

Political Buzzers' Role on Social Media During The 2019 Indonesian Presidential Election

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ABSTRACT

The 2019 presidential election involved political buzzers as one of the keys to the campaign on social media for both parties. The existence of the buzzers itself has a positive and negative impact on Indonesian society. Currently, the term "buzzers" have changed from a marketing function to a word that has a negative connotation because it is often identified with hoax news. This research uses qualitative methods, using literature studies from various documents, news, journals and previous research that are relevant to the role of buzzers in the spread of fake news on social media in the 2019 Presidential Election. After conducting searches and obtaining material that is relevant to the topic of analysis, this article analysed material and news developing in society regarding the role of buzzers in spreading hoaxes in the 2019 Presidential Election. The aim of the hoax campaign is to change the stigma from bad to good to increase electability and popularity, but it can also be the opposite, from good to bad. The 2019 presidential election noted that both parties were using them and at the same time were under attack from buzzers. One of the strategies used by buzzers during the 2019 Presidential Election is to normalise lies where both parties slander each other. The existence of a hoax campaign makes news about the Presidential Election confusing and needs to be checked carefully to ensure the facts of the news.

Keywords: *Election, Buzzer, social media, presidential election, fake news.*

INTRODUCTION

Globalisation has brought changes in various aspects of human life, one of them being the field of technology. The change in the field of technology is the existence of the internet that can connect people around the world, or it can be called social media. In 2020, the internet users around the world had reached 4.5 billion of the total human population of around 7.7 billion. In Indonesia, there are 175.4 million internet users out of a total of 272.1 million population (Kemp, 2020). From these data, it can be seen that more than half of the population in Indonesia has internet access. Therefore, they will easily receive various types of information through the internet, especially on social media.

At this time, social media is a digital-based mass media that can be accessed by internet users. Social media is one way to spread information in various aspects including education, social politics and et cetera. Social media is often considered the most effective place in marketing both goods and services. This is also not spared in the marketing of regional head candidates (campaigns). The beginning of the emergence of social media is to connect people around the world through the internet. Starting from the emergence of *sixdegrees.com* in 1997 and then in the 2000s followed by other social media such as Facebook, Twitter, line, and others. The presence of a social media application presents terms such as *followers, influencers, netizens, and buzzers*. At first, the term "buzzer" was created to promote a product to be introduced to the wider community. Buzzer term comes from the English word, "bell". In other words, this buzzer is a way to gather or tell the masses to do

something. At that time, the buzzer was used by politicians to promote, refute and defend themselves. This type of buzzer is called a *political buzzer*, which can be interpreted as an individual or account that can amplify messages by attracting attention or building conversations, then moving with certain motives. Initially, political buzzers were common during general elections. Unfortunately, various events have occurred to date that have created a more unfavourable image of buzzers in society. This is due to trolling content that intends to create negative feelings among audiences, such as slandering and vilifying other candidates by spreading fake news.

Political buzzers are categorised into two categories. The first; are buzzers that receive incentives from the necessary activities, and the second; are buzzers who do it voluntarily. Usually, this paid buzzer does adhere to the request to those who entask them to achieve certain agenda in their posts. In the context of political communication, these buzzers campaign, persuade, and direct the public to vote for certain candidates. In Indonesia, the trend of such political buzzers began with the DKI Jakarta gubernatorial election in 2012, then this trend became popular in the general election during the next following year. Political actors use this buzzer service as it is most effective in providing campaign messages to the public on social media during elections. The main purpose of the buzzers' work is to provide and form a perception or narrative for a specific political candidate by spreading hoaxes or fake news and hate speech about his political opponents. Thus, the impact of these buzzers could influence the mindset and cause division among communities. Moreover, the term buzzer has been referred to as a negative entity among constituents even though not all activities carried out by them buzzer are malicious. Observation has shown that buzzers could also bring positive influence among the communities as they have a crucial role in the course of Indonesian politics. This can be seen when the Corruption Eradication Commission of the Republic of Indonesia (KPK) Law was discussed and was crucial to public knowledge. Buzzers had succeeded in getting the public to support the revision of KPK law. The buzzer groups that support the revision of the law are massive and structured, which allows them to round up public opinion to reject the KPK Bill (Kompas, 2019). This buzzer movement carried out by the public was well received by the government in support to rectify the KPK Law, even though the buzzers provided incentives to the public who supported the KPK Law. This makes the political buzzer a significant element in Indonesian politics in recent years.

With that said, this study explores the 2019 general elections in Indonesia, one of which was the presidential election for the 2019-2024 term. In that year, the general election was widely discussed by many people who accessed social media. At that time, the number of media reporting hoaxes intensified and created clutter among social media users. Henceforth, the study aims to examine the phenomenon of political buzzers that have influenced the society in terms of providing important information and access to general elections' candidates and its consequences towards voting behaviours. With regards to this, the study examines the role of buzzers in the distribution of hoax news in the 2019 general election.

LITERATURE REVIEW

During the election, hashtags about the general election appeared on various social media. Various media platforms were competing to lead opinions and issues by influencing the public to choose a particular candidate pair. One of the tasks of the buzzer during the general election was to dispel slander, negative issues and criminalisation of a candidate, especially during the presidential election. The most important task of a buzzer is to lead the public to choose a certain pair of presidential candidates. The implementation of a buzzer's task varies,

some in the form of providing news and others in generating malicious content such as news that leads to the creation of videos and memes, using official election data and information. Moreover, the buzzers also often use precise moves, namely discussing the past of each candidate pair that is mostly related to negative information, and pushing issues and agendas in various ways. Buzzers also use bots or computer besides fake accounts to create posts to share on various social media applications. In addition, one of the buzzers' ways to make topics on candidates trending on social media is by generating thousands of posts so that the framed issue or news would spread rapidly (Sastramidjaja & Wijajanto, 2022).

A buzzer uses various strategies to make information viral. One of the strategies used by a buzzer is the use of bot accounts that generate topics to obtain high traffic. The bot itself is an automated application that can perform tasks on social media without the need for human control (Sastramidjaja & Wijajanto, 2022). The use of bots by buzzers were prevalent during the 2019 Presidential Election poll, in which both parties accused the opponent of using bots in filling out polls on Twitter. In addition, the bot is used because when a candidate wins in a poll conducted on social media, it can affect the opponent's psychology such as demotivation as they perceive a loss in the polls even though the data is informal and accurate (CNN Indonesia, 2018).

Various experts say that social media is one of the changes in technology that will determine a dramatic change in a good communication structure. Therefore, with the emergence of social media, that connects people without space and time limits, any information that is spread would face certain reciprocity and provide a new perceptions among the public. The existence of social media in politics has also brought significant changes, where social media is used as a tool to encourage transparent government and the emergence of two-way communication between the government and the public, as well as encouraging more active political participation. Although on the other hand, social media can also be used as a tool for disseminating political propaganda messages (Idris, 2018; Salman et al., Yusoff, & Abdullah, 2018).

Hence, with political buzzers, their function is to spread certain ideas to and create new paradigms in society. The use of buzzers has received global attention, as they are paid to play a very significant role in swaying public opinion. Buzzers are individuals who can influence other people through social media, they can become instruments of power. Although some buzzers are paid for their work to influence public opinion, there are also buzzers who work for ideological reasons or based on their own desires (Widyatama & Mahbob, 2024).

The election in 2019 is one of the most challenging elections because this election is held directly and elects both the legislature and the executive. The campaign period in the 2019 election itself is also longer than the previous elections. This made the 2019 general election one of the first elections to use social media in campaigning. More information on social media the more inaccurate information about the presidential election. With that said, social media should be used ethically, namely to strengthen a relationship between candidates and constituents. Nevertheless, there are many netizens became keyboard warriors to support one of the candidates they chose and subsequently a political buzzer. This proves that there is still a lack of education and the weakness of individuals in using social media. From these incidents, it was proposed that the offering of political buzzer service is prohibited. Kompas has reported that the President of the Republic of Indonesia at the time, Joko Widodo, promised that the government would try to fight back against the slander and

lies spread by political buzzers; in so doing , forming a National Cyber Agency (Ihsanuddin & Bohang, 2017).

In Indonesia, the term buzzer is quite popular among the public, because buzzers have an important role in encouraging several issues to become trending on social media. The role of the buzzer is used by political actors to carry out computational propaganda, in order to achieve predetermined political goals.

RESEARCH METHOD

The research method used in this study is qualitative research; in the form of conducting searches in the form of documents, news, journals, and research results that are relevant to the topic of analysis, namely, the role of political buzzers in the 2019 presidential election. This article discussed the buzzer problem and its relevance to the 2019 presidential election, then the research searched the form of a library study with topics relevant to the article written. The data that has been obtained is then sorted and categorized according to analysis needs. After that, the writer then identifies the arguments that will be built based on the data obtained and after that the analysis is carried out.

After conducting a search and obtaining material relevant to the topic of analysis, this article analysed materials and news that developed in society regarding the role of buzzers in the spread of hoaxes in the 2019 Presidential Election. The data used in this analysis is secondary data in the form of literature related to the issues discussed (in this analysis with data collection techniques, namely reviewing literature studies). Data analysis was carried out and concluded about how big the role of the buzzer in the spread of hoaxes in the 2019 Presidential Election and what are the impacts of buzzer activity in the 2019 Presidential Election.

The data that has been collected is then validated using data triangulation techniques, where researchers compare various data to see their suitability before being used as material for analysis.

RESULTS AND DISCUSSION

A general election or election is a voting process to elect someone to become a political leader or his representative in the government. In a democracy, elections provide an opportunity for citizens to give approval or disapproval of the way the government works. It is the main tool to influence the decisions taken or to be taken to govern the country. Citizens have the opportunity to voice their preferences when elections are held. Elections make a fundamental contribution to democratic governance because direct democracy is a form of government in which political decisions are made directly by all eligible citizens. A democratic government must be done through representation. The purpose of elections is usually to fill a leadership position and is a means of doing so according to the vote of the majority of the people.

In essence, elections are an acknowledgment and embodiment of the people's political rights and at the same time the delegation of these rights by the people to their representatives to run the government (Khalid et al., 2023; Sahid & Shahrudin, 2018). In a democratic political system, the presence of free and fair elections is a necessity. In fact, any political system implemented by a country often uses elections as a democratic claim for the political system it has built. Elections have several categories, namely the presidential election to elect the president and vice president, the election to elect members of the legislature, and also the regional head election to elect regional heads. As previously mentioned, the presidential election or presidential election is intended to elect the President and his Deputy.

In Indonesia itself, the first presidential election was held in 2004 and was won by the pair Susilo Bambang Yudhoyono and Jusuf Kalla (Koirudin, 2004).

History of Buzzers in Indonesia

The buzzer phenomenon in Indonesia began in 2009 when the buzzer itself serves as a marketing strategy for a product to increase sales. Over time, the buzzer turned into a political buzzer where the political buzzer itself aims to spread issues related to political phenomena, especially during the presidential election. In Safitri et al. (2020) divides political buzzers into two, namely voluntary political buzzers and professional political buzzers. Voluntary political buzzer itself becomes a buzzer because of the similarity in ideology and this buzzer becomes a volunteer to help and assist the politician's campaign. Next, there is a professional buzzer where this buzzer works professionally to earn income from this job.

This buzzer itself occurs due to the existence of massive social media and can influence people's decisions in political activities. Social media is the best mass media because it is cheaper and social media can reach all over the world which is a world without boundaries. In the electoral process, the 2019 Presidential Election is not the first general election where political buzzers have a big influence on the election results, but their role is considered provocative (Fauzia & Rastika, 2022). In the process of the DKI Jakarta Regional head election 2017, the role of the buzzer is very crucial. In that year, the buzzers of each pair of candidates competed with each other in promoting their candidate on social media (Sulaiman & Rosyidin, 2018). The promotion is shown on social media where everyone is free to access and read the opinion. The social media most frequently used by buzzers is Twitter. Twitter itself is used because Twitter is a social media where Twitter users themselves are free to have opinions and express themselves on Twitter (Felicia & Loisa, 2019).

Twitter is one of the largest and most popular social media. It is also one of the reasons why buzzers are widely used on Twitter social media. The buzzer itself acts as an opinion leader where they often interact and upload varied tweets (Juditha, 2019). The 2017 DKI Jakarta regional head election was the start of the buzzer phenomenon in the 2019 Presidential Election. At the time, the Indonesian people were divided into two, namely the pro Jokowi camp which supported Ahok, and the opposition camp which supported Anies. The two camps finally fought again during the 2019 Presidential Election where Jokowi and Prabowo met again in the Presidential Election. The presidential election in 2019 noted that it became a battle between the two camps on social media. The battle between the two camps was exacerbated by the existence of a political buzzer where the buzzers from both camps had their respective roles (Juditha, 2019; Lamb, 2018).

The role of the buzzer, which was originally a party promoting a candidate pair in the local election, turned into a propaganda account that sometimes gave black campaigns to the opposing party. The existence of this black campaign aims to make the opponent's name polluted and can increase the electability of the candidates they support. The black campaign itself is different from the negative campaign that is allowed at the time of the election. The black campaign itself is a campaign that contains slander and spread lies about political opponents and is not based on facts. Meanwhile, negative campaigning itself means showing the opponent's weaknesses based on facts and being real. This is what distinguishes an unfounded black campaign from a negative campaign based on facts.

The existence of the buzzer itself worked successfully both in the DKI regional head election 2017 and in the Presidential Election 2019. When the buzzer reported something negative to the opposing party, there would always be pros and cons that caused debate on social media (Juditha, 2019; Lamb, 2018). The debate on social media made the Indonesian people themselves split into two during the presidential election. The split that happened itself even took place in real life where some supporters of the presidential candidate even avoided and did not want to be friends with the supporters of the opposing candidate. The success of the buzzer in dividing society and creating a bad image of a candidate pair as well as increasing the electability of the opponent is a scary thing in Pilkada in this modern era. Disputes that occur on social media also make netizens who are supporters of one side make utterances such as hate speech inevitable during the election period (Lamb, 2018).

Buzzer's Role in Both Camps

Both the Jokowi-Ma'ruf and Prabowo-Sandi camps use buzzers in the context of campaigning during the Presidential Election in 2019 (BBC News Indonesia, 2019). They know that social media is an important key to attracting electability and winning votes from the people. Because social media has a key role in political campaigns in the modern era like today, then each camp has its buzzer whose job is to justify hoax news about them and also provide propaganda so that they will get votes for the people to elect them as running mate for the President and vice president (Barker, 2019; Handini & Dunan, 2021).

Cyber soldiers or buzzers is a term used for someone who represents a stronghold and is tasked with changing public opinion. The two camps also did not play around in using this buzzer. The Jokowi-Ma'ruf party is estimated to have 8000 cyber soldiers serving throughout Indonesia. Meanwhile, from the Prabowo-Sandi camp, it was reported that they hired cyber soldiers in their campaign in the presidential election of 2019 (Juditha, 2019).

The existence of an official buzzer that was recognised by both parties for the presidential and vice-presidential candidates is a structured form of a buzzer, not only spreading hoax news and conducting black campaigns. The two camps created buzzers with different interests from each other because both Jokowi's and Prabowo's camps highlighted one thing that would become the attraction of that camp (Barker, 2019; BBC News Indonesia, 2019). The existence of a buzzer that is officially formed shows that the buzzer, which is often considered an action or actor who carries out negative activities, does not always apply negatively. This is indicated by the official buzzer that supports and is directly supervised by the candidates for President and Vice President.

In an interview with the BBC, Anthony Leong as the Digital Team Volunteer Coordinator of Prabowo-Sandi explained that because Prabowo is known to the public as an authoritarian, Prabowo's buzzer wants to show another side of Prabowo which is a gentle and humanist person (BBC, 2019). The efforts of Prabowo's buzzer team who wanted to show another side of Prabowo himself were a step taken by Prabowo's buzzer team to avoid misunderstandings about his track record which is considered authoritarian. The buzzer team from Prabowo-Sandi also made some corrections about other opinions circulating about the candidate. One of his opinions was when there was a rejection of Sandiaga Uno. The buzzer team from Prabowo-Sandi uploaded videos and pictures of Sandiaga Uno embracing people who rejected him. Anthony also said that Prabowo-Sandi's buzzer strategy raised issues about the economy and did not concern Sara's issue.

Meanwhile, quoted from the same website. The Director of social media for the Joko Widodo-Ma'ruf Amin National Campaign Team, Arya Sinulingga, emphasised that the role of the buzzer carried out by the Jokowi-Ma'ruf buzzer team was to prevent issues such as anti-Islam, communism, and criminalisation, which were directed at Jokowi. This issue is addressed because Jokowi is often seen as a leader who is anti-Islam and defends the blasphemer, namely Ahok. Efforts to straighten out these issues are carried out by placing 50 people in each province in Indonesia who are tasked with being buzzers and straightening out wrong opinions that often concern Jokowi.

The presence of buzzers on both sides does not mean the roles they perform are exactly the same. From Jokowi's camp, the buzzer was carried out in a structured manner, which worked with full planning from the entire team. Meanwhile, the form of the issue that was worked on by the Prabowo-Sandi buzzer itself reflected on the hot issues that occurred at that time. Buzzer 02 itself will follow or retweet what has been previously discussed by other buzzer members which will increase traffic on social media. In contrast to the structured buzzer promoted by Jokowi, the buzzer from the Prabowo camp itself seems spontaneous and uses everyday chatter as buzzer content carried out by the Prabowo camp.

However, Saidiman Ahmad who is a researcher from SMRC, believes that buzzers do not have much influence on a person's choice of the 2019 Presidential Election. On Twitter itself, the buzzer number reaches 5% of the total Twitter population. However, the followers themselves are buzzers in the same camp which caused the narratives they issue limited and only speak to their own camp and will not affect the choices of the public who do not see the activity.

Buzzer-Style Hoax Campaign

In the 2019 election, the campaign carried out in the 2019 presidential election was often referred to as Russian-style propaganda. This propaganda itself is in the form of normalising lies in politics. This makes the two supporters slander each other because if one side is affected by the slander given, the electability of the other party will be higher. The lie itself is not just a lie about promises, but it is deliberately created in the form of false information. The existence of this propaganda started from the famous words of Paul Joseph Goebbels, lies that are campaigned massively and continuously will be accepted as truth.

An example of the application of a hoax campaign carried out by political buzzers against Jokowi's camp is the existence of sensitive issues such as the arrival of Foreign Workers in Indonesia and the presence of ballots that have been punched, which will later be confirmed as a hoax news launched by the opposing party. The existence of hoaxes thrown by political buzzers themselves aims to influence people's opinions or choices which will later have an impact on the results of the 2019 Presidential Election. Siswanto (2020) has reported in Suara.com, after Jokowi's victory, the buzzers who launched hoax against Jokowi slowly disappeared and the buzzers of Jokowi supporters grew. much along with his victory in the 2019 Presidential Election.

Fake news (Hoax) itself is at the forefront of the 2019 Presidential Election. Because this presidential election is a rematch between two candidates, hoaxes can be a weapon to gain a strategic advantage over political opponents. These hoaxes continued and were spread by buzzers which resulted in all parties competing in the 2019 Presidential Election. In the 2019 Presidential Election, hoax circulating during the Presidential Election came from organic buzzers. The organic buzzer is a buzzer that is voluntary based on fanaticism towards a

candidate. No command exists among organic buzzers and no command regulates the work of organic buzzers making it difficult to trace the source of the hoax news. This is different from paid buzzers which have a command that manages their performance. Paid buzzers rarely spread fake news because the news can be easily tracked because they consist of one command. The paid buzzer itself is usually used by candidates to create narratives, videos, or upload comments that support a candidate.

In an investigation, it was shown that the buzzer behind the issues in the 2019 presidential election used fake social media accounts that pretended to be real accounts. The account is used to disseminate according to the command that has been given by the client. Although buzzers are often considered to be parties who disseminate hoaxes, the majority of buzzers do not use and spread hoaxes in carrying out their duties. They said that what was reported was not hoax news but negative news which was different from hoax news (Hui, 2020).

The role of social media in political campaigns is considered quite effective and efficient when compared to conventional media because there are pictures and narratives that are made as attractive as possible so that it only takes a short time to absorb the information contained in them. Today, in the use of social media for political campaigns, it is not uncommon to find hoaxes circulating. In this case, hoaxes as a campaign tool and agitation are used to bring down political opponents. Usually, parties who use hoaxes to attack their opponents are caused because the parties concerned do not have strong enough material to be used as campaign material in politics, especially in the 2019 presidential election. Social media can easily form public opinion that can influence the electability of each presidential candidate because the opinions formed through social media can bring down or raise the name of one party. This assumption departs from the perspective of the theoretical framework of Berger and Luckmann (1990), namely that social interaction can take place through a dialectical process which will later give birth to stages such as subjective reality, symbolic reality, and objective reality. In the 2019 presidential election, the presence of fake news was intended to lead to public opinion. Public opinion has two causes, namely planned or unplanned. Regarding opinions that are created unplanned, there are indeed no targets and goals set.

Opinions that are made to bring down the opposition must still be carefully thought out, from the media that will disseminate it, the organisation, and the targets that will be targeted, as well as the narrative that will be brought, which must be packaged as attractively as possible so that it generates a lot of fans to read and can become viral in the world of social media circles. Although the systematics of this hoax campaign is carefully structured, this is often not visible to parties who are fighting for political office (in this case the President and Vice President). In preparing all the necessities for the election the candidate pairs have many things to do and complete, including campaigning. Thus, the spread of this hoax is very likely to be spread by parties who do not even have a relationship with the two pairs of candidates who are contesting. Public opinion has a great influence on people's attitudes and behavior. An opinion can be expressed if a general agreement on the credibility of the opinion has been reached. A group or individual must have their interests. In realising these interests, support from various parties which is strongly influenced by public opinion is needed.

In addition to influencing public opinion, the purpose of the hoax campaign is to improve the stigma from being bad to good to increase electability and popularity, but it could also be the other way around. This hoax campaign can change the stigma of good into bad. As happened in the 2019 presidential election yesterday, rumors are circulating that Jokowi

is pro with the Indonesian Communist Party, Jokowi is submissive to liberalism, Jokowi is easy to accept foreign workers. Apart from that, there are also issues that attack Prabowo, such as being fired from the Indonesian National Army and violating human rights. The impact of this hoax campaign is not only to lead public opinion in elections but also to knock someone out of the power they are currently occupying. Campaigns and public opinion are closely related and cannot be separated from one another. Laswell (1927) assumes that propaganda is opinion control. It means that propaganda or campaigning is carried out to control or lead the opinion of a certain party who has become the target or target of the propaganda. Therefore, it can be said that public opinion is an intermediary for changing attitudes and also the behavior of the target party carrying out propaganda or campaigning.

CONCLUSION

The existence of a political buzzer is a political phenomenon that has occurred in Indonesia in recent years. The presence of a buzzer in the Indonesian political scene is a key element that occurs and can affect the success of a politician. The political buzzer itself was born from globalisation which gave birth to social media. Social media has evolved into a platform that has turned out to be effective in carrying out political campaigns. Social media Twitter is the most effective place for marketing, especially for political buzzers. In carrying out their duties, buzzers usually use various strategies and even use bots to achieve their goals. The buzzer itself consists of two types, namely organic buzzer which contains fanatic supporters, and structured paid buzzer.

The presence of the buzzer itself will have an effect on the general election that will take place in 2019. The role played by the buzzer itself is crucial considering that each camp has a buzzer team that has its duties and structure. Apart from the buzzers that are official and supported by both camps, there are other buzzers who even carry out black campaigns in the form of spreading hoaxes that aim to bring down other candidates in the general election (BBC News Indonesia, 2019). The purpose of the hoax brought by the buzzer itself is not only to change public opinion but also to distort the facts. This can increase or decrease the electability of candidates who are affected by hoaxes. Not infrequently, the issues brought by the buzzer become a topic that rises in the mass media and creates a lot of debate from those who are pro and contra against the arguments given by the buzzer. Disputes that occur sometimes become hate speech that can divide society.

The presence of a buzzer in the 2019 Presidential Election is considered a negative thing because, as explained above, the presence of a buzzer is not merely a form of marketing for a stronghold. However, the buzzer works in bringing down the opposing camp by conveying hoax news. The existence of propaganda carried out by buzzers aims to shake voters' opinions and can raise voters for a camp. In addition, propaganda is also carried out to achieve psychological victory from a group. One example is the use of bots in the 2019 Presidential Election poll. For the poll winners, this can be a psychological victory because they feel superior to their opponents. Meanwhile, the opposing party will feel defeated even though the poll is not official.

The campaign method used by buzzers in the 2019 presidential election is commonly known as the Russian-style propaganda method which normalises lies in politics. The normalisation of lies itself causes both parties to slander each other and divisions will occur again due to differences of opinion and differences in political choices. In the 2019

Presidential Election itself, buzzers used a pattern, namely the use of repeated hoaxes so that the public believed that what was being reported was a fact.

In the 2019 Presidential Election, the role that buzzers play is crucial because the issues raised by buzzers from both parties are old issues that have been reported to both candidates. Examples of issues raised are Jokowi's Islam and Prabowo's human rights issues. For ordinary people, hoaxes thrown by buzzers can be accepted and considered as facts. Moreover, the buzzer also uses propaganda in the form of normalising lies. With the buzzer, people need to be more careful in getting info on social media. The public must double-check whether the information obtained is a fact or a hoax deliberately spread to tarnish the good name of a party.

Although, buzzers play a large role in the implementation of the presidential election. They are rarely able to change public opinion because the majority of Indonesian people are smart enough to filter the information they get. There are still a minority of Indonesians who are negatively impacted by buzzers. Thus, the government needs to educate the public in using social media. There is a need for directives that do not spread things that have not been confirmed, especially during election times.

The perpetrators of spreading buzzers also need to be acted upon by the government because negative buzzers can defame a person and can hurt that individual. However, there needs to be a limit on defamation carried out by buzzers by conveying opinions. Even though these two things are sometimes seen as the same thing, the essence of the two things is different. If the government also prosecutes individuals who express opinions and are considered as buzzers who defame, this is already a deviation from democracy, namely freedom of opinion. With good cooperation between the community and the government, negative buzzers can be stopped during the election period so that not to cause a commotion that causes divisions that are only due to differences in political choices.

In addition, it is necessary to take preventive action by the government in tackling hoax news that often appears during the election period. If elections can be carried out smoothly without any black campaign efforts from the opposing camp, then true democracy will be implemented where leaders will be chosen based on their abilities, not based on their background which is not necessarily true.

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