

Humorous Content on Social Media: Political Education against Money Politics in General Elections

Mohammad Hidayaturrehman^{1*}, Ahmad Hasan Ubaid², Anif Muchlashin³

¹Social Science and Politics Faculty, Wiraraja University, Madura, Indonesia

Sumenep-Pamekasan Highway 5, Patean, Batuan, Sumenep, East Java, Indonesia, 69451

²Social Science and Politics Faculty, Brawijaya University, Malang, Indonesia

Veteran Street, Malang City, East Java, Indonesia, 65145

³Faculty of Social and Political Sciences, Mulawarman University, Indonesia

Kuaro Street, Samarinda Ulu, Samarinda City, East Kalimantan, Indonesia, 75119

*Correspondence e-mail: hidayaturrehman@wiraraja.ac.id

Received: March 2026; Revised: May 2026; Accepted: May 2026; Published: June 2026

Abstract

Efforts to prevent money politics in Indonesian elections have failed miserably. The enactment of Law Number 7 of 2017 concerning Elections, which imposes criminal sanctions and fines on perpetrators, has failed to eradicate money politics. The Election Supervisory Agency (Bawaslu) has also failed to punish perpetrators of money politics. This study was conducted to determine the political education provided by netizens in combating money politics in Indonesia. This study used digital research methods to collect data on content created by netizens on YouTube, X, and TikTok. Data analysis using content analysis techniques. The study results revealed that political education provided by netizens to counter money politics on social media was delivered in three forms of humorous content. First, netizens urged legislative candidates not to give money to prospective voters, and also urged prospective voters not to accept money from legislative candidates. Second, they urged prospective voters to reject money politics offered by legislative candidates. Third, they warned prospective voters not to vote for legislative candidates involved in money politics. The novelty of this study lies in the finding that political education in the digital era is not only carried out by political parties, religious mass organizations, or public figures, but also by netizens, as a form of concern about bad political practices in general elections. Practically, this study has implications for the importance of strengthening anti-money laundering messages by Bawaslu and the General Elections Commission (KPU) on social media, not only through conventional media such as banners and billboards.

Keywords: Political education; digital democracy; money politic; netizen politics.

How to Cite: Hidayaturrehman, M., Ubaid, A. H., & Muchlashin, A. . (2026). Humorous Content on Social Media: Political Education against Money Politics in General Elections. *Reflection Journal*, 6(1), 367-382. <https://doi.org/10.36312/jq7hs545>



<https://doi.org/10.36312/jq7hs545>

Copyright© 2026, Hidayaturrehman et al

This is an open-access article under the CC-BY-SA License.



INTRODUCTION

Money politics is a recurring problem in every political contestation in Indonesia. So that money politics becomes a latent and eternal threat to Indonesia politics. This condition is reinforced by voters who consider money politics normal. Some consider money politics as part of the consequences of social relations between individuals and legislative candidates in general elections (Muhtadi, 2019). Evidenced by the growing number of wealthy individuals becoming legislative candidates (Aprilia et al., 2021). At the same time, law enforcement against perpetrators of money politics has never been implemented strictly (Huda et al., 2022). The role of the General Election Supervisory Body also did not run optimally as expected (Yanuar, 2023). On the other hand, voters are very permissive to the practice of money politics (Hariyani, 2015). In fact, money politics has undoubtedly damaged the political system in democratic countries

(Jamaludin & Abdillah, 2023). Money politics can also mislead people's choices; they choose legislative candidates based on money rather than credibility, track record, and good programs (Muammar & Taufik, 2023). Data shows that cases of money politics in Indonesia have increased from election to election, as shown in the following figure.

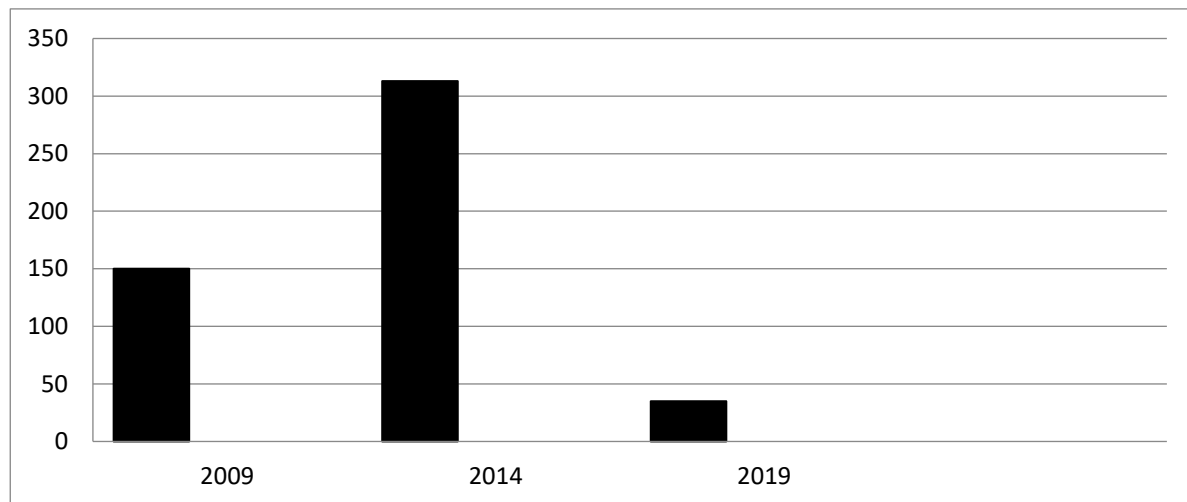


Figure 1. Cases of Money Politics in Three General Elections in Indonesia.

These data show that the practice of money politics in 2014 increased significantly from the previous general election in 2009. In the 2019 general election, the practice of money politics decreased drastically. Happened not because of a reduction in the number of money politics cases. According to the data, the decline in the number of money politics practices during the 2019 general election was due to the public's unwillingness to report (Laia et al., 2021). The public seems to be experiencing trauma from reporting on the findings of massive money politics in the previous general election (Usman et al., 2021). There was no follow-up to the report, and law enforcement took action against the reported perpetrators.

The public is seeking other ways to fight the bad practices of money politics in Indonesia, beyond reporting to the general election organizers and supervisors. This research was conducted to examine the efforts of netizens in Indonesia to reject and combat the practice of money politics on social media during the 2024 general election. This topic is important because money politics remains a serious issue in the 2024 elections in Indonesia, one of the largest democratic countries in the world. Based on a national survey conducted by the Populi Center, concerns about the practice of money politics in the 2024 elections reached 37.2 percent (Muhamad, 2023). The highest vulnerability, apart from other vulnerabilities, such as clashes between supporters, use of state facilities, etc.

Many studies on political education have been conducted in Indonesia. I Wayan Eka Santika and I Nengah Agus Tripayana conducted a study on the importance of involving all parties in political education for voters in Indonesia (Santika & Tripayana, 2025). However, this study did not focus on political education conducted on social media. Endro Tri Susdarwono and Aswhar Anis also conducted a study on political education. This study found that political education conducted by political parties was deemed a failure by citizens, as it failed to produce significant changes in Indonesian politics (Susdarwono & Anis, 2023). The study focused on political education conducted by political parties that were deemed to have failed. Anang Sujoko and his colleagues conducted a recent study on political education. However, this study focused on the role of radio in East Java, Indonesia, in providing political education to voters (Sujoko et al., 2023). This study did not discuss political education on social media but rather focused on political education in conventional media, such as radio.

This study focuses on political education conducted by netizens on specific social media platforms, namely YouTube, X, and TikTok, in the form of humorous content to raise voters' awareness of the dangers of money politics in elections in Indonesia. This study also fills a gap in research on this topic. Previous studies did not specifically discuss how netizens conduct political education; rather, they focused on the dangers of money politics in general elections. Therefore, political education is needed by all levels of voters, so that voters do not accept money politics carried out by political parties and candidates in political contests. This study also answers the question of how netizens conduct political education to combat money politics in elections.

Educational politics fighting against the practice of money politics through social media is becoming increasingly important, given that Indonesian society is a digital society highly aware of social media (Zahra et al., 2020). In 2023, the number of active social media users in Indonesia reached 212 million (Pakpahan & Yoesgiantoro, 2023). Any activity, including political ones, is carried out on social media (Noorikhshan et al., 2023). As social media users increasingly fight money politics, public opinion and political narratives are also being shaped (Bari, 2023). Likewise, the potential of social media to disseminate political information is increasing. As many as 73.6% of social media users actively access political information and issues (Gayatri & Satwika, 2022).

Netizens' efforts to fight money politics are not only meaningful in the educational context (Pahlevi & Amrurrobbi, 2019), but also in the legal context (Riewanto, 2019). The practice of money politics carried out by legislative candidates during the elections clearly violates applicable law in Indonesia (Mietzner, 2015). The prohibition on the practice of money politics is regulated in Article 523 of Law Number 7 of 2017 concerning General Elections, along with sanctions and penalties for perpetrators (Wijaya, 2020). Furthermore, society has a responsibility to avoid money politics (S. Huda et al., 2022).

Voter participation in political education for fighting money politics in the digital era is increasingly relevant, considering that everyone has the opportunity and access to use social media. In the era of social media, prospective voters are not only political objects or targets. However, voters can also be active actors or actors in determining political campaigns, including anti-money politics campaigns. This is the novelty of this research, revealing the efforts made by netizens as political actors in political education to fight money politics carried out by legislative candidates in the 2024 elections.

METHOD

This study uses a qualitative approach to analyze the content of netizens who run anti-money politics campaigns on social media. According to Kleinheksel and colleagues, content analysis is a qualitative research strategy that must carefully attend to the validity and accuracy of the data (Kleinheksel et al., 2020). Content analysis in this research includes three forms: 1) netizens' invitation to legislative candidates not to engage in money politics, and simultaneously inviting prospective voters to do not accept money politics, 2) netizens' invitation to prospective voters to reject money politics, 3) netizens' invitation to prospective voters to do not vote for legislative candidates who engage in money politics. The content analyzed in this research consists of videos and photos shared by netizens on social media. Netizens who carry out anti-money politics campaigns are also grouped by their area of origin and residence. Data searches were conducted across various social media platforms, including TikTok, X, and YouTube. The use of social media by netizens allows users to share content online with others, not only receive it, but also re-share it. Over time, social media-based research has increasingly been used across various research areas (Hennell et al., 2019). The following are social media platforms used by netizens to carry out anti-money politics campaigns.

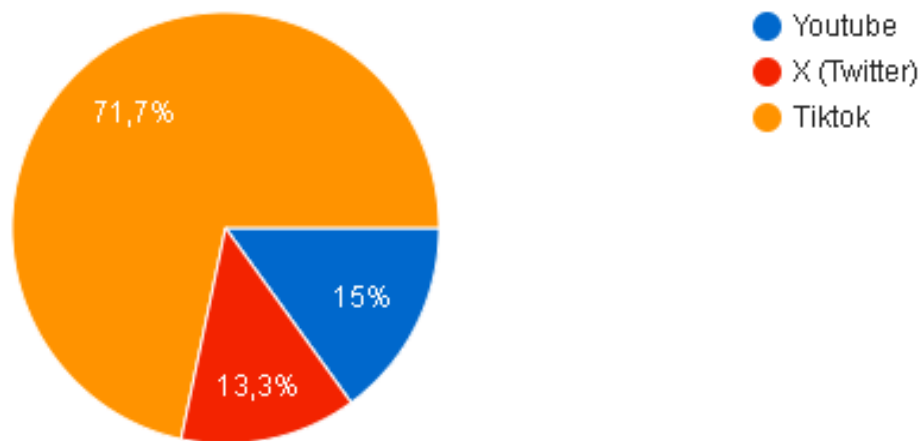


Figure 2. Social Media is a Channel for Netizens in the political education Anti-Money Politics

The data collection techniques used in this research include multi-platform social media-based self-selection data collection. According to Katy Jordan, research that collects data on social media has been recognized as a technique in the digital era (Jordan, 2018). To avoid bias in the research results, this research was conducted using a qualitative approach, based on a specific topic, relating to efforts made by netizens to combat money politics in general elections in Indonesia. Nothing is measured in this research, and there are no generalizations; only a description. Many netizens in Indonesia are trying to give political education fight money politics. Researchers strive to maintain independence by avoiding active or passive involvement with the research object. In this case, researchers are not involved directly or indirectly when netizens create or share content on social media. Researchers accessed only netizens' social media that contained anti-political campaigns.

There are several steps or stages that researchers followed in collecting data for this research, and the first Was Searching. The search was conducted by entering the keyword "anti-money politics" across three social media platforms: TikTok, X, and YouTube. Second, selecting. The selection was made based on anti-money politics campaign content across the three social media platforms, and only included videos and photos. The selection of videos and photos is based on the fact that social media users prefer video and photo content over text. John Parmelee and friends conveyed this. According to Parmelee, the majority of social media users prefer video posts over other content (Parmelee et al., 2023). Third, mapping. Mapping is based on the regions or areas from which netizens come.

The coding technique used in this study was qualitative, analyzing content from three social media platforms: YouTube, X, and TikTok. The coding technique used was open coding, with the keyword "anti-money politics." Based on the keywords used on the three social media platforms, a large amount of data was collected. The collected data consisted solely of videos or audiovisual content and photos. To obtain valid data, the researcher selected only original videos, videos and photos submitted directly by the account owner, with content created by the account or channel owner themselves. Therefore, the videos uploaded to each social media account are original content, not content taken from other sources or other parties.

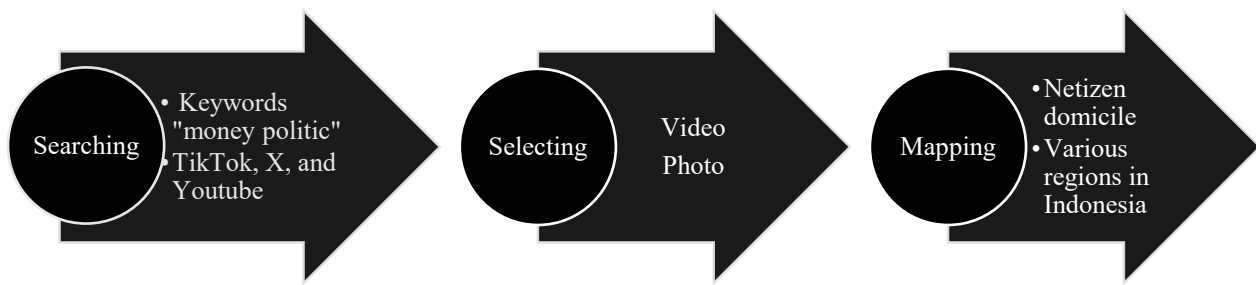


Figure 3. Research Data Collection Steps

The data collection process yielded videos and photos relevant to the research topic, the "anti-money politics" campaign. The videos and photos collected are only those related to the 2024 general election. In terms of time, the video was made after 2019. The video was specifically made by netizens to campaign for money politics in the 2024 election. A total of 54 videos and two photos were shared by netizens on various social media platforms related to money politics campaigns. Detailed data is mentioned in the following table.

Table 1. Data Educational politics by Netizens' Anti-Money Politics Campaign on Media Social in the 2024 General Election.

Num	Content	Content Form	Media Channels	Regional Distribution
1	An invitation not to practice money politics	5 videos	TikTok	Jakarta Province, Tanjungpinang City.
2	A call to reject money politics	26 videos and 1 photo	TikTok, Youtube, and X	Gorontalo Province, Asmat Regency, Flores Timur Regency, Grobogan Regency, Boalemo Regency, Probolinggo Regency, Batam City, Lingga Regency, Wates District.
3	Warning not to vote for legislative candidates who engage in money politics	23 videos and 1 photo	TikTok, Youtube, and X	Jakarta Province, Central Java Province, South Sumatera Province, Depok City, Malang City, Pamekasan Regency.

The data analysis for this study used open content analysis techniques for social media content. The following are the steps the researcher took to analyze the data for this study. First, constructing a code. The code in this study is "anti-money politics." Second, selecting a sample. The samples taken were the platforms YouTube, X, and TikTok. The selection of these three social media platforms is considered representative of many others, especially those based on user numbers, such as TikTok, which has the most users worldwide, including in Indonesia. Third, coding the data. Data in the form of videos and photos collected under the code "anti-money politics" were analyzed based on their format, specifically the anti-money politics campaign content delivered humorously by netizens, fourth, interpretation. Next, the researcher interpreted the content on social

media conveyed by netizens. Finally, the researcher concluded. The entire data analysis process was carried out conventionally, or without the use of modern tools or applications.

RESULTS AND DISCUSSION

The anti-money politics educational campaign by netizens during the 2024 general election was carried out in various regions of Indonesia. Based on research, anti-political campaigns by netizens fall into three categories. First, an invitation not to engage in money politics. This invitation is aimed at legislative candidates and political party administrators, urging them not to give money to prospective voters. Netizens in Jakarta Province, Tanjungpinang City did it. Netizens launched an anti-money politics campaign on TikTok, in 5 videos. Second, a call to prospective voters to reject money politics. In this section, netizens raise voter awareness to reject money given by legislative candidates in the 2024 general election. This material is mostly used by netizens on social media platforms TikTok, YouTube, and X, including 26 video content and 1 photo. Likewise, the distribution of netizens' areas of origin spans various districts, cities, and provinces in Indonesia, including Boalemo Regency, Flores, East Nusa Tenggara, and others. As listed in Table 1. Third, a warning not to vote for legislative candidates who engage in money politics. Netizens also create quite a lot of content, there are 23 videos and one photo distributed on TikTok, Youtube and X. The distribution areas of netizens who urge them to do not vote for legislative candidates who engage in money politics are also diverse, not only in urban areas, but also from regional areas, such as Pamekasan Regency, Madura, South Sumatra, etc.

Netizens' educational politics resistance to the practice of money politics in general elections is reflected in the high number of anti-money politics campaign content a total of 54 videos and 2 photos created and shared for the first time. Distribution is carried out across various social media platforms. TikTok is the main channel with the largest percentage at 71.7 percent, followed by YouTube at 15 percent, and platform X at 13.3 percent. The area most active in spreading anti-money politics campaign content includes various regions in Indonesia. At the provincial level, it consists of the Special Capital Region of Jakarta Province, Gorontalo Province, Central Java Province, and South Sumatra Province. There are also netizens from urban areas in Indonesia, including Depok City, Malang City, Tanjungpinang City, and Batam City. Not only in urban areas, but many netizens also come from various districts in Indonesia, such as Asmat Regency, East Flores Regency, Grobogan Regency, Boalemo Regency, Probolinggo Regency, Pamekasan Regency, and Lingga Regency. In fact, there are netizens in the Wates District, Kulonprogo Regency.

The many and varied areas of origin of these netizens illustrate the high level of awareness among Indonesia netizens to participate in efforts to fight the increasingly widespread practice of money politics in the 2024 general election. In addition, the use of social media as the primary tool for spreading anti-money politics campaign content demonstrates netizens' adaptability to these platforms. Equal involvement from various regions strengthens joint efforts in building awareness to fight money politics. This condition also gives new hope that this action can create positive changes in the dynamics of Indonesian politics in the future.

This netizen's effort is a new step, or a new effort, at a time when conventional efforts that have been carried out previously have failed. The spread of anti-money politics content on social media, created by netizens, has become fuel for the anti-money politics movement, which is also carried out voluntarily by citizens. However, until now, these efforts have failed. Like the anti-money politics village movement in Nglanggeran Village, Patuk District, Gunungkidul Regency, Yogyakarta (Alina, 2022). In Air Gading Village, West Baturaja District, Ogan Komering Ulu Regency, South Sumatra, similar

efforts were also carried out. The local community declared an Anti-Money Politics and Hoax Village. This initiative reflects awareness of the importance of combating money politics, accompanied by concrete efforts to do so in Indonesia (Anggara et al., 2022). Previously, there was also an anti-money politics campaign initiated by the Independent Election Awareness Committee Movement (KISP), which sent volunteers to the field and provided physical support to educate citizens to fight money politics. However, so far these efforts have not been successful (Abhipraya et al., 2020).

The importance of educational politics and netizens' efforts in Indonesia to resist money politics is highlighted. Considering the high level of access to social media among Indonesian citizens. Based on a 2022 survey conducted by the Katadata Insight Center (KIC) and the Ministry of Communication and Information of the Republic of Indonesia, 73 percent of Indonesians access information on social media. The type of social media experiencing increasing usage is TikTok. TikTok users continue to grow significantly over time. To date, the number of TikTok users has increased by 207 percent (Annur, 2022). This study has relevance to these data. The majority of anti-money politics content spread by netizens is posted on TikTok, and it takes the form of videos. Social media users prefer video content over other content.

In the 2024 general election, Indonesia netizens are trying to educate people to fight the practice of money politics. The role of netizens on social media can have a big impact in shaping public opinion and fighting money politics practices that are detrimental to democracy. The netizen involvement is a form of positive active participation in general elections in Indonesia. It is hoped that this effort will be more effective, given the increasing number of young voters in Indonesia, which has reached more than 50 percent. Most of them are very familiar with social media and are active users. According to data from researchers, the majority of anti-money politics campaign video uploaders are young voters.

Various social media platforms are used to convey messages. The use of multiplatform social media also serves as a public space where netizens can express opinions and share comments based on their capacity (Faulina et al., 2020). Through the active participation of netizens on social media, it is hoped that general elections will be more transparent, fair, and a reflection of the will of the people, without further money politics. Advances in information and communication technology can turn social media into the fastest, most accurate, and economical means of communication in political activities. News broadcasts on television or in newspapers often cite information from social media. Various forms of appreciation, suggestions, and sharp criticism continue to flow from across society on social media (Munzir et al., 2019). The role of social media in forming opinions and views regarding politics has become an integral part of social and political dynamics in Indonesia.

On social media, netizens are individuals who actively participate, can convey and receive information, and can express their opinions easily and flexibly in various places and at any time (Elvianti & Wibowo, 2021). Netizens who are involved in anti-money politics campaigns have the ability to provide accurate, relevant and fast information. The involvement of various groups in encouraging public participation on social media is important (Omotayo & Folorunso, 2020). Netizens seek and disseminate information and share educational content, thereby increasing public awareness of the negative impacts of money politics. Social media has become a new public space that is open to anyone. As well as forming new networks outside the social networks that have been formed (Jenkins, 2021).

Social media has become an interactive platform for netizens that allows fellow netizens to interact with each other, form communities and discuss various issues (Nwozor et al., 2022). Netizens not only fulfill their social needs through active

participation, but also contribute to increasing public awareness regarding the importance of rejecting money politics in general elections (Nurhablisyah, 2022). In creating anti-money politics content, netizens do it in the form of videos, in the form of creative, funny and entertaining content, including in the form of memes, captions, quotes and hashtags (Baharuddin et al., 2021). It can create a more positive general election atmosphere and motivate netizens to remain involved in the campaign. Of course, it is even more interesting for social media users who do not really like serious content.

The involvement of netizens in the political education anti-money politics campaign is really needed at this time. Considering that the public is still worried about money politics in the 2024 general election. Evident from the many discussions about money politics, which are expected to repeat themselves. Experts also continue to discuss money politics in the digital and social media era. Nur Alfiyani highlighted the use of social media as the primary tool for conveying campaign messages and explored how it influences voters' perceptions of political campaigns (Alfiyani, 2018). Social media used to reach a wider audience and expand the impact of campaign messages and emphasizes the use of visual content, such as images and videos, to increase the appeal of the campaign (Indrawan et al., 2020).

In the era of social media, there is a new stigma that has occurred in society, namely "no viral no justice" if it is not viral there is no justice (Wood et al., 2019). An issue or event that gets policymakers' attention is measured by whether it goes viral on social media. If an issue or event goes viral on social media, it will receive a positive response from stakeholders. On the other hand, issues and events that are similar or nearly identical will be kept quiet by stakeholders if they do not go viral on social media. The political education campaign against money politics carried out by netizens during the 2024 general election, as a strategy to attract other netizens' attention, then went viral.

Relevance to the uses and gratifications theory, which identifies motivations and needs that can encourage participation by netizens or social media users. Motivation drives netizens to generate relevant suggestions to prevent the spread of potentially dangerous challenges. According to Falgoust and friends, the uses and gratifications theory is applied to examine the motivation of social media users in participating (Falgoust et al., 2022). In the uses and gratifications theory, the emergence of social media allows consumers to share everything, including expressions and emotions, with fellow netizens. There is the formation of close social ties, expressed through reciprocity among netizens. As a result, netizens have become more cooperative. This cooperative attitude is based on usefulness and gratification, thereby creating member satisfaction (Chakraborty & Biswal, 2023).

This study provides consistent support for applying the uses and gratifications theory to explain netizens' use of social media to combat money politics in the 2024 general election. Applying the uses and gratifications theory to netizens' efforts to combat money politics provides an in-depth understanding of users' motivations for participating in person and online. This study provides insights that can be applied more broadly, especially when researchers connect them to political challenges, such as calls not to engage in money politics, to prospective voters to reject money politics, and not to vote for legislative candidates who engage in money politics. Netizens' motivation to participate in political dynamics can be understood as part of efforts to fulfill the need for honest information, to participate in a clean political process, and to elect legislative candidates of integrity. Thus, the uses and gratifications theory opens the door to understanding how the dynamics of social media can correlate with the political decisions of prospective voters.

First, an invitation from netizens to the heads of legislative candidates not to give money to prospective voters, as well as an invitation to prospective voters not to accept

money politics from legislative candidates. At this stage, netizens run campaigns at the general level, such as moral appeals to legislative candidates and prospective voters. Netizens invite both parties to comply with the applicable rules and regulations. The message conveyed by netizens is the standard of compliance with applicable laws, the law that prohibits the practice of money politics. Money politics can occur because there are parties that give and those that receive. Netizens invited both parties.

Second, a call to prospective voters to reject the money politics of legislative candidates. This stage is a repetition of the invitation previously made. This time, the emphasis is on prospective voters as recipients. The recipients were suppressed because netizens feared punishment for perpetrators of money politics, including the threat of imprisonment and a monetary fine. Does not make legislative candidates stop engaging in money politics. Happened not because legislative candidates wanted to engage in money politics, but also because the recipient demanded it. Netizens directly closed the door for recipients so as not to open opportunities for legislative candidates to give money.

Third, a warning to prospective voters: do not vote for legislative candidates who continue to engage in money politics. This stage is a repetition and affirmation made by netizens to potential voters, urging them not to vote for legislative candidates who continue to engage in money politics, even though there had previously been a ban on it. There is an implicit threat from netizens to legislative candidates who engage in money politics: they will not be chosen by prospective voters. The practice of funding elections harms people's morals and democratic values.

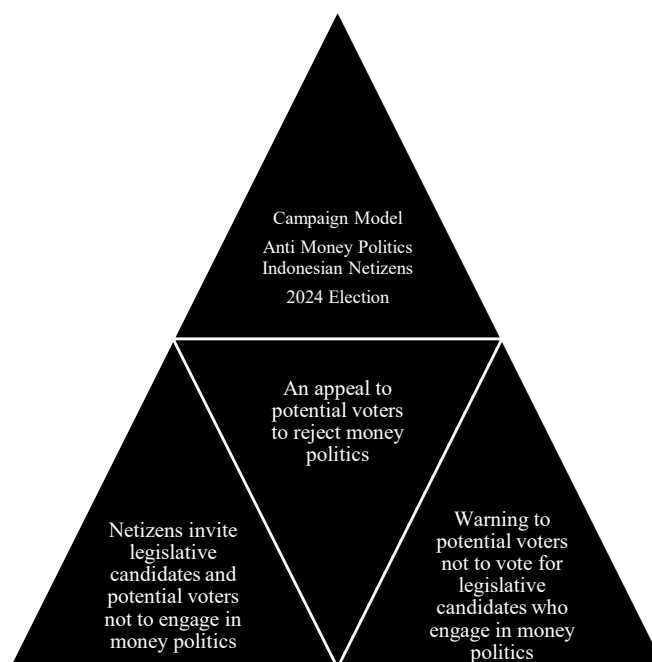


Figure 4. Indonesian Netizens' political education to Anti-Money Politics Campaign Pyramid Model in the 2024 Election.

Psychologically, what netizens do is an effort to build awareness. In social psychology, awareness is a fundamental aspect of changing individual behavior. According to Antony Manstead, awareness of social environmental conditions shapes individual behavior. Allows each individual in a social group to have different attitudes and behaviors based on their awareness of the social environment (Manstead, 2018). Awareness of norms and rules will give birth to beliefs that shape behavior. Beliefs that growth from full awareness can form consistent and firm behavior (Cislaghi & Heise, 2020). Netizens' invitation to legislative candidates and prospective voters not to engage

in money politics is a strategy to raise awareness. Awareness that this act is a bad act that violates the law and damages democratic values.

In the second form, netizens' calls to prospective voters to reject the money given by legislative candidates are a persuasive effort to dissuade voters from being tempted by legislative candidates' actions that clearly violate the law and democratic values. Persuasion in social psychology is useful for changing individual attitudes. Thus, people are more likely to agree with a persuasive message, but once the message disappears, they tend to return to their old attitudes (Itzhakov et al., 2018). The persuasion approach needs to be done in a way that attracts attention, arouses emotions, and captivates the object. Persuasive steps are stronger if there is something unique in them (Krause & Rucker, 2020). Persuasive steps can be effective if targeting the intended target with suitable content (Teeny et al., 2021). Netizens' efforts to persuade prospective voters not to accept money politics from legislative candidates are carried out repeatedly in the form of video content. This is intended so that prospective voters are not tempted or tempted by the money given.

Another form of netizens' resistance to money politics in Indonesia is a form of warning to voters. According to Peter Hancock, and friends, warnings are useful for establishing behavioral compliance with normal and law, consistently (Hancock et al., 2020). Warning to don't vote for legislative candidates who give money. The warning given by netizens to prospective voters also provides a deterrent effect for legislative candidates. According to Anca Pusca, the deterrent effect that occurs in social life can be carried out in the form of disruption and normalization of perpetrators/ actors. (Pusca, 2007). The deterrent effect that netizens have on legislative candidates is also a threat in the subtlest form. The message is: do not engage in money politics, because potential voters do not want to accept money. Even if forced to accept, they will not vote for a candidate because of money politics. Furthermore, large sums of money spent by legislative candidates do not guarantee an election victory. If this continues, legislative candidates must be prepared to feel disappointed and face large losses.

Political education is being intensively implemented in many countries. As a major democracy, the United States serves as an example of political education, which has not stopped simply because of the pandemic. Even during the pandemic, political education continues to be implemented, even in schools (Collins & Reckhow, 2024). In democracies, political education is intensified to anticipate the negative impacts of political activity, which often creates polarization by shaping support for political candidates or political parties during political contests (Sandahl & Björklund, 2023). Political education is even implemented in China, where it is conducted on various campuses and universities (Liu et al., 2023). The implementation of political education in various countries tends to be more conventional, rather than digital.

Theoretically, political education has no impact or relationship with political participation. Citizens who receive political education experience no change in their political participation (Willeck & Mendelberg, 2022). Despite this lack of impact on political participation, political education continues to be conducted, including by grassroots social activists, in various forms and approaches (Maton & Stark, 2023). One form of political education is through music instruction in universities (Wang et al., 2022). One reason is that political messages can be conveyed less openly and explicitly to participants. Political education is not merely a standalone activity but is integrated with mental health, thereby mitigating the negative impacts of political activity (Li et al., 2022). Political education is primarily conducted by those in positions of power, whether the government, political parties, or established institutions in society, including universities.

In the era of digital democracy, the space for political education is increasingly open, and political actors are also increasing in number and continuing to develop, including

netizens. Political education by netizens to resist money politics on social media in these three forms can shape the public agenda and clean general elections without money politics. These netizens' efforts need a response from the public at large so they go viral and become a major political issue in Indonesia. Thus, social media has an important role in adapting and influencing public discourse and agendas. Netizens urge legislative candidates and prospective voters not to engage in money politics, and warn voters not to vote for candidates who do. The resistance model is expressed through netizens' content dissemination in a humorous, unique way. Creates a positive impression among social media users and other netizens.

Humorous message delivery has advantages compared to other message delivery models. Humorous message delivery has an entertaining element for the recipient. The recipient feels happy with the message received. In contrast, messages delivered in a serious, patronizing manner are less likely to be accepted by the audience. Even though they contain criticism, the recipient still happily accepts and digests the message delivered, so there is no resistance from the audience. In addition to having a high level of acceptance, this also has a significant influence on the recipient, especially on the cognitive aspect, which is expected to change the recipient's knowledge. However, this study did not yield behavioral changes in the recipient.

CONCLUSION

Indonesian netizens have the power to take action and provide political education against money politics on social media ahead of the 2024 general election. Indonesian netizens play an active role in shaping public opinion, increasing public awareness, and strengthening the foundations of democracy. Netizens' resistance was manifested in three forms of messages conveyed. First, netizens invite the legislative candidates not to give money to prospective voters. As well as an invitation to prospective voters not to accept money politics from legislative candidates. Second, a call to prospective voters to reject the money politics of legislative candidates. Third, a warning to prospective voters not to vote for legislative candidates who are doing money politics. The resistance carried out by netizens is an alternative effort to fight money politics in Indonesia, when conventional methods have failed. The form of resistance and social media channels used are the novelty of this research. This research has limitations because it does not reveal whether netizens' efforts have been successful. The research can only describe the efforts made by Indonesia netizens to fight money politics in the 2024 general election. As for results, was the effort a success or a failure? Further research needs to be done. Theoretically, political preferences in the era of digital democracy are increasingly independent and personal. Personal approaches through social media also need to be enhanced by actors involved in political activities. This way, netizens are no longer viewed as objects but rather as political subjects, including in political education.

RECOMENDATION

In practice, researchers suggest that the General Election Commission, the Election Supervisory Body, and the Ministry of Home Affairs can collaborate with influencers on social media to jointly combat the practice of money politics by candidates so that the resistance movement against the practice of money politics in Indonesia is more massive, more successful, and has positive results.

AUTHOR CONTRIBUTIONS

The conceptualization, research framework, methodology, research implementation, and validation were carried out by Mohammad Hidayaturrahman,

Ahmad Hasan Ubaid and Anif Muclashin. All authors have read and approved the published version of the manuscript.

REFERENCES

- Collins, J., & Reckhow, S. (2024). The New Education Politics in the United States. *Annual Review of Political Science*, 27, 127. <https://doi.org/https://doi.org/10.1146/annurev-polisci-041322-034446>
- Li, X., Gao, Y., & Jia, Y. (2022). Positive Guidance Effect of Ideological and Political Education Integrated With Mental Health Education on the Negative Emotions of College Students. *Frontiers in Psychology*, 12, 1. <https://doi.org/https://doi.org/10.3389/fpsyg.2021.742129>
- Liu, X., Xiantong, Z., & Starkey, H. (2023). Ideological and political education in Chinese Universities: structures and practices. *Asia Pacific Journal of Education*, 43(2), 586. <https://doi.org/https://doi.org/10.1080/02188791.2021.1960484>
- Maton, R. M., & Stark, L. W. (2023). Educators learning through struggle: Political education in social justice caucuses. *Journal of Educational Change*, 24, 291. <https://doi.org/https://doi.org/10.1007/s10833-021-09444-0>
- Sandahl, J., & Björklund, M. (2023). Can Powerful Knowledge Save Us? Critical Reflections through the Lens of Political Education. *Social Sciences*, 12(10), 556. <https://doi.org/https://doi.org/10.3390/socsci12100556>
- Santika, I. W. E., & Tripayana, I. N. A. (2025). Strengthening democracy thorough political education in indonesia. *International Journal of Education and Social Science Studies*, 1(2), 183. <https://doi.org/https://doi.org/10.60153/ijesss.v1i2.202>
- Sujoko, A., Rahmiati, D., & Rahman, F. (2023). The role of radio as the public sphere for public political education in the digital era: Challenges and pitfalls. *Cogent Social Sciences*, 9(1), 1. <https://doi.org/https://doi.org/10.1080/23311886.2023.2239627>
- Susdarwono, E. T., & Anis, A. (2023). Political Education in Indonesia: Community Assessment and Preferences for Political Education Conducted by Political Parties. *Futurity Education*, 3(2), 5. <https://doi.org/https://doi.org/10.57125/FED.2023.06.25.01>
- Wang, X., Zhao, S., Liu, J., & Wang, L. (2022). College music teaching and ideological and political education integration mode based on deep learning. *Journal of Intelligent Systems*, 31, 466. <https://doi.org/https://doi.org/10.1515/jisys-2022-0031>
- Willeck, C., & Mendelberg, T. (2022). Education and Political Participation. *Annual Review of Political Science*, 25, 89. <https://doi.org/https://doi.org/10.1146/annurev-polisci-051120-014235>
- Abhipraya, A. F., Sadayi, P. D., & Putri, A. F. (2020). The Role of Komite Independen Sadar Pemilu (KISP) as the Election Ngo to Against Money Politic Practice. *POLITICON: Jurnal Ilmu Politik*, 2(2), 165–166. <https://doi.org/https://doi.org/10.15575/politicon.v2i2.8556>
- Alfiyani, N. (2018). Social media as a strategy political communication. *Jurnal Potret Pemikiran*, 22(1), 57–58. <https://doi.org/http://dx.doi.org/10.30984/pp.v22i1.762>
- Alina, Y. F. (2022). Reactualization of Political Education in Facing Money Politics Through Anti-Political Village Movements Money. *POLITICOS: Jurnal Politik Dan Pemerintahan*, 2(2), 145–146. <https://doi.org/10.22225/politicos.2.2.2022.145-163>
- Anggara, I. P., Rois, N., & Kusuma, N. W. (2022). Strategy to prevent money politics through anti-money politics and hoax villages (Case study in Air Gading sub-district,

- West Baturaja sub-district, Ogan Komering Ulu regency). *Jurnal Dinamika*, 2(2), 55–56. <https://doi.org/https://doi.org/10.54895/dinamika.v2i2.1848>
- Annur, C. M. (2022a, January 11). Various Information Sources Most Accessed by the Public. *Katadata.Co.Id*. <https://databoks.katadata.co.id/datapublish/2022/01/20/survei-kic-mayoritas-masyarakat-indonesia-mengakses-informasi-di-media-sosial>
- Annur, C. M. (2022b, February 1). KIC-Kominfo survey: TikTok users in Indonesia have skyrocketed since the Covid-19 pandemic. *Katadata.Co.Id*. file:///G:/datSurvei%20KIC-Kominfo_%20Pengguna%20TikTok%20di%20Indonesia%20Meroket%20Tajam%20Semenjak%20Pandemi%20Covid-19.html
- Aprilia, R., Saputri, R. A., & Febriani, L. (2021). Strategy of Local Strong People in the 2019 Legislative Election (Study on the Winning of Legislative Candidates in Electoral District 4 of Bangka Regency). *Jurnal Studi Inovasi*, 1(3), 1–2. <https://doi.org/https://doi.org/10.52000/jsi.v1i3.37>
- Baharuddin, T., Salahudin, S., Sairin, S., Qodir, Z., & Jubba, H. (2021). Youth Anti-Corruption Campaign via Twitter Social Media. *Jurnal Ilmu Komunikasi*, 19(1), 58–59. <https://doi.org/https://doi.org/10.31315/jik.v19i1.3827>
- Bari, F. (2023). Building Public Awareness as an Effort to Prevent Crime Money Politics Crimes in the 2024 Simultaneous Elections. *Jurnal Hukum Dan Sosial Politik*, 1(2), 268–269. <https://doi.org/10.59581/jhsp-widyakarya.v1i2.1468>
- Chakraborty, U., & Biswal, S. K. (2023). Is Digital Social Communication Effective for Social Relationship? A Study of Online Brand Communities. *Journal of Relationship Marketing*, 1–2. <https://doi.org/https://doi.org/10.1080/15332667.2023.2219589>
- Cislaghi, B., & Heise, L. (2020). Gender norms and social norms: differences, similarities and why they matter in prevention science. *Sociology of Health and Illness*, 42(2), 407–408. <https://doi.org/10.1111/1467-9566.13008>
- Elvianti, & Wibowo, A. (2021). Media Behavior and Language Politeness of Netizens on Instagram Accounts Jokowi. *Jurnal Wardah*, 22(2), 74–75. <https://doi.org/https://doi.org/10.19109/wardah.v22i2.10975>
- Falgoust, G., Winterlind, E., Moon, P., Parker, A., Zinzow, H., & Madathil, K. C. (2022). Applying the uses and gratifications theory to identify motivational factors behind young adult's participation in viral social media challenges on TikTok. *Human Factors in Healthcare*, 2, 1–2. <https://doi.org/https://doi.org/10.1016/j.hfh.2022.100014>
- Faulina, A., Chatra, E., & Sarmiati, S. (2020). The role of buzzers and viral message construction in the process formation of public opinion in new media. *JRTI (Jurnal Riset Tindakan Indonesia)*, 7(1), 1–2. <https://doi.org/10.29210/30031390000>
- Gayatri, S., & Satwika, B. C. I. (2022). The role of social media as a means of political information. *Jurnal Ilmu Komunikasi Hindu*, 02(01), 273–274. <https://doi.org/https://doi.org/10.25078/anubhava.v2i1.1050>
- Hancock, P. A., Kaplan, A. D., MacArthur, K. R., & Szalma, J. L. (2020). How effective are warnings? A meta-analysis. *Safety Science*, 130, 1–2. <https://doi.org/10.1016/j.ssci.2020.104876>
- Hariyani. (2015). Election Campaign Model to Overcome Money Politics and Voter's Pessimistic Attitude (Theoretical study and implementation concept). *Jurnal Ilmiah Komunikasi MAKNA*, 6(2), 178–179. <https://doi.org/http://dx.doi.org/10.30659/jikm.6.2.178-193>
- Hennell, K., Limmer, M., & Piacentini, M. (2019). Ethical Dilemmas Using Social Media in Qualitative Social Research: A Case Study of Online Participant Observation.

- Sociological Research Online, 25(3), 473–474.
<https://doi.org/10.1177/1360780419888933>
- Huda, D. H. M., Winarto, A. E., & Lestariningsih. (2022). Problems of Law Enforcement of Election Crimes in the 2019 Election in Kediri Regency. *Briliant: Jurnal Riset Dan Konseptual*, 7(2), 434–435.
<https://doi.org/http://dx.doi.org/10.28926/briliant.v7i2.1012>
- Huda, S., Raharjanti, P., Pramesti, A. P., Dewi, T. L., & Sharon, S. (2022). The Role of the Millennial Generation in the Creativity of the Anti-Money Politics Movement. *Journal of Creativity Student*, 7(2), 237–238.
<https://doi.org/10.15294/jcs.v7i2.38206>
- Indrawan, J., Efriza, & Ilmar, A. (2020). The presence of new media in the political communication process. *Jurnal Ilmiah Fakultas Ilmu Komunikasi Universitas Islam Riau*, 8(1), 1–2.
[https://doi.org/https://doi.org/10.25299/medium.2020.vol8\(1\).4820](https://doi.org/https://doi.org/10.25299/medium.2020.vol8(1).4820)
- Itzchakov, G., Uziel, L., & Wood, W. (2018). When attitudes and habits don't correspond: Self-control depletion increases persuasion but not behavior. *Journal of Experimental Social Psychology*, 75, 1–2.
<https://doi.org/10.1016/j.jesp.2017.10.011>
- Jamaludin, & Abdillah, J. (2023). Strategy to Prevent Money Politics and Politicization Sara in the Simultaneous Election. *Jurnal Pendidikan Tambusai*, 7(1), 1962–1963.
<https://doi.org/https://doi.org/10.31004/jptam.v7i1.6100>
- Jenkins, M. D. (2021). Bringing the cross pressures thesis into the digital realm: Subjective social network heterogeneity and online political expression. *EJournal of EDemocracy and Open Government*, 13(1), 144–145.
<https://doi.org/10.29379/jedem.v13i1.641>
- Jordan, K. (2018). Validity, Reliability, and the Case for Participant-Centered Research: Reflections on a Multi-Platform Social Media Study. *International Journal of Human-Computer Interaction*, 34(10), 913–914.
<https://doi.org/10.1080/10447318.2018.1471570>
- Kleinheksel, A. J., Rockich-Winston, N., Tawfik, H., & Wyatt, T. R. (2020). Qualitative Research in Pharmacy Education Demystifying Content Analysis. *American Journal of Pharmaceutical Education*, 4(1), 1–2.
<https://doi.org/https://doi.org/10.5688/ajpe7113>
- Krause, R. J., & Rucker, D. D. (2020). Strategic Storytelling: When Narratives Help Versus Hurt the Persuasive Power of Facts. *Personality and Social Psychology Bulletin*, 46(2), 216–217. <https://doi.org/10.1177/0146167219853845>
- Laia, M., Kusmanto, H., & Warjio, W. (2021). The Effect of Money Politics and Socio-Economic Status on Public Participation in the 2019 Legislative Elections. *Perspektif*, 10(2), 416–417. <https://doi.org/10.31289/perspektif.v10i2.4602>
- Manstead, A. S. R. (2018). The psychology of social class: How socioeconomic status impacts thought, feelings, and behaviour. *British Journal of Social Psychology*, 57(2), 267–268. <https://doi.org/10.1111/bjso.12251>
- Mietzner, M. (2015). Dysfunction by Design: Political Finance and Corruption in Indonesia. *Critical Asian Studies*, 47(4), 587–589.
<https://doi.org/10.1080/14672715.2015.1079991>
- Miles, M. B., Huberman, A. M., & Saldaña, M. (2014). *Qualitative Data Analysis: An Expanded Sourcebook*. In R. Holland (Ed.), Sage (2nd ed.). SAGE Publications, Inc.
<https://doi.org/https://doi.org/10.1177/239700221402800402>
- Muammar, & Taufik, I. (2023). Dissecting Money Politics Crimes, an Analysis from the Side Norm Structure. *MATAKAO Corruption Law Review*, 1(2), 95–96.
<https://doi.org/https://doi.org/10.47268/matakao.v1i2.11305>

- Muhamad, N. (2023, November 10). The practice of money politics is the thing that the public is most worried about during the election. Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2023/11/10/praktik-politik-uang-jadi-hal-yang-paling-dikhawatirkan-publik-saat-pemilu>
- Muhtadi, B. (2019). Money Politics and the New Normal in the Post-New Order Election. *Jurnal Antikorupsi INTEGRITAS*, 5(1), 55–56. <https://doi.org/10.32697/integritas.v5i1.413>
- Munzir, A. A., Asmawi, & Zetra, A. (2019). The Various Roles of Social Media in Politics in Indonesia. *JPPUMA: Jurnal Ilmu Pemerintahan Dan Sosial Politik Universitas Medan Area*, 7(2), 173–174. <https://doi.org/10.31289/jppuma.v7i2.2691>
- Noorikhsan, F. F., Ramdhani, H., Sirait, B. C., & Khoerunisa, N. (2023). Dynamics of the Internet, Social Media and Politics in the Era Contemporary: An Overview of State-Society Relations. *Journal of Political Issues*, 5(1), 95–96. <https://doi.org/https://doi.org/10.33019/jpi.v5i1.131>
- Nurhablisyah, N. (2022). Graphic designers, netizens and ethics; review of visual messages in social media. *Jurnal Desain*, 9(2), 188–189. <https://doi.org/http://dx.doi.org/10.30998/jd.v9i2.11530>
- Nwozor, A., Ajakaiye, O. O. P., Okidu, O., Olanrewaju, A., & Afolabi, O. (2022). Social Media in Politics: Interrogating Electorate-Driven Hate Speech in Nigeria's 2019 Presidential Campaigns. *EJournal of EDemocracy and Open Government*, 14(1), 104–105. <https://doi.org/10.29379/jedem.v14i1.683>
- Omotayo, F. O., & Folorunso, M. B. (2020). Use of social media for political participation by youths in Oyo State, Nigeria. *EJournal of EDemocracy and Open Government*, 12(1), 133–134. <https://doi.org/10.29379/jedem.v12i1.585>
- Pahlevi, M. E. T., & Amrurobbi, A. A. (2019). Political Education in Preventing Money Politics Through the Village Community Movement. *INTEGRITAS: Jurnal Antikorupsi*, 6(1), 141–142. <https://doi.org/https://doi.org/10.32697/integritas.v6i1.611>
- Pakpahan, R., & Yoesgiantoro, D. (2023). Analysis of the influence of flexing in social media on community life. *JISICOM (Journal of Information System, Informatics and Computing)*, 7(1), 173–174. <https://doi.org/10.52362/jisicom.v7i1.1093>
- Parmelee, J. H., Perkins, S. C., & Beasley, B. (2023). Personalization of politicians on Instagram: what Generation Z wants to see in political posts. *Information, Communication & Society*, 26(9), 1773–1774. <https://doi.org/https://doi.org/10.1080/1369118X.2022.2027500>
- Pusca, A. (2007). Shock, Therapy, and Postcommunist Transitions. *Alternatives: Global, Local, Political*, 23(3), 341–342. <https://doi.org/https://doi.org/10.1177/030437540703200304>
- Riewanto, A. (2019). Progressive Constitutional Law Strategy Preventing Simultaneous Election Money Politics. *Jurnal Antikorupsi INTEGRITAS*, 5(1), 111–112. <https://doi.org/https://doi.org/10.32697/integritas.v5i1.363>
- Satria, H. (2019). Politics and Law of Money Politics Crimes in the General Election in Indonesia. *Jurnal Antikorupsi INTEGRITAS*, 5(1), 1–2. <https://doi.org/10.32697/integritas.v5i1.342>
- Teeny, J. D., Siev, J. J., Briñol, P., & Petty, R. E. (2021). A Review and Conceptual Framework for Understanding Personalized Matching Effects in Persuasion. *Journal of Consumer Psychology*, 31(2), 382–383. <https://doi.org/10.1002/jcpy.1198>
- Usman, Mas, M., & Renggong, R. (2021). Law Enforcement of Money Politics in the 2019 General Election in Polewali Regency. *Indonesian Journal of Legality of Law (IJLF)*, 3(2), 108–109. <https://doi.org/https://doi.org/10.35965/ijlf.v3i2.637>

- Wijaya, H. (2020). Measuring the Degree of Legal Certainty in Elections in Law Number 7 of 2017. *Jurnal Ilmiah Dinamika Sosial*, 4(1), 84–85.
<https://doi.org/https://doi.org/10.38043/jids.v4i1.2276>
- Wood, M., Rose, E., & Thompson, C. (2019). Viral justice? Online justice-seeking, intimate partner violence and affective contagion. *Theoretical Criminology*, 23(3), 375–376.
<https://doi.org/10.1177/1362480617750507>
- Yanuar, A. (2023). Standing of “Follow The Money” Approach to The General Election Supervisory Bodies Authority in Enforcing Money Politics Practices. *MHN: Majalah Hukum Nasional*, 53(1), 110–111.
<https://doi.org/https://doi.org/10.33331/mhn.v53i1.204>
- Zahra, A. A., Purnomo, E. P., & Kasiwi, A. N. (2020). New Democracy in Digital Era through Social Media and News Online. *Humaniora*, 11(1), 13–14.
<https://doi.org/10.21512/humaniora.v11i1.6182>