SOCIAL MEDIA
A Pop Culture Democracy

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Abstract
“"In the future, everybody will be world-famous for fifteen minutes."” is an iconic pop-culture artist Andy Warhol’s quote of February 1968. The future is now, the rise of social media has shown Warhol to be quite prophetic, nowadays topics could be trending on social media, receiving worldwide attention, and be forgotten fifteen minutes later. On 2008, a group of American tech entrepreneurs created an annual awards show to recognize people or organizations that produce real-time short-form content across the social media that define its generation and create the history on its record, the ‘Shorty Awards’. Berakar Komunikasi, a Jakarta-based creative agency, was the first Indonesian who won it on its 7th annual’s award of 2015, on the category of Government and Politics with ‘Story of Jokowi’s Impromptu Walkabout Campaign’, a voluntary online user-generated political campaign that gained nationwide-society offline supports in celebrating the Indonesian human-right of democracy on Presidential electoral of 2014.

Key words: Social media, democracy, campaign, online

Introduction
Andy Warhol was the leader of the Pop Art movement in the United States. The movement presented a challenge to traditions of fine art by including imagery from popular and mass culture, such as advertising, comic books and mundane cultural objects. One of its aims is to use images of popular (as opposed to elitist) culture in art, emphasizing the banal or kitschy elements of any culture, most often through the use of irony. In terms of Web 2.0, Pop art, just like it sounds, comes from and is inspired by the people, places, things and events happening in popular culture. Andy Warhol was in a position to predict social media. “Shorty Awards recognize that social media is about more than who can get most followers. Every second, we are creating millions of pieces of new writing that will define our generation, the way hand-written letters and newspaper once did. These writings are more than just passing thoughts, they are creating our history of record. I’m sure that in the future, biographers will collect Tweets and Tumblogs from eminent people to create records of their lives.”

Social Media and Human Rights
Everyone now has a voice through social media. So, human rights champions need to master the art of digital storytelling. Compelling stories from ‘YouTube’s Creators for Change’ have been viewed more than 60 million times. And their vlogs are really making a difference. They have sparked conversations around social issues including xenophobia, bullying and extremism. All the time promoting a sense of inclusion and belonging with their audience.

But for every social media human rights success, there is a warning story for us too - new research is pointing to social media usage itself fanning the flames of hate. Social media is also proving an equally powerful tool for populist movements looking to demonize the most marginalized in society for political gain. Noise from fake news, filters and algorithms mean people see only what they want to see. And many are switching off from the human rights message all together.

Social media is a platform that allows users to ‘communicate, organize and share critical information that impacts [their] lives’ (van Dijck, 2013). The essential impact social media platforms have is the fact that they give us a place to freely express ourselves. Moreover, freely in this sense means to be able to share stories and issues, that for example would not have been seen on normal news networks. On a social media platform, everyone is free to choose what they want to post. This make social media become a double-agent media for human-right, especially on terms of freedom of speech.

Figure 1. Andy Warhol

Figure 2. Social Media

Source:

Figure 3. The Story of Jokowi’s Impromptu Walkabout Campaign
Social Media in Democracy

With an increasing number of people now getting at least some of their daily news and information online, the role that social plays in facilitating and distributing political-related content is growing, which could have a larger influence on public opinion and subsequent voting behavior than we think.

Although Berakar Komunikasi’s campaign of ‘Jokowi’s Impromptu Walkabout’, brought the joy of human-right democracy on Indonesia Presidential electoral in 2014 through the social media, it also gave the idea to be adopted in the next Presidential election of 2019 to other candidates. It aroused the negative effect of it such as hoax, smear campaign, and hate speech as well by each supporter and voters, in order to gain the support of the swing-voters and others. Things that ‘Jokowi’s Impromptu Walkabout Campaign’ successfully tackled in 2014, once again aroused. Post-election effect of opinion polarization could not be avoided and become a challenging issue for the 2019 elected candidate to be tackled.

Conclusion

Social media brings both positives and negatives to a democracy, to the accessibility of information to the spread of misinformation — but the number of changes from advertising revisions to algorithms designed to detect fake news suggests the issue isn’t one that the networks are ignoring. “Inherently, however, I believe social media is a net ‘good’ for civic engagement,” Ariadne Vromen, a
sociology professor at the University of Sydney, said “Whether that remains so rests in part with Facebook, Twitter, and all the companies that operate these platforms, and their willingness to play a more active and transparent role in working with civil society organizations to protect the networks they created.”

About the Author
Rina Kartika, started her career as a professional graphic designer since 1996. Joined as a lecturer at BINUS University since 1999, then she was entrusted as deputy head of Visual Communication Design Department until 2011. Now she actives as a Senior Faculty Member and Visual Branding Specialist at BINUS Digital-Media Development.

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