

## The Phenomena of Money Politics and Identity Politics Ahead of the 2024 Elections

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**Abstract.** General elections should be a forum for the aspirations of the people, but in practice General elections are used as a place to compete for seats in government. In the previous elections, money politics and identity politics continued to occur, so it is feared that the 2024 elections will be tarnished by the rampant money politics and identity politics. This paper tries to discuss money politics during the quiet period and identity politics as a challenge to Indonesian democracy. This research uses a literature study. This research uses a qualitative approach and the research source uses secondary data. This paper focuses on the practice of money politics during the quiet period played by political elites. In addition, identity politics is also feared to be a challenge for the 2024 elections. Actions in politics create issues of ethnicity, religion, and race as a form of political identity to gain support from the people.

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**Keywords:** Election Challenges; Identity Politics; Money Politics; Society; Divisions

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### INTRODUCTION

Democracy is a tool that can provide freedom for people to exercise their political rights in public. The form of democracy that people can feel is through the holding of general elections. Countries that embrace a democratic form of government by organizing the General Election process. Elections have the purpose of forming a new government and serving as representatives of the people who work properly to improve the welfare of the people. That is why elections are sought to elect representatives of the people who have a vision and mission for the people.

General elections are supposed to be a place to express the aspirations of the people. But in practice, General Elections are widely used as an arena for fighting to get seats in the government. The reality of elections is full of attraction in political interests. Elections are

not only held as a form of responsibility as a country that adheres to democracy, but elections are also closely used by a handful of political elites to take business opportunities towards government seats.

In the 2019 simultaneous elections, the number of voters who participated in money politics was 19.4% to 33.1%. According to international standards this figure is very high putting the Republic of Indonesia into the third largest money politics ranking in the world.

Table 1. Number of Money Politics Cases in Each Election

Year	Cases	Total
2009	Money Politics	691 cases
2014	Money Politics	313 cases
2019	Money Politics	36 cases

From: *Bawaslu RI 2019, ICW, Husen 2014*

In the 2009 elections, the number of money politics was recorded at 691 cases in the writing of (Husen, 2014), there were 537

cases of money politics during the campaign period, 95 cases occurred during the quiet period, 57 cases during the voting stage, and 2 cases did not come into contact with voters because they occurred during the determination of election results. Furthermore, in the 2014 elections, according to Indonesia Corruption Watch (ICW) records, 313 cases of money politics were found. The mode of money politics was similar to the mode in the 2009 elections. In addition, according to the records of the Election Supervisory Agency (Bawaslu) of the Republic of Indonesia, in the 2019 elections there were only 36 cases of money politics that had been decided by the court.

Based on the data above, elections have been tainted by the practice of money politics. This suggests that money politics cannot be separated from elections. As stated by (Jensen et al 2013), to gain power and gain public sympathy, candidates often engage in transactional politics. These problems do not only occur at the voting stage but also at the stage before voting.

In addition to the problem of money politics, there is the issue of identity which is a challenge for simultaneous elections in 2024. Identity politics is a fascinating topic to be mentioned in a democratic party in Indonesia. Generally, politicians and political contestants need various patterns of approaches to ethnicity ahead of the election stage either, the

moment the election takes place so that they get support that favors their party.

In the 2019 elections, Ainur's research (2020) explained that religion-based identity politics was used structurally and systematically in the 2019 presidential election by local religious leaders who supported the Prabowo Subianto and Sandiaga Uno pairs. Religious symbols were politicized in the pulpits of sermons and the use of the holy verses of the Quran and Hadith were used to build an opinion that providing support to one particular candidate was part of the struggle and jihad to defend religion. In addition, the use of religious verses as a campaign tool to influence the public, both from the middle and lower classes.

Identity politics has always been an important rumor in elections. Social groups have ways of interacting, norms that are taken in organizing interactions, and a sense of continuity and identity to unite all its members. There is even a form of system in its own leadership (Koentjaraningrat, 1986).

Identity politics is defined as the marking of political activity (Heyes, 2007). In practice, identity politics is embraced by the majority group to establish power domination. The 2024 elections are feared to be rampant with hate speech and identity issues. It is feared that some people will utilize hate speech and play identity issues as a type of dark operation to attack their political opponents. The issue will be used as a direction for a

certain group to carry themselves and dethrone other parties, both in general and through social media. Based on this description, this paper seeks to discuss money politics and identity politics that will be a challenge for the 2024 elections.

## RESEARCH METHODS

The type of research used in this research is library research. It can be said that library research is a research used in collecting information and data with the support of various types of data contained in the library in the form of books, news, historical stories, documents, magazines, and others (Komang, 2020: 19). Then the data that has been obtained through literature review will be narrated.

The approach used in this research is a qualitative approach. Because the data sources and research results in library research are in the form of descriptions of words. In general, the qualitative research approach in library studies is the same as other qualitative research. There is no difference, the only difference is the source of data or information used as research material (Moleong, 2019).

The data source used in this research is secondary data. Data sources in this study were obtained through books, journals, and other supporting data. In collecting data, this research uses documentation. Data collection includes primary data sources as well as book and journal literature related to the research discussion. The data analysis used is content

analysis. This analysis can be used to analyze all forms of communication, including those found in books, journals, magazines, newspapers, photos, videos, and social media. This research is a study to discuss money politics and identity politics that will be a challenge for the 2024 elections.

## DISCUSSION

### Allegations of Money Politics during the Quiet Period

There are many violations that occur in the implementation of the election campaign, of course this is an illustration that all types of violations can occur in various ways, one of which is money politics. The term money politics is based on political phenomena related to funds (money) or gifts in the form of goods that occur in the implementation of general elections.

An example can be seen through elections in the United States where groups are often seen in the campaign process and are willing to donate money to one of the political parties or presidential candidates to fortify the groups' business interests. As in the Philippines, the alleged money politics is defined as a tool or compensation in the act of buying the votes of the people directly who are invited to vote and support political candidates who have provided funds (Liacco and Teresita, 2000).

In Wardhana's (2020) article entitled "Money Politics in General Elections: A Study

of Democratic and Islamic Perspectives" that the fact is that money politics is still used by candidates to influence voters in order to gain vote advantage. In the view of Islamic law, this is categorized as bribery (*risywah*) which is cursed by Allah, both those who give (*rasyi*) and those who receive (*murtasyi*), and become intermediaries (*raisy*). In the view of democracy, elections are considered a symbol, as well as a measuring tool for democracy. If elections are still dominated by money politics, democracy becomes unhealthy. Based on the writing above, money politics can lead to a loss of public trust. Money politics will damage democracy as well as practices that are not worth defending.

Money politics is increasingly common in the run-up to general elections. The public considers that the distribution of funds in the form of 'money' by candidates is a common thing, because money politics often occurs, so the number of using money politics continues to multiply until now ([Kurniawan, 2019](#)).

The phenomenon of money politics is out of date with our social system, a kind of chronic disease that paralyzes the democratic system. If this continues, it will certainly have a negative impact on Indonesian democracy.

In general, the triggers for the occurrence of money politics are economic dependence, lack of education, and lack of supervision, habits, and traditions. The practice of money politics during the quiet period can also be dangerous. When viewed

from the last 2019 Election, Bawaslu found cases of money politics during the calm period. Election Supervisors arrested participants who took part in the process and success teams who allegedly gave a sum of money to the public to influence their choice of candidates. The incident spread to 13 provinces throughout Indonesia. West Java and North Sumatra are the most common areas.

It should be noted that money politics violations often occur during the campaign period, the quiet period, and even during the voting process. This is stated in Law No. 7 of 2017 concerning General Elections which states in Article 532 paragraph (1) to paragraph (3) regarding the Crime of Money Politics.

Money politics in elections is actually a reflection of a sense of uncertainty, worry, uncertainty, and possession for contestants in political battles. Elections should promote the quality and capability of candidates. Money politics as a bribe given by the donor to the owner of the vote is a form of impurity that will make voters more intelligent, educated, rational, and critical in the future. The presence of the symbol of money politics is certainly very injurious to a fighting and fair attitude in order to realize a democratic and directed election.

If money politics continues, then democracy in Indonesia will be damaged. If damaged, of course in the end democracy will now be seen as a hub for policy riders who lack

the capability to gain power in the world of government.

Political activities that have the potential to influence voter preferences in the 2024 General Election. The possibility that there are still campaign props that have not been cleaned up, and the rampant practice of money politics. In addition, entering the quiet period, there is a high chance that violations in the quiet period will occur, such as money politics. Basically, during the quiet period there are no more campaign activities in any form. It is feared that there are many forms to carry out this money politics, it could be through social media, coming to houses, and even gathering many people in one place.

Money politics is still something that does not suck to be found, found dawn attacks as the most effective form of money politics operations in mobilizing votes (Edward, 2019). This shows that there is an agent distributor of money politics used by politicians to buy public support.

### **Identity Politics as a Challenge to Indonesian Democracy**

In the current political era, Nationalism and Pluralism can be influenced by identity politics. The existence of reality raises the nation's anxiety regarding the rise of identity politics (Zahrotunnimah, 2018). Identity can be formed partially or interactively. And bring about social changes economically, socially politically, and socially culturally.

The development of democracy in a plural society does not always go as desired. This is certainly accompanied by several factors. These factors can be obtained through many things and ultimately become a concern for the government in upholding good democracy. As for some of the factors that influence it, first, when the election of the head of state and regional head is held, it also encourages identity politics. Identity politics can be said to be one of the ways chosen by politicians by prioritizing certain identities such as ethnicity, race, religion, and regional identity as much as possible in gaining the most votes rather than putting forward the best vision and mission and work programs to build facilities, regions, and community interests for the better.

Second, in the process of traveling identity politics, it is not uncommon for some politicians to spread various fake news that leads to hate speech and ultimately causes division among the community. Especially in an era like today that technology is growing rapidly until the presence of social media makes fake news also develop. Until finally fake news is increasingly difficult to control and leads to creating various perspectives among the community itself. People are increasingly sensitive, vulnerable to provocation, and easily offended every time a democratic party begins to take place during the presence of reform that has entered its 23rd year.

In Nasrudin's research (2018) entitled "Identity Politics and Political Representation of the DKI Pilkada Case 2019-2022 Period) that the portrait shows where identity politics during the DKI Jakarta Pilgub tends to lead to issues of ethnicity, religion, and race. The role of ethnicity, religion, and race plays a very strong role and is even crystallized in such a way that it puts psychological pressure on society. Based on the above opinion, it is feared that identity politics will become a raw model.

Identity politics generally focuses on the process of differences based on certain symbols such as physical conditions, race, gender and so on. However, in practice, identity politics is based on political identity, either in the form of descent/tribe or from deliberately formed backgrounds such as educational, economic and cultural backgrounds (Amin & Sembiring, 2018).

Consolidation in political issues is certainly the biggest challenge for politicians. This is divided into three things that can be found later ahead of the 2024 Election, namely identity politics, the spread of fake news (hoaxes), and hate speech. Actually, identity politics is one of the dynamics commonly found during democratic parties.

The power of identity in Heller's view is interpreted as a political strategy of differentiation and utilization of primordial ties (Rozi, 2019). It is continued that identity politics can bring tolerance in behavior and

freedom. However, it creates destructive patterns, verbal violence, and ethnic conflict. These two currents that have a double definition show that identity politics is not always a bad specter for the continuity of democracy, because identity politics also works not only in election contestation but works in social spaces and it creates a sense of mutual cooperation and tolerance between people.

The use of the term identity politics has been very commonly used by certain political elites as a political narrative. In Indonesia alone, the discourse of instruments is used as an illustration of hatred and fear of defeat from political opponents in order to reduce the good image of those who are considered strong potential to win. If we look deeper, it can be said that the political process in Indonesia cannot be separated from identity politics. This happens because politics always needs instruments or tools that are used as a channel to express self-identity in the form of religion, ethnicity, race, certain groups, cultural identity, ideology, organizations, and other communities.

Identity politics will become more prevalent and become a silent trend during the democratic party, which is predicted by the Election Supervisory Agency (Bawaslu). Bawaslu sees that the cause of identity politics occurs due to the insecurity of the community in maintaining a form of tolerance and the presence of identity in the political world in the

Unitary State of the Republic of Indonesia (NKRI). Bawaslu still predicts that identity politics will continue to be used as a strategy against political parties and certain political interests (Gloria, 2022).

There are several strategies that have been prepared by Bawaslu in suppressing the issue of identity politics. First, the approach with community groups. The prevention function should be optimized through the roles given to the community. The findings and results of work with civil society obtained during collaboration with the Election Organizer become a modality to enforce election law. Handling of violations can also be executed on findings from the results of supervision and prevention carried out by civil society. For this reason, Bawaslu must be able to build awareness among the community. Because public awareness is still low in terms of rights and equality. One of the triggers is the lack of public knowledge in understanding democracy, elections and election supervision. Second, the presence of a book containing lectures in six religions that discuss the function of elections and SARA politics to reject its presence so that the democratic party takes place fairly. The book is expected to be able to suppress identity politics that occur in the community. It is feared that every election, identity politics and SARA will become the biggest challenge for Indonesia's electoral democracy, which becomes an irrationality-based pattern that is carried out in forms such

as malicious campaigns, hoaxes, and SARA politicization which may be getting stronger (Yuliani, 2017).

Third, the presence of Intelligence Media Management (IMM) is a modern system that is able to work for 24 hours precisely and automatically by using robots as a monitoring medium in collecting online, print, or audio-visual (TV) content. That way, Intelligence Media Management (IMM) will provide a detailed overview of global and regional issues.

Intelligence Media Management (IMM) can track positive and negative news by giving color markings in its system. The contribution of Intelligence Media Management does not end there. The system can also search for 10 actual news stories from online and print media. Then the news will be sorted, and every day the same thing will be done based on the data that has been obtained previously. Through this system, it will be very helpful in tracking identity polarization on social media. This system will work to sort news that spreads hate, and fake news (hoaxes).

Based on the above opinion, the strategy to suppress the issue of identity politics carried out by the Election Supervisory Agency (BAWASLU) is actually able to reduce the issue of identity if these three steps are known to the public. In addition, if identity politics continues to occur, it is feared that it can lead to horizontal conflicts in people's lives.

## CONCLUSION

Money politics is always found in the circle of democratic parties. Money politics during the quiet period will be a threat to Indonesian democracy. As one of the countries that adheres to the democratic system, Indonesia is still vulnerable to money politics. Moreover, coupled with the attitude of people who are still pragmatic and easily persuaded in determining the criteria for candidates to be elected, it damages the integrity of candidates in general elections in supporting the growth of the practice of money politics in a democratic party. In addition, identity politics is also a threat to the 2024 elections. All forms of actions that occur in the political world by carrying certain identity views in obtaining full support from the people by dominating identity politics that are too open can certainly be a danger and threaten unity and integrity in the nation and state. This is caused by issues of division in a group that are deliberately raised during the campaign process.

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