

THE POLEMIC OF ARTIFICIAL INTELLIGENCE (AI) USE IN THE PRABOWO–GIBRAN POLITICAL CAMPAIGN DURING THE 2024 ELECTION

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Abstract

This article discusses the challenges and potential of Artificial Intelligence (AI) in the political campaigns of Indonesia's 2024 General Election, as well as the importance of regulations that ensure the fair and responsible use of this technology. The 2024 Election in Indonesia demonstrates the growing role of technology in political campaigns, particularly the use of AI. This technology offers significant potential to enhance campaign effectiveness by analyzing voter data, designing more personalized messages, and optimizing resources. However, the use of AI in politics also raises debates concerning ethics, privacy, and transparency. On the other hand, AI can also help increase political participation by bridging the information gap between candidates and voters. This study employs a qualitative method based on interviews with key informants, including campaign teams, art illustrators, and the public. The research aims to provide insights into the impact of AI usage in improving the effectiveness of political campaigns while considering the potential ethical and social implications.

Keywords: Artificial Intelligence, Political Campaign, 2024 Election, Ethics, Privacy, Regulation

INTRODUCTION

The 2024 General Election in Indonesia marks a significant moment in the nation's political landscape, where technology plays an increasingly vital role in the campaign process. One technology that has garnered particular attention is Artificial Intelligence (AI). In recent years, AI has been widely applied across various sectors—from healthcare and education to politics. Moreover, forms of communication during colonial times also featured visual imagery as part of the tradition found in ancient Javanese manuscripts (Adisasmito et al., 2017). In the political context, AI offers great potential in analyzing voter data, identifying behavioral patterns, and designing more efficient and targeted campaign strategies (Rafif et al., 2024). However, alongside these promised benefits, there are also growing concerns regarding the ethics and implications of AI use in political campaigns, especially in the context of the 2024 Election.

Political campaigns utilizing AI have the potential to introduce new approaches to influencing public opinion. With its advanced data analysis capabilities, AI can more accurately and personally map voter preferences (Rafif et al., 2024). This technology enables candidates to craft more targeted messages and optimize the time and resources used in campaigns (Salsabila et al., 2024). Nonetheless, despite its promising benefits, the use of AI in political campaigns raises concerns about technological misuse. One major issue is the potential use of AI to manipulate public opinion through the spread of misinformation or even political propaganda. A study by Salsabila et al. (2024) indicates

that the use of AI in political campaigns can influence how voters receive information, which is often not entirely accurate or truthful. With algorithms capable of optimizing information dissemination, AI-driven campaigns risk deepening political polarization by creating "echo chambers"—environments where voters are exposed only to information that aligns with their existing views and are closed off from differing perspectives (Asih Kamiliyana et al., 2024).

In addition, the use of AI in political campaigns raises debates over data privacy and transparency in the collection and utilization of voter data (Soemarno, M. A., 2023). In practice, AI-powered political campaigns require highly detailed personal voter data, including online search histories, social media activity, and political preferences gathered from various digital platforms. This raises questions about the extent to which such data is protected and used lawfully and ethically (Aulianshah, K., 2023). High-profile cases of data misuse involving major technology companies, such as the Cambridge Analytica scandal during the 2016 U.S. Election, have heightened public concern about transparency and data security in political campaigns.

Ethical challenges in using AI in political campaigns are also linked to algorithmic bias. Algorithms used in AI systems are often influenced by the data on which they are trained. If the training data contains certain biases, the resulting algorithms are likely to perpetuate those biases. In the context of the 2024 Election, this could disadvantage certain groups of society who are either underrepresented in campaign outreach or absent from the datasets used to train the algorithms.

Beyond these technical and ethical challenges, there is also a more optimistic perspective regarding the potential of AI to enhance political participation. The use of AI in political campaigns can help bridge information gaps and provide voters with easier access to relevant and reliable political information. Through AI, candidates can educate voters on key political issues and offer solutions that are better aligned with voters' needs (Iqtar Rizky Dito Ananda et al., 2023).

However, to fully maximize the potential of AI in political campaigns, clear regulations regarding its use must be established (Dalam et al., 2024). The government and relevant institutions need to formulate policies that ensure the technology is used fairly, transparently, and responsibly. Moreover, it is crucial to ensure that AI is not exploited to undermine electoral integrity by spreading false information or unethically manipulating public opinion (Nuraida, Priska, 2024).

The 2024 Election will serve as an important benchmark in assessing whether the use of AI in political campaigns can be effectively implemented without causing significant negative impacts on democracy and electoral fairness. Therefore, it is essential for all parties—including the government, political parties, and the public—to work together to ensure that this technology is used for the common good and not in ways that could erode public trust in the political system and the election process itself (Fatimah, 2018).

This study provides an in-depth review of relevant literature on the application of AI in political campaigns. It includes the examination of academic journal articles, books, and credible online reports discussing the use of AI in both global and local political contexts. The main focus is on the role of AI in voter mapping, message personalization, and predictive analysis, as well as the ethical concerns raised in previous studies (Nurita Suryani et al., 2024). This secondary data helps formulate research questions and provides a foundational understanding of the current state of AI technology within political contexts.

METHOD

The data collected from surveys and interviews were analyzed using a qualitative approach. Qualitative data from in-depth interviews were examined through thematic analysis, which involved coding responses into key themes related to the ethical, technical, and political implications of AI use in campaigns. These themes were categorized into several key areas: voter targeting, data privacy, algorithmic transparency, misinformation, and ethical considerations in AI-driven campaigns. Given the study's focus on political campaigns, privacy, and the ethical use of AI, special attention was paid to the ethical implications of the research process itself. Furthermore, all interview respondents were

assured that their identities and responses would remain confidential and that the research findings would be used solely for academic purposes.

This study also adhered to the ethical guidelines established by the International Association of Political Science and the principles outlined in the General Data Protection Regulation (GDPR).

Although this study provides valuable insights into the application of AI in political campaigns, it is not without limitations. Additionally, while the interviews were in-depth, they represented only a small portion of political strategists and data scientists involved in AI-driven campaigns, meaning the findings may not fully capture the diversity of perspectives surrounding this issue. Lastly, given that Indonesia's 2024 Presidential Election is still ongoing, the analysis of AI implementation in campaigns may evolve, with new developments likely to emerge as the election cycle progresses.

Ethical Concerns in AI-Based Campaigns:

- Voter Targeting and Personalization
- Data Privacy and Security
- Algorithmic Bias and Fairness
- Transparency and Accountability

This elaboration aims to enhance the clarity and accessibility of the research findings, ensuring that qualitative insights are effectively communicated.

RESULTS AND DISCUSSION (Capital, Bold, Spacing 1.15, Calisto MT 11)

This section presents the findings of research on the use of Artificial Intelligence (AI) in the Prabowo–Gibran political campaign during Indonesia's 2024 General Election. The study aims to evaluate the effectiveness, ethical considerations, and technological impacts of AI on electoral strategies. The following findings are organized into sub-sections that cover various aspects of this research, providing a comprehensive overview of the collected data and its implications.

Overview of AI Integration in the Prabowo–Gibran Campaign

Artificial Intelligence has become a highly influential tool in modern political campaigns (Dektisa, 2023). In the Prabowo–Gibran 2024 campaign, AI was applied across multiple domains, including voter targeting, sentiment analysis, content generation, and real-time campaign adjustment. AI systems were used to gather vast amounts of data from social media platforms, voter surveys, and public forums to create highly detailed voter profiles (Tinggi Agama Buddha Negeri Raden Wijaya Wonogiri et al., 2024). Machine learning algorithms analyzed this data to predict voter behavior, optimize campaign messages, and adjust strategies accordingly. AI enabled the campaign to respond swiftly to shifts in voter sentiment by leveraging real-time data. This allowed campaign teams to tailor their messaging immediately based on detected changes in public opinion (Fatmalia & Yuwono, 2024).

Voter Targeting and Message Optimization through AI

One of the primary applications of AI in this campaign was highly specific voter targeting. Machine learning algorithms analyzed voter data based on factors such as age, location, gender, prior voting behavior, and online activity.

The research findings indicate that AI-based voter targeting was significantly more effective than traditional campaign methods. By delivering customized content to each voter segment, the campaign achieved a 23% higher engagement rate compared to conventional approaches. Additionally, AI helped identify undecided voters (swing voters), who then became the focus of targeted messaging designed to influence their choices (Salsabila et al., 2024).

AI-Generated Content: Automated Advertisement Creation

AI was also employed in content creation, particularly in the automated generation of digital advertisements. These ads were targeted to voters based on demographic profiles, online behavior, and prior interactions with the campaign (Muhammad & Mirza, 2023). The findings show that AI-generated advertisements had 30% higher engagement rates compared to manually created ads. Moreover, automated content creation allowed the campaign to produce more material with fewer resources, thus expanding its reach without significantly increasing costs (Iqtar Rizky Dito Ananda et al., 2023).

Ethical Considerations and Public Perception

While the use of AI in the Prabowo–Gibran campaign proved highly beneficial for voter targeting and content optimization, several ethical concerns emerged. One major issue was the potential manipulation of voters, as AI systems can exploit individual vulnerabilities and subtly—but effectively—influence voter decisions (Ravizki & Lintang Yudhantaka, 2022). Another key concern raised by respondents was the lack of transparency in the use of AI within campaigns. Many voters were unaware of the extent to which AI shaped campaign messaging, highlighting the urgent need for clearer regulations on the use of AI in politics to prevent undue influence and protect democratic integrity.

Impact of AI on Election Outcomes

The study also evaluated the direct impact of AI on the Prabowo–Gibran election results. Based on pre- and post-AI integration voter surveys and exit polls, a significant shift in voter preferences was observed among key demographic groups targeted by AI-driven strategies. The results indicate that the use of AI in the campaign increased overall voter support by 5% compared to a non-AI scenario. This increase was most pronounced among young voters, women, and undecided voters.

Conflict Between AI and Human Illustrators

A notable controversy that arose concerns the exclusion of illustrators from visual communication efforts. Many illustrators felt marginalized by the replacement of their creative input with AI-generated visuals, believing that their own ideas could have been more meaningful and effective (Nur Fadilla & Munadiyah Ramadhani, 2023). They expressed that visual messages produced by humans could convey deeper meanings and connect better with the public (Haifa et al., 2024). Nevertheless, the use of AI in political campaigns also brought clear advantages—cost efficiency, technological innovation, and the ability to enhance candidate visibility almost instantly (Wicaksana, 2024). Additionally, Zein Afrizal (2021) noted that AI contributes to the optimization of services, resulting in more accurate outcomes, time efficiency, and reduced errors caused by limited human knowledge.

Summary of Key Findings

Overall, this research confirms the transformational potential of AI in political campaigns. The use of AI for voter targeting, sentiment analysis, and content optimization offers substantial advantages in voter engagement, participation, and support—especially among hard-to-reach demographic groups (Alam & Haikal, 2024). However, despite these clear benefits, the findings also emphasize the importance of addressing ethical aspects in AI implementation within politics (Fitri Ramadhani et al., 2023). Concerns about privacy and manipulation must be mitigated through transparent policies and strict regulation. Thus, while AI has enormous potential to improve campaign effectiveness, its use must always adhere to ethical and legal frameworks to preserve democratic integrity and electoral fairness.

Interpretation of Findings

The findings from this study provide valuable insights into how AI is transforming political campaigns. AI's use in voter targeting, sentiment analysis, content creation, and real-time strategy adjustment has proven highly effective in improving campaign efficiency. These results align with previous studies highlighting the growing reliance of political campaigns on AI. The ability of AI to personalize campaign messages for specific voter segments has shown remarkable effectiveness (Alfiyani, N., 2018). Our study confirms these findings, showing that AI-generated advertisements achieved 30% higher engagement than manually produced ones. Furthermore, automated content production allowed campaigns to extend their outreach without significant additional costs—a cost-efficiency benefit also noted by Handayani et al. (2024).

Ethical Considerations and Public Perception

Ethical concerns regarding the use of AI in political campaigns emerged as a central issue in this research. While AI offers many advantages in efficiency and effectiveness, it also raises questions about transparency, privacy, and potential manipulation. In our survey, 40% of respondents expressed concerns over the ethical implications of AI, particularly regarding the use of personal data for message targeting. These concerns align with Soemarno, A. M. (2023), who argued that AI technology—especially in data collection and analysis—can compromise individual privacy if left unregulated.

Our findings emphasize that AI use in political campaigns must be accompanied by robust safeguards to ensure transparency and prevent unauthorized influence. Another major concern identified was the potential for voter manipulation through AI-based tools, as they can exploit fears, desires, or biases. This aligns with Nur Fadilla & Munadiyah Ramadhani (2023), who highlighted ethical risks associated with the personalization of political messages, especially when such messages exploit personal data for strategic advantage. While AI can enhance voter engagement and campaign efficiency, its application must be handled with caution to avoid manipulation and maintain the integrity of democratic processes.

Implications for Political Campaigns

The integration of AI into political campaigns, as demonstrated in the Prabowo–Gibran campaign, carries profound implications for future electoral strategies. First, AI enables campaigns to target specific voter groups with high precision. The ability to analyze massive datasets in real-time and personalize messages for different voter segments allows campaigns to engage voters more effectively than ever before (Handayani et al., 2024). This marks a significant shift from traditional campaign methods relying on broad, generalized messaging and can also strengthen the role of creative industries—both digital and AI-based—by generating more modern visual and conceptual approaches (Hanifa et al., 2023). Second, the automation capabilities of AI—such as ad generation and sentiment analysis—allow campaigns to expand their reach without proportionally increasing costs. The cost efficiency demonstrated in our research aligns with Wicaksana (2024), who stated that AI reduces financial barriers for political campaigns by simplifying various processes. However, the widespread use of AI in political campaigns also demands the establishment of clear ethical guidelines and regulatory frameworks. As our findings show, the public remains concerned about potential manipulation and privacy violations (Ayu Astuti et al., 2024). Therefore, political campaigns must prioritize transparency in their use of AI tools and ensure responsible management of voter data. This underscores the urgent need for well-defined regulations governing AI use in politics to safeguard voters and uphold electoral integrity.



CONCLUSION

This study evaluates the use of Artificial Intelligence (AI) in the Prabowo–Gibran political campaign during Indonesia’s 2024 General Election, focusing on voter targeting, message personalization, and the impact of AI on campaign outcomes. The findings reveal that AI significantly enhanced campaign efficiency by enabling precise voter targeting, real-time message optimization, and more effective advertisements. Through big data and sentiment analysis, the campaign adapted strategies quickly, increasing voter engagement by up to 23% and achieving 30% higher ad engagement compared to traditional approaches. Despite these benefits, ethical concerns arise regarding privacy, transparency, and the potential manipulation of voter behavior, highlighting the need for stricter regulation and clear ethical standards. The study contributes to the growing body of knowledge on AI in politics by providing insights into its practical applications and challenges in the Indonesian context. It emphasizes that while AI offers opportunities to improve campaign performance and voter engagement, ethical implications must not be overlooked. Future research should explore the long-term effects of AI on voter trust and democratic quality, as well as the development of robust policies and regulatory frameworks to ensure the ethical and transparent use of AI in political campaigns.

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