gather his
sympathizers. He got millions followers more than the eligible capacity that makes him got some notification emails from Facebook administrator. Along with the use of conventional media such as advertisement on television or news paper, street banner, pamphlete, and baliho that more dominating media use during the campaing period, all of the presidential candidates namely Susilo Bambang Yudiono-Boediono, Megawati-Prabowo, and Jusuf Kalla-Wiranto, also promote their existence through online-based portal news detik.com by posting their photos and their supporting parties.

The benefits of the use of internet-based media in political campaign period is also admitted by the United States’ selected president in Presidential Election year 2008, Barrack Obama, who also used internet as one of his weapons in winning the election. In an article included in a book review entitled Communicator-in-Chief: How Barrack Obama Used New Media Technology to Win the White House written by Jarvis (2010: 1), it is mentioned that the sites used to promote Obama’s campaign was organizing more than a hundred thousand and half activities, creating more than thirty thousands groups, employing more than one and half millions accounts, and getting more than USD 600 millions gathered from about 3 millions sympathizers. Youtube is also used to promote free advertisements, to visualize those ads to their followers as well as to make them share the information to their family, friends, or relatives. During this period, Obama’s Facebook account had 3.176.880 followers, while his MySpace account got 987.923 followers. Moreover, he also used text messaging to keep in touch with young electors and to send emails as counter attacks. This hi-tech campaign used by Obama literally used internet-based media to verify any available information, to make counter attacks, to strengthen his connection to his sympathizers, and to provide totally 24 hours/ day and 7days/week services. Riaz (2010: 6) claimed that the use of eXtensive technology and internet-based media is the reason behind his success in winning White House.

Besides using social media as means of publicity, most of political figures in Indonesia also make their own web page (blog), in which they use to express their opinions or their thoughts concerning what trending topic is happening. They use this kind of media to impress people that he is technologically a well-awared person. Concerning this matter, there is a web page namely nazaruddin78.blogspot.com which for in some sort of time got people’s attention. What makes this blog pointed by many people is that this blog is claimed as Nazaruddin’s blog. On May 30, 2011, he posted an article “Other Parties are Clapping Their Hands” (Bertepuk Tanganlah Partai Lain) covering his testimony and defence on what is accused to him. Only in 2 days, this post had been visited by twenty thousands people (Inggried, 2011). However, this blog had been closed down not for so long after launching. In Indonesian political issues’ point of view, a good maintained relationship in a blog or other social mediacan be used as one of campaign weapon in winning the first position as chief of legislative. Unfortunately, most of those political figures are only active during the campaign period since they need to collect support from their sympathizers. For afterwards, they claimed that they are too busy to even visit their own blogs.

During United States’ presidential election year 2004, email is considered as simpliest media in promoting the issues to the voters. The presidential candidates used email to promote themselves before election. This media, email, is choosen since the message can forwarded for many people, even the nonsubscriber ones. Simply, email messages delivered by president candidates are catorized as viral publicity that will allow them to solve any problem selectively (Williams and Trammel, 2005: 1).

Sometimes, however, internet is also connected with something negative, such as boicoting something or someone with or without respectful reason. There is a case happened in 2008 in which there is an invitation for internet users in China to boicot Carrefour, the biggest retail shop from France.
Democracy

The term “democracy”, literally means government that is ruled by citizens, but as it is developed, the term democracy has different definition. Broadly speaking, democracy is a form of governmental system used and administered in a country to create what so called citizen-based authority.

Democracy can be elaborated as a form of government in which every citizen can directly use their rights in policy making that is actualized through majority governmental procedures called as direct democracy. Within a democratic society, civilian rights and freedom are fully respected as long as it is used to make better the society itself.

One of pillars in democracy is called as trias politica. This pillar divides political authority of a country into three parts, namely executive, judicative, and legislative in order to make those three authorities to be separately independent. Equivalence and independence of those three authorities is a must so that each of them as able to watch over others’ actions basen on the checks and balances principle. Governmental institutions that are under their control are governmental institutions that have executive rights, law courts that have judicative rights in operating courthouse, and legislative assembly that has rights as citizens’ constituent in government system. Under this system, policy making is decided by the assembly or constituent whom citizens had voted for in the election period. Of course, the policies had been made are taken based on citizens’ consideration as well as currently valid laws or rules.

Besides legislative election, another important policy taken by conducting general election is deciding the respective president. General election is not a process which all of citizens can be participating in. Only those who have voting rights are participating in it. In this case, democracy is not merely means citizens’ freedom in directly choosing their president or chiefs of legislatives, but it should be interpreted in a wider perspective. Availability in directly voting for the presidential candidates in a general election is only one form of other many forms of democracy and it cannot guarantee the certain country has applied good democracy as well as good governance. Despite its small role that has given in the process of democracy, general election is commonly called as big party in democracy. It is the effect of old-fashioned people as they have too much high expectation on their favourite figure personally and subjectively, without investigating thoroughly their capability in administering a country. A good and tested administration system will last longer than the people administering it. That is why some countries apply certain system that only allows people above certain age can participate in the process of election.

Government is said as a democratic government after fulfilling these eight criteria. They are citizens’ agreement, effective citizens’ participation in policy making, equality in law, individual freedom for self-esteem, respecting of human rights, fairly distributed income, social control mechanism of the government, and accessibility (open access) of information.

Unless those principles are done, there may be some misinterpreted assumptions about the essence of democracy. The mostly occurred ones are first, there is an assumption that democracy, by its own self, can form the easiest way of life. Second, there are assumptions merely based on principles of democracy covering individual values, improvement, and freedom. The third one is that there is an assumption interpreting democracy as a static process. In fact, democracy is something dynamic, changing and improving along with the time.

CONCLUSIONS

The new media has an important role in political education since recently, most of young voters like to use internet-based media to make them update with current political situation. If this case is the condition, wisdom values of political manner are the ones need to be properly taught through what is called as political education. Simply, current destruction of political issues might be the effect of unintegrating the political wisdom values in educational setting. During
school age, students are not properly taught about political issues, especially in the connection with new media. They get use to this matter directly in the middle of society in which the political issues has been a great issue due to political figures’ personal concern. The side effects impacted from this condition are no other than lack of self-awareness of wisdom values of political manner when they are involved in practical political setting.

It is the time for educational setting now to accommodate the variety of problems concerning public matters. The world of education is all about taking care of students’ real problems concerning their country and their nation when it is claimed at the best condition ever. In other words, wisdom values and political manner are indeed needed to be integrated to any relevant subjects in educational setting.

Note:

It is admitted that this article is lack in some points, so that further researches are needed to be conducted to specify even more the points have been elaborated. Besides, to make this article as an additional note to improve young voters’ participation in general election, a deeper research should be conducted to investigate the correlation between voters’ participation in election and effectiveness and the improvement of internet-based new media in political issues. It cannot be inferred by only a slight assumption. Seeing the fast-growing of digital-based technology is all aspects of life including political aspects, then it is the right time for the entire of political elements in this country to be aware of the internet use. Integrating the use of internet in political aspects through up-to-date political education is considered as an effective way to invite youth generation to actively participate in national democracy. Politicians should not anymore stay in their conventional and traditional political world. Instead, they should realize that current political issues are covered in a modern situation. In this new situation, young generation as the next generation to relay the country’s leadership are needed to be approached based on their world of interest, internet-based technology. However, the role of family in political education is still needed in giving proper explanation concerning the importance of giving their votes to the trustworthy officeholder or politician since their votes will determine the future of the country. Besides, internet is also considered as the best way in promoting the candidates of politicians during campaign period. Concerning these issues, it is recommended to conduct political education by using new media literact (internet literacy).

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