

Political Preferences and Role of Social Media Ahead of the 2024 General Elections in Central Kalimantan Province

Bismar Harris Satriawan^{1*}, Jhon Retei Alfri Sandi²

¹Ministry of Education, Culture, Research and Technology, University of Palangka Raya, Indonesia

²Ministry of Education, Culture, Research and Technology, University of Palangka Raya, Indonesia

Abstract. This research explains how the political preferences and the role of social media ahead of the 2024 general election in Central Kalimantan Province. The type of research used is a quantitative approach using survey methods. The results show that PDIP is still quite strong in Central Kalimantan Province. Popularity, likeability, and electability of figures/candidates show that Sandiaga, Ganjar, Prabowo, Anies, and Ridwan Kamil, it is still the alternative of voters with consistently receive support from respondents, that figurativeness is the top reason for voters in choosing a candidate. However, the level of popularity and likeability have not shown a positive correlation with the electability of figures in presidential candidates. In issues/programs, the economic welfare is a priority most needed, where the ideas/programs are the biggest factor in influencing changes in the choice. On the other side, the role of social media is quite large in influencing and shaping the political preferences of voters. The findings can be taken into consideration to read the prospects for voter electoral support and in determining political strategies, candidate figures, coalition designs, and issues/programs which are at the same time becoming the main agenda of the struggle, to influence the final decision of voters.

1 Introduction

The very competitive and dynamic space of democratic competition will continue to push political parties and figures/candidates to seek and used various strategies to understand and win the contestation in a general election. One way to do this is to know the political preferences of voters to read the prospects for electoral support for voters, as a consideration for political parties and figures/candidates in determining political strategy, candidate figures, coalition designs, as well as issues and programs. Preferences can basically be interpreted as a decision-making component of an individual, where these components can be in the form of perceptions, values, tendencies, and satisfaction. These components influence each other in making decisions, where the decision is reflected in an attitude and choice [1].

Political preferences of voters are an individual political choice tendency based on values that are believed in to provide a political response that exists in an individual, this is

* Corresponding author:satriawanhb@gmail.com

implemented in a political attitude where the political attitude becomes a guide in making choices with various considerations according to values which is built in determining the standard of evaluation of political parties and figures/candidates [2]. Political preferences are political choices that are owned by everyone in channelling his political attitudes. One way of channelling political choices is through general elections.

From this explanation, we can interpret the values that society believes can influence the political response of an individual. In political action a person is not the same between individuals with one another, it all depends on the values that are believed in the individual himself. Society chooses with the type of background behaviour that will eventually give rise to political preferences. Political preferences are often associated with changes in voter behaviour in determining their political choices in general elections.

In the political year ahead of 2024 general election, understanding in more depth about the voters who will make their choice will be a crucial capital for political parties and figures/candidates to set political strategies, as well as issues and programs. The more deeply and comprehensively to know and understand the tendency of voter's political choices based on their background, the greater the potential to get voter electoral support.

The euphoria of political contestation ahead of the 2024 general election has been felt so warmly for all political parties and figures/candidates in a space of democratic competition, where political parties and figures/candidates continue to build their popularity to gain as much electoral support as possible. On the other hand, the role of social media in political contestation has a major role in the formation of public opinion which at the same time can influence the political preferences of voters [3]. Through social media, the public can easily access information about candidates who will compete in general elections. Furthermore, social media also allows the public to interact with candidates and get information about the programs that will be run by them if elected [4].

The competitive and dynamic national political contestation can also be felt at the regional level, inseparable from Central Kalimantan Province. Currently Central Kalimantan Province is one of the provinces on the island of Kalimantan which has DPT (registered voters) of 1.935.116 (people). It is important for political parties and figures/candidates to know the political preferences of voters and the role of social media ahead of the 2024 general election in Central Kalimantan Province, to read their electoral support prospects in Central Kalimantan Province as a consideration for political parties and figures/candidates in determining political strategy and forming positioning (image and political products). Where the work programs built by political parties and figures/candidates as well as their performance experience greatly influence voters in determining their final choice [5,6].

This research will analyse how the political preferences of voters ahead of the 2024 general election in Central Kalimantan Province and to know how the role of social media ahead of the 2024 general election in Central Kalimantan Province, especially its influence on the political preferences of voters. The aim is to find out the political preferences of voters and then how to read the prospects for voter electoral support and determine a political strategy in the 2024 general election in Central Kalimantan Province.

2 Literature Review

Preferences can basically be interpreted as a decision-making component of an individual, where these components can be in the form of perceptions, values, tendencies, and satisfaction. These components influence each other in making decisions, where the decision is reflected in an attitude and choice [1]. In a political context, political preferences of voters are an individual political choice tendency based on values that are believed in to provide a political response that exists in an individual, this is implemented in a political attitude where

the political attitude becomes a guide in making choices with various considerations according to values which is built in determining the standard of evaluation of political parties and figures/candidates [2].

Political preferences of voters are largely determined by the values that are built in determining the standard of evaluation of political parties and figures/candidates, whether rational, seem irrational, even from a visual standpoint [7]. Political preferences of voters can be an illustration of the results in a political competition where this should be considered in determining political strategy [8]. In line with this [9] also explained that the description of political preferences of voters has a correlation with the result of voter political attitudes where this can be used as material for consideration for political parties and figures/candidates.

Understanding a person's preferences in voting can increase the effectiveness of campaign strategies carried out by political parties and figures/candidates in gaining voters votes [10]. Where in understanding the political preferences of voters in each political segmentation, it can help political parties and figures/candidates in forming the positioning (image and political products) needed in each political segmentation, to influence the final decision of voters [11].

Several of the results of research conducted among others by [12] that in the United States there are 3 (three) reasons for voters in determining their political choices, namely: (1) promised issue or work program (issue orientation); (2) strong emotional to political parties (party identification); (3) the quality of the figure/candidate (candidate orientation). The same thing was also expressed by [13] that a well-promised issue or work program has a positive influence on the final decision of voters in Canada, Sweden, the United Kingdom, and the United States.

[14] that strong ideas or programs that are presented to voters by prioritizing democratic values and norms on the one hand and rational political calculations on the other hand bring positive results to voter political preferences in general elections in the Netherlands and Turkey. This shows how important it is for political parties and figures/candidates to have a strong political positioning and identity which is reflected in an idea and program that is built.

Meanwhile in India the same thing was expressed, that political products that are packaged properly by political parties and figures/candidates through an idea and program will form a high level of trust for voters, where the level of trust will have a positive impact on political preferences voter [15]. This describes that political products or images from political parties and figures/candidates have an influence in increasing voter confidence which then has a positive impact on voter political preferences.

In Indonesia as some of the results of research conducted among others were expressed by [16] that the tendency of voter's political attitudes towards political parties and figures/candidates in the presidential election is largely determined by issues or work programs promised and credibility factors. and integrity of political parties and figures/candidates.

Where the work programs built by political parties and figures/candidates as well as their performance experiences greatly influence the political preferences of voters in determining their final choice [5,6]. This was then also strengthened by the findings which stated that political parties and figures/candidates who have strong, factual, trustworthy characters, and have a lot of experience are factors that influence and convince voters political preferences [17,18].

On the other hand, the role of social media in political contestation has a major role in the formation of public opinion which at the same time can influence the political preferences of voters [3]. Several research results related to the role of social media in political contestation, especially in forming public opinion which at the same time can

influence the political preferences of voters, shows that social media platforms such as Twitter have a strategic role in the campaigns of candidates for the 2016 and 2020 United States presidential elections, and have implications for the political preferences of voters and the final results in the presidential election [19,20].

Meanwhile, [21] revealed that social media platforms have played a big role in election campaigns in three countries in Southeast Asia, namely Indonesia, Malaysia, and the Philippines. Not only in democratic election campaigns (Indonesia and the Philippines) but also in semi-authoritarian regimes (Malaysia). Social media is used against mainstream media and official communication channels and has implications for the formation of public opinion and the political preferences of voters. Meanwhile in India, social media platforms such as Twitter, Facebook and YouTube are providing new ways to stimulate citizen engagement, social media is playing an important role in shaping the political preferences of voters in India [22].

Therefore, it is important for political parties and figures/candidates to understand the political preferences of voters and the role of social media ahead of the general election, especially its influence on political preferences of voters, to forming positioning (image and political products) through the promised issues and work programs. Where currently the space for democratic competition for political parties and figures/candidates is a discourse in today's modern political studies, which influences various outcomes such as the choice of issues and policy programs, political participation, to the quality of representation [23].

Comprehensively, basically all the research that has been conducted has a mutually reinforcing relationship, in which understanding the political preferences of voters and the role of social media ahead of the general election, especially its influence on political preferences of voters, can help political parties and figures/candidates to determine political strategy, candidate figures, coalition designs, as well issues and program, to gain as many voters (constituents) as possible in a general election.

In this research, will see how the political preferences of voters ahead of the 2024 general election in Central Kalimantan Province and to know how the role of social media ahead of the 2024 general election in Central Kalimantan Province, especially its influence on the political preferences of voters. The aim is to find out the political preferences of voters and then how to read the prospects for voter electoral support and determine a political strategy in the 2024 general election in Central Kalimantan Province.

3 Research Method

This study used a quantitative approach using survey methods. The survey method is used to provide a quantitative description of the population (sample) through the data collection process, this data then allows for generalization of the sample findings to the population [24]. The research was conducted in 14 Regencies/Cities in Central Kalimantan Province, 136 Subdistricts, 1.756 Villages/Sub-districts with a total population of 1.200 respondents from a population distribution of 2.669.969, determined based on the proportion of the population.

Table 1. Explanation of Population and Sample

Region	Population	Sample	Male	Female
Palangka Raya	293.457	120	54	66
Barito Selatan	131.140	60	35	25
Barito Timur	113.229	40	17	23
Barito Utara	154.812	80	37	43
Gunung Mas	135.373	60	26	34
Katingan	162.222	80	34	46
Lamandau	97.611	40	16	24
Murung Raya	111.527	60	28	32
Seruyan	162.906	80	40	40
Sukamara	63.464	40	17	23
Kapuas	410.446	160	78	82
Kotawaringin Barat	270.388	120	58	62
Pulang Pisau	134.499	60	28	32
Kotawaringin Timur	428.895	200	109	91
Total	2.669.969	1200	577	623

The sampling method used the slovin method, which is a method for determining the size or number of samples with a relatively large population. The method of selecting respondents carried out using multistage random sampling which will be breakdown to the lowest level, this respondent selection technique is expected to produce a representative sample from a complex and heterogeneous population. Data collection was carried out using interview techniques (face to face interviews) to respondents using a questionnaire instrument. The interview technique (face to face interviews) has its own advantages, which include a very high level of accuracy, where it is possible to make complex questions because the interviewer can probe, can use visual aids, and can observe changes in the behaviour of the respondent. Furthermore, data processing techniques are carried out through a series of processes, including data editing, data coding, data entering, data cleaning, then the resulting data is analysed, and conclusions drawn or verified [25].

4 Results and Discussion

4.1 Characteristics of Respondents

The research was conducted in 14 Regencies/Cities in Central Kalimantan Province, 136 Subdistricts, 1.756 Villages/Sub-districts with a total population of 1.200 respondents from a population distribution of 2.669.969, determined based on the proportion of the population. The largest number of samples were in Kotawaringin Timur district with 200 samples and the least were 40 samples in East Barito, Lamandau and Sukamara districts.

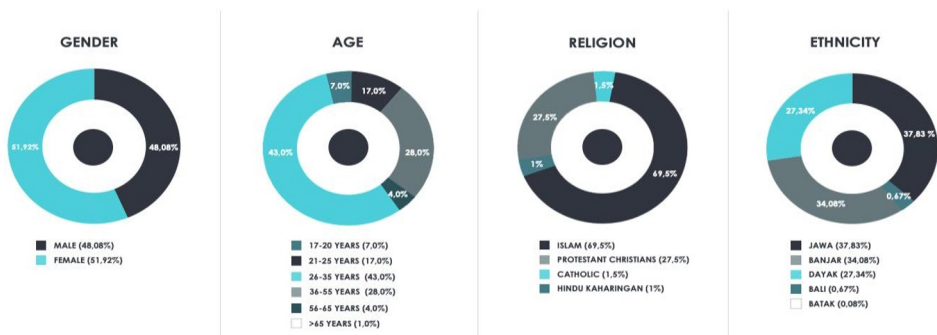


Fig. 1. Characteristics of Respondents (Gender/Age/Religion/Ethnicity)

The characteristics of the respondents from gender can be seen that the number of males (48.08%) while females (51.92%). Seen from the known age of 17-20 years (7.0%), 21-25 years (17.0%), 26-35 years (43.0%), 36-55 years (28.0%), 56-65 years (4.0%), >65 years (1.0%). Overall, the characteristics of respondents based on age are dominated by millennial voters at the age of 26-35 years with a percentage (43.0%). Then seen from the religion it is known that Islam (69.5%), Protestant Christianity (27.5%), Catholic (1.5%) and Hindu Kaharingan (1%). As for from the ethnic groups, namely Jawa (37.83%), Banjar (34.08%), Dayak (27.34%), Balinese (0.67%) and Batak (0.08%). Whereas a whole illustrates that voters in Central Kalimantan Province are quite heterogeneous/diverse.

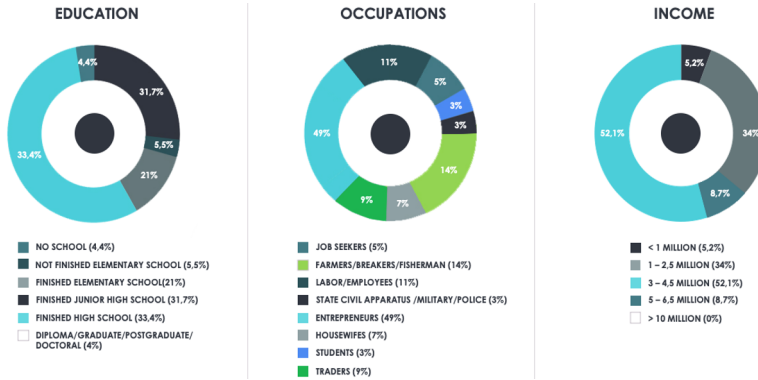


Fig. 2. Characteristics of Respondents (Education/Occupations/Income)

The characteristics of the respondents in terms of education can be seen that the number of most respondents is finished high school with percentage (33.4%), finished junior high school (31.7%), finished elementary school (21%), not finished elementary school (5.5%), no school (4.4%), and diploma/graduate/postgraduate/doctoral (4%). In terms of occupations, most respondents are entrepreneur (49%), then farmers/breakers/fishermen (14%), laborers/employees (11%), traders (9%), housewives (7%), job seekers (5%), state civil apparatus/military/police (3%), students (3%). Then from income it is known that most of the respondent's income is in the range of 3-4,5 million with a percentage (5.1%), then 1-2,5 million (34%), 5-6,5 million (8.7%), <1 million (5.2%), and >10 million (0%).

4.2 Political Preferences of Voters

In this section, will look at the political preferences of voters ahead of the 2024 general election in Central Kalimantan Province. Where this is to find out the political preferences of voters to read the prospects for voter electoral support in the 2024 general election in Central Kalimantan Province. Political preference itself is a tendency of individual political choices based on values that are believed to provide a response in a political attitude, where this political attitude directs voters in making choices with various considerations, according to the values that are built in determining the standard of evaluation to political party and figures/candidates.

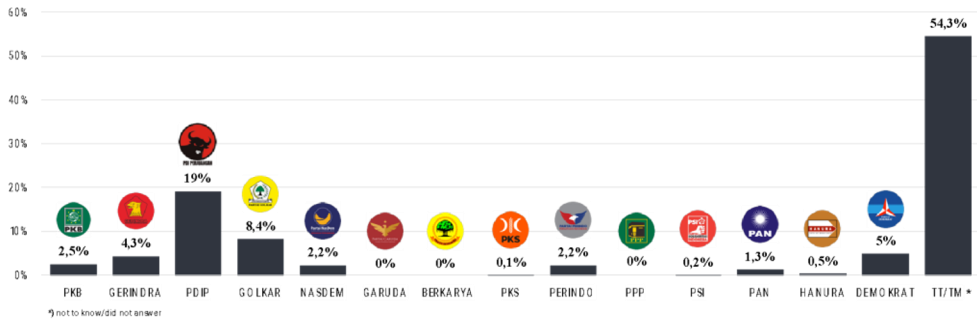


Fig. 3. Political Party Choices in the 2019 General Elections in Central Kalimantan Province

In 14 Regencies/Cities in Central Kalimantan Province, regarding the political parties that were chosen in the 2019 election as shown in figure 3, shows a total of 19% of respondents voted for PDIP, with no more than 10% of respondents voting for other political parties. Meanwhile, 54.3% of respondents chose not to know/did not answer. These results illustrate that PDIP is still quite strong in Central Kalimantan Province in the general election in 2019, where other political parties no more than 10%.

Table 2. Regencies/Cities Distribution (Political Party Choices in the 2019 General Elections in Central Kalimantan Province)

Region	Political Party															TT/TM*	Sample
	PKB	Gerindra	PDIP	Golkar	Nasdem	Garuda	Berkarya	PKS	Perindo	PPP	PSI	PAN	Hanura	Demokrat			
Palangka Raya	3	0	79	5	0	0	0	0	0	0	0	0	0	4	29	120	
Barito Selatan	2	1	9	5	1	0	0	0	0	0	0	0	0	0	42	60	
Barito Timur	0	0	5	3	0	0	0	0	0	0	3	0	0	2	27	40	
Barito Utara	0	3	3	7	0	0	0	0	2	0	0	0	0	7	58	80	
Gunung Mas	0	3	8	8	3	0	0	0	1	0	0	1	0	2	34	60	
Katingan	0	0	9	5	0	0	0	0	2	0	0	0	0	0	64	80	
Lamandau	0	0	6	4	0	0	0	0	0	0	0	0	0	2	28	40	
Murung Raya	0	2	6	4	0	0	0	0	0	0	0	0	0	4	44	60	
Seruyan	0	3	1	5	0	0	0	0	0	0	0	0	0	0	71	80	
Sukamara	0	0	4	5	1	0	0	0	0	0	0	2	2	2	26	40	
Kapuas	3	1	11	4	1	0	0	0	1	0	0	2	0	3	134	160	
Kotawaringin Barat	7	2	14	7	0	0	0	0	2	0	0	4	0	9	75	120	
Pulang Pisau	2	3	7	6	0	0	0	0	0	0	0	1	0	0	41	60	
Kotawaringin Timur	0	21	37	23	9	0	0	0	5	0	0	3	0	19	83	200	
Total	17	39	199	91	15	0	0	0	13	0	3	11	2	54	756	1200	

*) not to know/did not answer

From the distribution as shown in table 2, it is known that PDIP dominates in Palangka Raya, Barito Selatan, Barito Timur, Katingan, Lamandau, Murung Raya, Kapuas, Pulang Pisau, Kotawaringin Barat and Kotawaringin Timur. In Gunung Mas, the total number of respondents who voted for PDIP and Golkar appeared to be balanced, and in Barito Utara the total number of respondents who voted for Demokrat and Golkar also appeared to be balanced. As for Seruyan and Sukamara, Golkar still dominates.

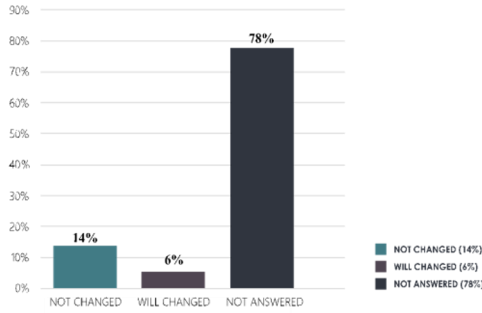


Fig. 4. Political Party Choices in the 2024 General Elections in Central Kalimantan Province

From figure 4 the political party choices in the 2024 general elections in Central Kalimantan Province, 14% of respondents chose not to change, while 6% of respondents chose to change, and 78% of the other respondents chose not answered. Respondents chose will changed their attitude have a various reason in changing their choice of political party. This illustrates that voters who have not changed their attitude in political party choices in the 2024 general elections in Central Kalimantan Province are greater than voters who will changed their attitude.

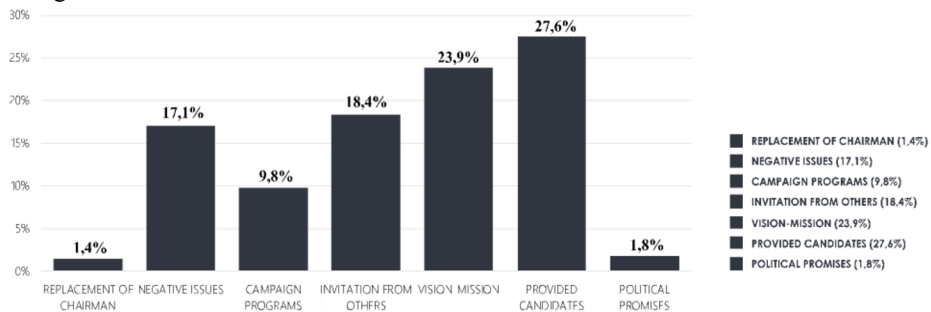


Fig. 5. Reasons for Changing the Political Party Choices in the 2024 General Elections in Central Kalimantan Province

In respondents who chose will changed their attitude, 27.6% of respondents chose provided candidate as the reason for changing their choice, while 23% of respondents chose vision-mission, 18.4% of other respondents chose invitation from others, 17.1% negative issues, 9.8% campaign programs, 1.8% political promises, while the replacement of chairman was 1.4%. Overall, the most reason for changing the choice of political parties in the 2024 general elections in Central Kalimantan Province is according to the candidate provided.

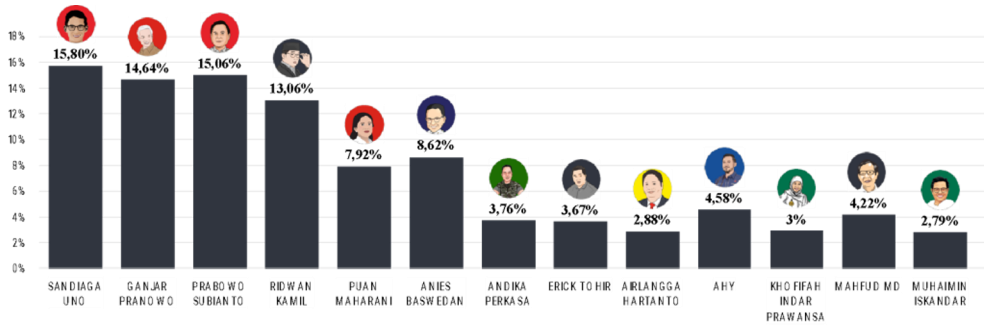


Fig. 6. Popularity of Figures (Level of Recognition)

The position with the highest level of popularity of figure (level of recognition) as shown in figure 6, is occupied by Sandiaga Uno with a percentage of 15.80%, followed by Prabowo Subianto with a percentage of 15.06%, Ganjar Pranowo with a percentage of 14.64%, and Ridwan Kamil with a percentage of 13.06%, while other figures are not more than 10%. These results illustrate that the figures of Sandiaga Uno, Prabowo Subianto, Ganjar Pranowo, and Ridwan Kamil have a good and competitive level of popularity (level of recognition) in Central Kalimantan Province, where the difference in their level of popularity/recognition is not too far, namely no more than 2%.

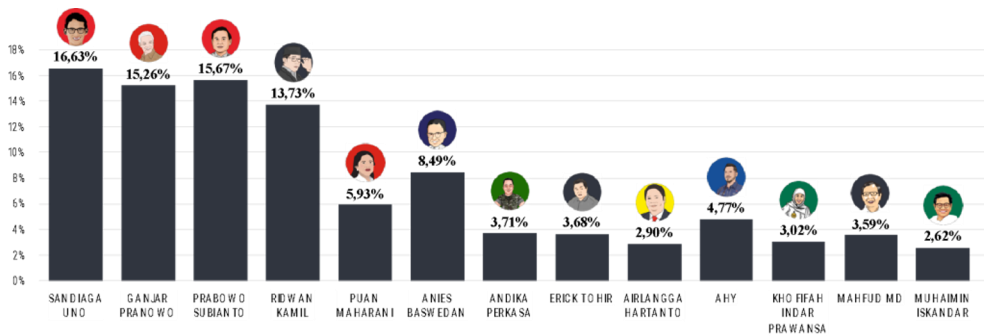


Fig. 7. Figure Likeability (Level of Interest)

Not much different from the figures level of popularity, the position with the highest figures level of likeability (level of interest) as shown in figure 7, occupied by Sandiaga Uno with a percentage of 16.63%, followed by Prabowo Subianto with a percentage of 15.67%, Ganjar Pranowo with a percentage of 15.26%, Ridwan Kamil with a percentage of 13.73%, while other figures are not more than 10%. These results illustrate that the figures of Sandiaga Uno, Prabowo Subianto, Ganjar Pranowo, and Ridwan Kamil have a good and competitive level of likeability (level of interest) in Central Kalimantan Province, where the difference in their likeability (level of interest) is not too far, that is no more than 2%.

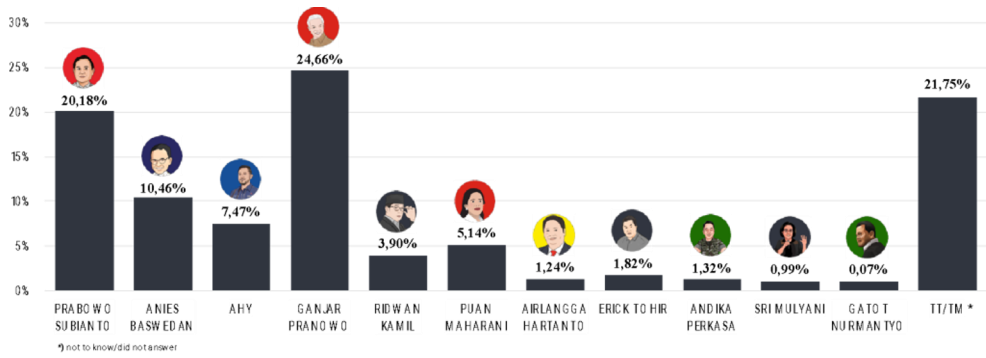


Fig. 8. Figure Electability (Level of Electability) of Presidential Candidates in the 2024 General Elections in Central Kalimantan Province

Furthermore, the highest electability level (level of electability) is in the simulation of 11 names of presidential candidates in the 2024 elections as shown in figure 8, occupied by Ganjar Pranowo with a percentage of 24.66%, followed by Prabowo Subianto with a percentage of 20.18%, and Anies Baswedan with a percentage of 10.46%, with other figures no more than a percentage of 10%, while 21.75% of respondents chose not to know/no answer. These results illustrate that the figure of Ganjar Pranowo has a high level of electability in Central Kalimantan Province, when compared to other figures.

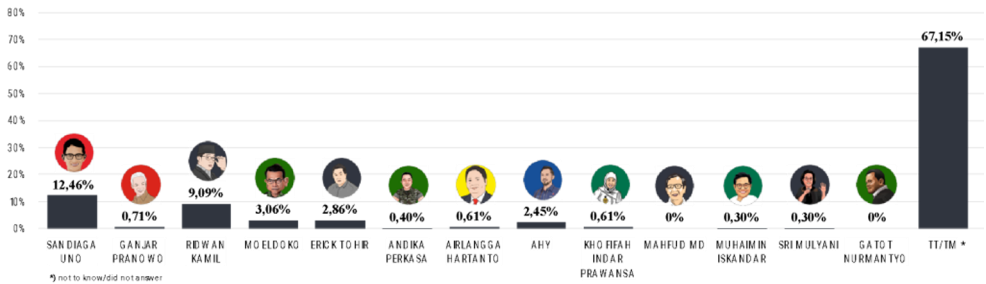


Fig. 9. Figure Electability (Level of Electability) of Vice-Presidential Candidates in the 2024 General Elections in Central Kalimantan Province

The highest electability (level of electability) in the simulation of 13 names of vice-presidential candidates in the 2024 election as shown in figure 9, occupied by Sandiaga Uno with a percentage of 12.46%, followed by Ridwan Kamil with a percentage of 9.09%, while other figures have no more than a percentage of 4%. Meanwhile, 67.15% of respondents chose not to know/did not answer. These results illustrate that the figure of Sandiaga Uno has a high level of electability in Central Kalimantan Province, when compared to other figures.

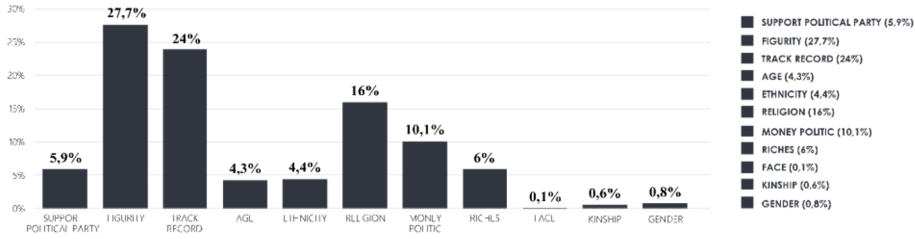


Fig. 10. Reasons for Choosing Figures/Candidates in the 2024 General Elections in Central Kalimantan Province

Reasons for choosing figures/candidates in the 2024 general elections in Central Kalimantan Province as shown in figure 10, shows that respondents choose a figure with a percentage of 27.7% as the basic reason for making a choice, a track record with a percentage of 24%, religion with a percentage of 16%, money politics with a percentage of 10.1%, riches with a percentage of 6%, support political party with a percentage of 5.9%, ethnicity with a percentage of 4.4%, age with a percentage of 4.3%, gender with a percentage of 0.8%, and kinship with a percentage of 0.6%. These results illustrate that figure reasons are the highest reason for voters in choosing candidates for the 2024 general election in Central Kalimantan Province.

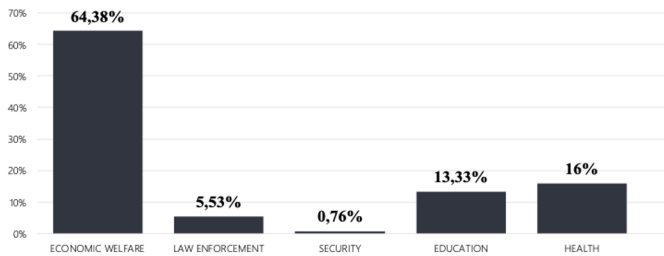


Fig. 11. Issues and Programs Most Needed in the 2024 General Elections in Central Kalimantan Province

Then regarding preferences of respondents in the issues and programs most needed in the 2024 general election in Central Kalimantan Province as shown in figure 11, namely economic welfare with a percentage of 64.38%, health with a percentage of 16%, education with a percentage of 13.33%, law enforcement with a percentage of 5.53%, and security with a percentage of 0.76%.

These results illustrate that issues and programs related to economic welfare are priority issues and programs most needed by voters in Central Kalimantan Province, at least this can be taken into consideration by political parties and figures/candidates in forming positioning (image and political products) which is at the same time the main agenda of the struggle, to influence the final decision of voters in Central Kalimantan Province.

This is certainly in line with several research results which reveal that strong ideas or programs presented to voters by prioritizing democratic values and norms on the one hand and rational political calculations on the other hand bring positive results to political preferences of voters. So how important it is for political parties and figures/candidates to have a strong political positioning and identity which is reflected in an idea and program that is built.

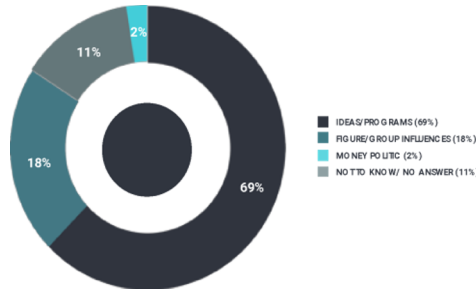


Fig. 12. Factors That Can Change Candidate Choices in the 2024 General Election in Central Kalimantan Province

While the preferences of respondents are related to factors that can change the choice of candidates in the 2024 general election in Central Kalimantan Province as shown in figure 12, shows that the ideas/programs factor is the highest reason that can change the choice of candidate with a percentage of 69%, then other reasons are the influence factor of figures and groups with a percentage of 18%, money politics with a percentage of 2%, and not knowing/no answering with a percentage of 11%. These results illustrate that the ideas/programs offered by political parties and figures/candidates as well as credibility and integrity in the ideas/programs offered are the biggest factors in influencing changes in respondent's choices in the 2024 general election in Central Kalimantan Province.

4.3 The Role of Social Media Ahead of the 2024 General Election in Central Kalimantan Province

In this section, we will look at the role of social media ahead of the 2024 general election in Central Kalimantan Province, especially its influence on voter political preferences. The first question is how voters know the figures/candidates. From figure 13, shows that the social media is the main means for respondents to get to know figures/candidates ahead of the 2024 general election in Central Kalimantan Province, with a percentage of 48%.

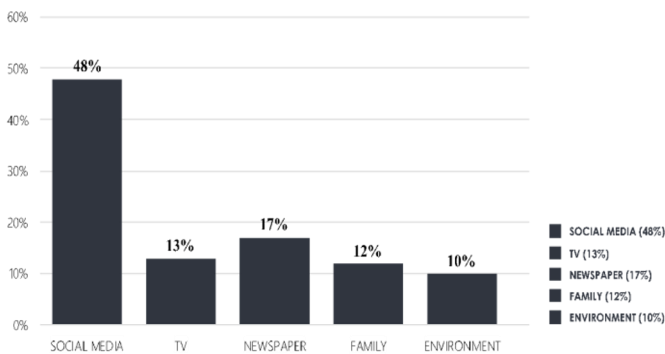


Fig. 13. How to Know Figures/Candidates in the 2024 General Election

Newspapers with a percentage of 17%, followed by TV with a percentage of 13%, family with a percentage of 12%, and environment with a percentage of 10%. These results illustrate that social media is the main means for respondents when compared to other means such as newspapers, TV, family, and the environment, in getting to know figures/candidates ahead of the 2024 general election in Central Kalimantan Province.

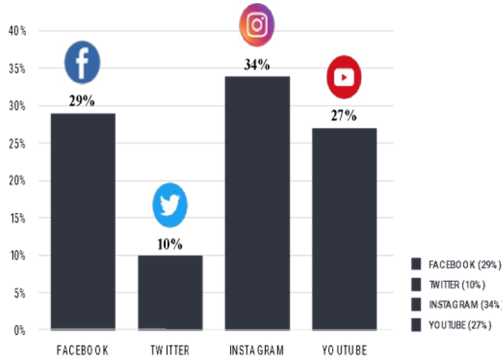


Fig. 14. Most Popular Social Media Platforms

Furthermore, from figure 14 regarding the most popular social media ahead of the 2024 general election in Central Kalimantan Province, shows the social media platform Instagram being the most popular social media with a percentage of 34%, then Facebook with a percentage of 29%, YouTube with a percentage of 27%, and Twitter with a percentage of 10%. This shows that social media Instagram is the most popular social media platform ahead of the 2024 general election in Central Kalimantan Province.

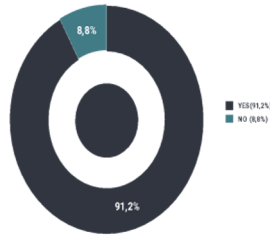


Fig. 15. Social Media Introduce the Figures/Candidates and the Ideas/Programs Offered

Social media is also considered by voters to be able to introduce figures/candidates and ideas/programs offered to voters ahead of the 2024 general election in Central Kalimantan Province. From figure 15, with a percentage of 91.2% of respondents agreeing that social media can help voters get to know the figures/candidates and the ideas/programs being offered, while only a percentage of 8.8% of respondents chose not to agree that social media can help voters get to know the figures/candidates and the ideas/programs being offered. These results show that social media has a large role for voters in providing an overview of the figures/candidates and ideas/programs offered ahead of the 2024 general election in Central Kalimantan Province.

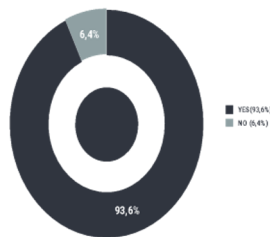


Fig. 16. Voters Can Distinguish Between Facts and Hoaxes in Social Media

Another thing that is also a question is whether voters can distinguish facts and hoaxes from information sourced from social media, especially in relation to the 2024 general election. From figure 16, with a percentage of 93.6% of respondents agreeing that voters can distinguish facts and hoaxes from information sourced from social media, while only a percentage of 8.8% of respondents chose not to agree that voters could distinguish facts and hoaxes from information sourced from social media. This result reflects that most voters are quite capable and wise in receiving and managing information from social media sources, especially in relation to the 2024 general election.

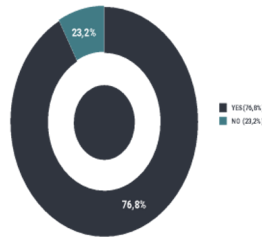


Fig. 17. Social Media Influence Political Preferences of Voters

The most important thing that then becomes a question is how the role of social media ahead of the 2024 general election in Central Kalimantan Province, and whether it can influence the political preferences of voters. From figure 17, with a percentage of 76.8% of respondents agreeing that social media has a role in influencing the political preferences of voters, while only a percentage of 23.2% of respondents chose not to agree that social media could affect the political preferences of voters in the 2024 general election in Central Kalimantan Province. This illustrates that the role of social media is quite large in influencing and shaping the political preferences of voters ahead of the 2024 general election in Central Kalimantan Province.

Overall, the political preferences of voters in choosing political parties show that PDIP is still quite strong in Central Kalimantan Province, where 19% of respondents voted for PDIP, with no more than 10% of other political parties. Only 6% of respondents said they would change their attitude in the 2024 general election in Central Kalimantan Province, for reasons including seeing who the candidates were and what vision and mission they were given.

The popularity of figure (level of recognition) and likeability of figure (level of interest) show a coherence of results, where the level of popularity and likeability of Sandiaga Uno figure is the highest by surpassing Prabowo Subianto, Ganjar Pranowo, and Ridwan Kamil. The level of popularity (level of recognition) and level of likeability (level of interest) are quite competitive, where the difference in percentages is not too far from each other, namely not more than 2%.

The electability of figure (level of electability) is highest in the simulation of 11 names of presidential candidates in the 2024 general election in Central Kalimantan Province, indicating that the figure of Ganjar Pranowo has a high electability level. Where Ganjar Pranowo excelled with a percentage of 24.66%, followed by Prabowo Subianto with a percentage of 20.18%, and Anies Baswedan with a percentage of 10.46%, with other figures no more than a percentage of 10%.

Meanwhile, the highest electability of figure (level of electability) in the simulation of 13 names of vice-presidential candidates in the 2024 election shows that the figure of Sandiaga Uno has a high electability (level of electability). Where Sandiaga Uno excelled with a

percentage of 12.46%, followed by Ridwan Kamil with a percentage of 9.09%, while other figures had no more than a percentage of 4%.

Then as a comprehensively, when viewed from the preferences of respondents in popularity of figure (level of recognition), likeability of figure (level of interest) to the electability of figure (level of electability) of presidential candidates, it has not shown a positive correlation of results on the level of electability of figure (level of electability). Whereas in other words the highest level of popularity (level of recognition) and likeability of figure (level of interest) cannot guarantee that the figures/candidates have a high level of figure electability (level of electability) in the 2024 general election in Central Kalimantan Province.

This is illustrated by the high level of figure popularity (level of recognition) and likeability of figure (above 10%) of Prabowo Subianto, Anies Baswedan, and Ridwan Kamil who have not shown a positive and competitive correlation with electability of figure (level of electability) presidential candidate from Ganjar Pranowo.

The preferences of respondents in the issues and programs most needed in the 2024 general election in Central Kalimantan Province are economic welfare with a percentage of 64.38%, health with a percentage of 16%, education with a percentage of 13.33%, law enforcement with a percentage of 5.53%, and security with a percentage of 0.76%. These results illustrate that issues and programs related to economic welfare are priority issues and programs most needed in Central Kalimantan Province. Where the factors of ideas/programs offered are the biggest factors in influencing changes in the choice of figures/candidates in the 2024 general election in Central Kalimantan Province.

In the role of social media ahead of the 2024 general election in Central Kalimantan Province, showing that social media is the main means for voters in helping voters get to know the figures/candidates and the ideas/programs being offered, with the Instagram social media platform being the most popular. Meanwhile, voters are quite capable and wise in receiving and managing information from social media sources, especially related to facts and hoaxes information ahead of the 2024 general election. Where comprehensively, the role of social media is quite large in influencing and shaping the political preferences of voters ahead of the 2024 general election in Central Kalimantan Province.

5 Conclusion

Comprehensively, preferences of respondents in choosing political parties show that PDIP is still quite strong in Central Kalimantan Province. Preferences of respondents in popularity of figure (level of recognition), likeability of figure (level of interest), and electability of figure (level of electability) show that Sandiaga Uno, Ganjar Pranowo, Prabowo Subianto, Anies Baswedan, and Ridwan Kamil, until now, it is still the alternative of voters in Central Kalimantan Province in the 2024 general election. In the name choice simulation, it appears that these names consistently receive support from voter respondents when compared to the names of other figures, with the figurative aspect being the highest reason for voters choosing candidates for the 2024 general election in Central Kalimantan Province.

Seen from the preferences of respondents in popularity of figure (level of recognition), likeability of figure (level of interest) to the electability of figure (electability level) of presidential candidates, it has not shown a positive correlation of results on the level of electability of figure (level of electability). Whereas in other words the high of popularity of figure (level of recognition) and likeability of figure (level of interest) of the figures/candidates, cannot be a guarantee that the figures/candidates have a high-level electability of figure (level of electability).

Preferences of respondents in the issues and programs most needed in the 2024 general election in Central Kalimantan Province, illustrate that economic welfare is a priority issue and program most needed by voters in Central Kalimantan Province. Where the factors of ideas and programs offered are the biggest factors in influencing changes in the choice of

figure/candidate. At least this can be taken into consideration by political parties and figures/candidates in forming positioning (image and political products), to influence the final decision of voters in the 2024 general election in Central Kalimantan Province.

On the other side, social media is the main means for voters in helping get to know the figures/candidates and the ideas/programs offered, with the Instagram social media platform being the most popular. Voters are quite capable and wise in receiving and managing information from social media sources, especially related to facts and hoaxes information ahead of the 2024 general election. Where comprehensively, the role of social media is quite large in influencing and shaping the political preferences of voters ahead of the 2024 general election in Central Kalimantan Province.

Political preferences of voters and the role of social media ahead of the 2024 general election in Central Kalimantan Province, can be taken into consideration by political parties and figures/candidates to read the prospects for voter electoral support and in determining political strategies, candidate figures, coalition designs, as well as issues and programs which are at the same time becoming the main agenda of the struggle, in order to influence the final decision of voters in the 2024 general election in Central Kalimantan Province.

Recommendation

1. The results of this research are expected to provide an overview of the current condition of voter's political preferences in the people of Central Kalimantan Province, especially in terms of issues and preferences that are the questions in the survey.
2. Political preferences of voters and the role of social media ahead of the general election, especially its influence on political preferences of voters, at least related to several things: (1) to encourage the opening of quality democratic competition space for political parties and figures/candidates through an idea and work program; (2) to provide input to voters in encouraging the birth of quality leaders; (3) to read the electoral support prospects of voters as a consideration for political parties and candidates in determining political strategy, candidate figures, coalition designs, as well as issues and programs which are also the main agenda of the struggle; (4) to strengthen the consolidation of democracy and space for political competition of ideas and performance.
3. The results of this study are the political preferences of voters at the time the survey was conducted. Considering that there is still enough time for the General Election to be held until 2024, it is very likely that various dynamics and momentum of political constellations will occur which have the potential to change the political map going forward.

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