

---

## **The Impact of Globalization on the Development of Political Communication in Indonesia**

*Musliamin*

State Islamic Institute of Bone, Faculty of Usuluddin and Da'wah,  
Islamic Broadcasting Communication Study Program  
[musliamin0911@gmail.com](mailto:musliamin0911@gmail.com)

### **Abstract**

*The purpose of this study the impact of globalization on the development of political communication in Indonesia as one of the countries affected by the use of social media. This study uses a literature review design, which is a research method used to systematically and explicitly synthesize a concept from previous research articles. The source of data in this research is by searching articles in several databases such as Garuda, EBSCO, IISTE, Social Sciences and Google Scholar. The results of the research show that Indonesia, which is currently a political issue, has become a political movement and communication has become a tool capable of channeling political messages (demands and support) to power for processing. Through the influence of digital media, the space for communication and political participation is increasingly open by increasing the possibility of interaction between important elements in it, namely parties and state institutions which are referred to as elites and citizens or non-elite, which means that currently the government is faced with a society that can gather strength together by fight for their interests. Through the formation of social networks that allow them to coordinate, open space for political debate, build interactive public spaces, mobilize and coordinate collective action. In addition, through the development of internet media, two-way communication has opened up which allows the delivery of aspirations to the government directly.*

**Keywords:** *Globalization; Development; Communication; Politics.*

### **INTRODUCTION**

Currently, the phenomenon of the influence of globalization affects the progress of technology, information and communication in various fields. Some of the results of previous research explained that globalization can cause social changes to people's lives that allow for changes by adopting new behaviors and leaving various lifestyle activities and habits (Klasikal, 2017). Therefore, the development of globalization is also referred to as modernization which brings social changes that occur in society and will affect various aspects of life, especially development and communication (Indriyani et al., 2021).

Globalization that is currently faced by society can cause fast changes or slow changes as well as limited changes and broad changes. These changes may concern social values,

social norms, patterns of organizational behavior, the structure of social institutions, power and authority, social interaction and so on. But sometimes there are circumstances where people try to reject and avoid globalization which directly makes them excluded from the international community, this condition will certainly make it difficult for the country to establish relations with other countries. (Hasanah 2015).

The progress of the globalization era that has hit countries in the world, its impact has affected the political life of a nation, including Indonesia as a country where political issues are currently turning into a political movement that causes political influence on the existing political order both at the regional and global levels and as part of the political process, communication becomes a tool capable of channeling political messages (demands and support) to the authorities for processing.

## **RESEARCH METHODS**

This study uses a literature review design which systematically aims to summarize several research results that are in line with the research topic, namely the effect of globalization on the development of development and communication. In this literature review, article searches were carried out in several database sources such as from Garuda, IISTE, Social Sciences, Research and Google Scholar, besides that a gray literature search was carried out through references from previously selected articles and then in the process of identifying articles, then in the search The article uses keywords and Boolean and namely "Globalization" and Development of Communication and Politics. Each article from all databases was filtered using the last 10 years and in English and Indonesian and in full text form.

## **RESULTS AND DISCUSSION**

### **Globalization**

One of the books published by Held (2000) explains that there are three different general perspectives on globalization, namely the first is a globalist perspective, the second is a traditionalist perspective and the third is a transformationalist perspective which is then defined as an inevitable development that cannot be resisted or significantly affected by human interference (Lie, 2001). Several countries argue that the importance of globalization as a new phase has been exaggerated, in which most of the political, economic and social activities that are regional rather than global experience a significant shift.

Globalization is considered as development, this is based on the existence of perspectives based on political and economic approaches. Globalization is also considered as the end point of social change that can be applied universally, where this end point differs from each country, especially some that have an idea of the concept of the modernization paradigm. This is in line with the results of research which explain that the increasingly rapid development of globalization will certainly be accompanied by modernization so that the two will go hand in hand (Nasution, 2017). Modernization is a picture in which society experiences a change from traditional to a modern form of society. This is in line with the statement that modernization becomes a process of change when a society that is renewing itself tries to acquire new characteristics or characteristics. owned by modern society (Martono 2012).

The modernization process covers a very broad process and is very relative in nature, depending on the dimensions of space and time having positive and negative impacts on people's lives. One positive impact is obtained by followers who show a transformation of values and changes in attitudes. Where it is found that through modernization the community's point of view becomes more rational and logical along with the growth and progress of science and technology which can encourage people's mindsets to carry out activities and life activities to become more accessible and efficient. Therefore, modernization is currently experiencing many developments by improving the structure of life to a better level. In addition, it was also explained that through industrialization which took advantage of the development of advanced science and technology by using very sophisticated means of communication and transportation so that it became an alternative in reducing unemployment and increasing people's living standards (Mahdayeni et al., 2019).

The magnitude of the positive influence from the development of globalization does not rule out the possibility of obtaining various negative impacts from this modernization. The people's consumptive life behavior due to the development and convenience of technology in terms of industrial progress which is getting faster and more modern encourages people to consume well-known branded goods or goods, giving rise to consumptive behavior and not in accordance with the necessary needs, besides that there is an individualistic attitude with the modernization of society which makes people feel facilitated in all ways through technology so that people rarely greet each other and feel they don't need other people anymore and create feelings of indifference towards others (Lestari, 2021), besides that the attitude of imitating western lifestyles through modernization causes people to follow western lifestyles so that It is possible that the original cultural image will begin to be shifted and faded by the presence of outside cultures. The negative effects of

modernization also occur in social inequality, this situation occurs when only a part of society accepts the flow of modernization which causes different points of view and principles from some societies which seek to keep up with global developments which have an impact on development (Klasikal, 2017).

The development of globalization can be influenced by several factors. Some driving factors are obtained, such as the existence of relationships and contacts with other cultures, meaning that with this there will be interactions that produce new innovations, for example through a combination of foreign cultures combined with one's own culture which will create a new cultural process while still being able to preserve one's own culture. In the system of implementing the education system, the development of globalization directly provides and encourages to open one's horizons to be rational, think scientifically and objectively well in dealing with current developments. Besides that, with an attitude of respecting the work of others, appreciating one's work will encourage someone to work even better (Klasikal, 2017). The driving factor for modernization is also the existence of an open society system in this case because of social movements such as vertical and horizontal movements in society, so that people do not think about one's social role and position and can establish good interactions, with this it can provide opportunities for someone to be able to develop his potential in developing technology in a more advanced direction towards creating future-oriented thoughts which always encourage thinking in a more modern direction and create productive, creative, and innovative following developing trends (Lumintang, 2015; Rusmaniah, 2021).

However, besides the supporting factors of this modernization, there are also several inhibiting factors, such as an attitude that shows a feeling of fear of disintegration. This feeling usually arises in people who still adhere to the traditions of their ancestors so that modernization is considered to be detrimental to the integration or community organization that existed before which causes a lack of development in science and technology. Second, the slow development of education is also an inhibiting factor for modernization. There is still low education so that people are less able to keep up with the times that have advanced. This is because people who are still ancient usually reject scientific and technological advances (Mutiani & Faisal, 2019). The inhibiting factors of modernization are also obtained due to the existence of something that teaches values that have been very strongly ingrained, this is because these values already existed in the days of previous ancestors which could hinder development or modernization, such as prejudice against foreign cultures, meaning that there is an assumption that culture foreign is terrible and will destroy the existing culture

so that the conditions of modernization can create a lack of relations with outsiders which causes low insight into foreign cultures that are starting to develop.

In addition, the inhibiting factor of modernization is due to the tendency to reject new things caused by people's fear that if they accept progressive changes, it can lead to unsteadiness which will lead to misery living below the poverty line. Therefore, they are reluctant to make these changes and are unable to adapt to global developments. (Nurhaidah, & Musa, 2015). Changes that affect culture are the effects of industrialization and technology so that the changes that occur are very expansionist, unstoppable, eliminate boundaries, and are legitimized through an ideology of progress (Jenks 2013).

### **Globalization And Communication**

Developments in the field of telecommunications and technology are ranked first in order to contribute to changes in the social conditions of society in the world (Harara 2016). The development of increasingly advanced telecommunication technology can be interpreted as the loss of distance that separates one individual from another, so that the transfer of technology and knowledge transfer will occur more quickly. The development of information and communication technology will provide easy access to information for every individual throughout the world so that the absence of limits on access to this information can result in the pervasiveness of foreign cultures into a nation.

Based on the profile of the Ministry of Communication and Informatics of the Republic of Indonesia, it was explained that since 1971, the government in an effort to increase the efficiency and effectiveness of mass media as a means of channeling aspirations has developed an integrated communication system through coordination, integration and synergy between elements of government information. Institutions were formed including the Government Public Relations Coordinating Agency (BAKOHUMAS) and the Information Coordinating Agency (BAKOPEN). Meanwhile, at the local government level, provincial information offices, district information offices and lighting officers at the sub-district level were formed, while at the district and city levels a Community Information Center (PUSPENMAS) was formed with the main activity of interpersonal information supported by information facilities in the regions such as: radio, television, illuminating films, publishing press, exhibitions and folk performances as well as working discussions.

Along with global developments, in the early days of reform, the duties and functions of the Ministry of Information did not change much. Information institutions are maintained from the central to the provincial level under the name of regional offices of the information department and provincial public relations bureaus. After the enactment of Law Number 22

of 1999 concerning Regional Government, there was a repositioning of regional apparatus according to regional interests. The information office is under the coordination of the provincial, district and city governments. In accordance with Presidential Decree 153 of 1999 a National Information and Communication Agency (BIKN) was formed at the central level, while at the provincial level; District and city. A year after the dissolution of the Ministry of Information, a National Information Institute (LIN) was formed, which later changed its status to the State Ministry of Communication and Information (Kemeneg Kominfo). Furthermore, the task of providing public information services is handed over to the Minister of State for Communication and Information. While BIKN changed to become a National Information Institute and is responsible to the Minister of Communication and Information. Since 2005, there has been a change from the State Ministry of Communication and Information to the Ministry of Communication and Informatics. In accordance with Presidential Regulation Number 9 of 2005, the integration of the State Ministry of Communication and Information was carried out; National Information Institute, and Directorate General of Post and Telecommunications.

One of the important functions of the Ministry of Communications and Informatics related to information is the dissemination of national information by creating open access to information and building and developing telecommunication infrastructure for the benefit of all citizens. At the end of 2010, the Ministry of Communication and Information perfected the organizational structure. The new paradigm of communication policy places information as part of people's daily needs. The information function is developed on economic added value, not just 'information', but more strategic communication support to build good national integration.

**Digital Transformation** The dynamics of information technology and the development of the digital economy have made the Ministry of Communication and Informatics focus on accelerating the distribution of digital infrastructure in the form of telecommunication access and internet networks. In addition to the change in nomenclature, at the end of 2006, the Ministry of Communication and Informatics implemented a pattern of financial management for public service agencies based on the Decree of the Minister of Finance Number: 1006/KMK.05/2006 concerning Designation of Rural Telecommunications and Informatics Centers (BTIP). Along with the rapid developments in the field of Information and Communication Technology (ICT) and demands for the availability of ICT services at all levels of society, BTIP transformed into the Center for Providing and Managing Telecommunications and Informatics Financing (BP3TI) on 19 November 2010. Since August 2017, the Minister Communication and Informatics launched a new name for BP3TI

to become BAKTI. This institution has the task of carrying out the management of Universal Service Obligation financing and the provision of telecommunications and information technology infrastructure and services. The main duties and functions of the Ministry of Communication and Informatics are to formulate national policies, implementing policies, and technical policies in the field of communication and informatics which include postal, telecommunication, broadcasting, information and communication technology, multimedia services and information dissemination.

### **The Impact of Globalization on the Development of Political Communication in Indonesia**

The progress of the era of globalization that has hit countries in the world has had an impact on the political life of a nation. Indonesia is no exception. One of the advancements in the globalization era is progress in the field of information and communication which is so swift and complex. Apart from having a positive impact, advances in information and communication technology have also had a negative impact on society, especially the millennial generation who tend to be more individual. Currently, various problems and the impact that is being felt is the fading understanding of national insights and the implementation of national values. The results of the study explain that one of the challenges in the era of globalization is the occurrence of tensions and conflicts that have the potential to cause divisions and damage the value of unity and integrity and national identity (Estuningtyas, 2020). However, other research explains that along with developments in the era of globalization, communication will be more effective with the support of technology and communication facilities that can provide positive benefits, of course, in government settings, therefore through globalization the process of unity in various fields can be realized such as political, economic, trade, social and cultural from various countries around the world.

The globalization of the field of communication has affected all elements including political communication . With the globalization of the field of communication, it has made it easier for humans to meet their daily needs. One of the results of the study explains that in the end, globalization provides all changes that have implications for the capacity of countries to carry out regulations. A country or nation is no longer autonomous in making decisions without paying attention to other actors outside of itself, both in the national, regional and even global context. In this regard, globalization is a process that manifests into an organizational spatial transformation of social relations and transactions-which are

assessed based on the extent, intensity, velocity and impact that bring transcontinental or interregional flows and networks of activities, interactions, and uses. power (Held, 2020).

In the terminology of political science, it is known that political communication is only one of as many as seven functions that exist in a political system. Political communication has a strategic position in a political system which is a mechanism of a set of functions or roles in the political structure in relation to each other which shows a positive process including as in the political system in Indonesia (Syarifuddin, 2015). The influence of globalization has influenced the Indonesian political system from time to time, by showing the essential differences of the political system from one period to another. The Pancasila Democratic Political System and finally the Reformed Democratic Political System. However, even though the political system in Indonesia shows a diversity in its diversity, it seems that it is still united by the same philosophy, namely Pancasila (Subiakto , 2019 ).

Digital media opens up space for communication and political participation increase the possibility of interaction between important elements in it, namely the party and state institutions referred to as elites and citizens or non-elite. Currently, we are faced with the role of the Internet, which provides a direct communication channel between the public, which previously had to be mediated by the press institution, thereby bringing about a change in the process of political communication, which was previously from one person to many people to now from many people to many people. This directly reduces the power of the elite. which was originally an active communicant and emancipated the public which has now become an active public (Syarifuddin, 2015)

Therefore, currently the government is faced with a society that can gather strength together to fight for its interests. Through the formation of social networks that allow them to coordinate, open space for political debate , build interactive public spaces, mobilize and coordinate collective action. In addition, through the development of internet media, two-way communication has opened which allows the delivery of aspirations to the government directly.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

The era of globalization has brought together social, economic, political, security, cultural and environmental dimensions of life through processes of integration, interrelationship and dependence. Therefore the problems that arise are not only increasingly complex but cross national (transnational) boundaries and the consequences greatly affect and have an unavoidable impact on all citizens of the world.

Globalization has influenced the Indonesian political system from time to time. Globalization has had an impact on Indonesia's political system from time to time, where we are currently in a condition where people can gather strength together to fight for their interests. Through the formation of social networks that allow them to coordinate, open space for political debate, build interactive public spaces, mobilize and coordinate collective action. However, even though the political system in Indonesia shows a diversity in its diversity, it seems that it is still united by the same philosophy, namely Pancasila.

## REFERENCES

- Classical, And K. Abdulsyani. 2017. Schematic, Theory, and Applied Sociology. Jakarta: Earth Script.
- Estuningtyas Retna Dwi (2020) The Impact of Globalization on Politics, Economy, Ways of Thinking and Ideology and the Challenges of Da'wah. <https://ejournal.iainkendari.ac.id/index.php/al>
- Harara, Alviani. (2016). "Culture of Hedonism in Global Era Society." [www.academia.edu/](http://www.academia.edu/) February 20 <https://www.academia.edu/7277965/>
- Holmes, David. Communication Theory (Media, Technology, and Society). 1st. Yogyakarta: Student Library, 2012.
- Indriyani, IE, Syaharuddin, S., & Jumriani, J. (2021). Social Interaction Contents on Social Studies Learning to Improve Social Skills. The Innovation of Social Studies Journal, 2(2), 93-102.
- Jenks, Chris. Culture (Cultural Studies). 1st. Yogyakarta: Student Library, 2013.
- Kominfo . [www.kominfo.go.id](http://www.kominfo.go.id). January 10 , 2023 . [http://statistik.kominfo.go.id/site/data?idtree=424&iddoc=1321&datadata\\_page=3](http://statistik.kominfo.go.id/site/data?idtree=424&iddoc=1321&datadata_page=3) (accessed January 26, 2017).
- Lestari, JA, & Abbas, EW (2021, February). Efforts to Improve Community Economy Through Making Hand Crafts Based on Purun Plants. In The 2nd International Conference on Social Studies Education ( ICSSE 2020) (pp. 403-406). AtlantisPress.
- Lie, Rico (2001). Globalisation, development and 'communication for localisation'. Journal of International Communication, 7(2), 14–24.[doi:10.1080/13216597.2001.9751907](https://doi.org/10.1080/13216597.2001.9751907)
- Mahdayeni, M., Alhaddad, MR, & Saleh, AS (2019). "Humans and Culture (Humans and Cultural History, Humans in Cultural Diversity and Civilization, Humans and Sources of Livelihood)." Tadbir: Journal of Islamic Education Management 7(2): 154–65.
- Mutiani, M., & Faisal, M. (2019). Urgency of the 21st century skills and social capital in social studies. The Innovation of Social Studies Journal, 1(1), 1-11.
- Mutiani, M., & Faisal, M. (2019). Urgency of the 21st century skills and social capital in social studies. The Innovation of Social Studies Journal, 1(1), 1-11.
- Mutiani, M., Supriatna, N., Abbas, EW, Rini, TPW, & Subiyakto, B. (2021). Technological, Pedagogical, Content Knowledge (TPACK): A Discursions in Learning Innovation on Social Studies. The Innovation of Social Studies Journal, 2(2), 135-142
- Nurhaidah, & Musa, MI (2015). The impact of the influence of globalization on the life of the Indonesian nation . Journal of Basic Enchantment, 3(3).
- Nasution ( 2017) . The Effect of the Development of Communication Information Technology on the Existence of Local Culture. <https://media.neliti.com/media/publications/123858-ID->

Rusmaniah, R., Mardiani, F., Handy, MRN, Putra, MAH, & Jumriani, J. (2021). Social Services Based on Institutional for Youth Discontinued School. *The Innovation of Social Studies Journal*, 2(2), 151-158.

Subiakto, Henry. Presidential Candidate Campaign and Communication Culture. <http://www2.kompas.com/kompasPrint/0404/30/opini/998327.htm>

Syarifuddin. (2015) Media Political Communication and Its Use by Marudur Communities , +3+JSKM+Vol+19+No.+1.+2015,+47-62.pdf