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Political Communication Strategy in Realizing Deliberative Democracy: A Study of @bijakmemilih.id on the Website and X (Twitter) During the 2024 Election

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ABSTRACT

The 2024 Indonesian General Election witnessed a severe deliberative degradation within the digital public sphere, heavily distorted by affective polarization, information disorder, and algorithmic bias across mainstream social media. This study evaluates the political communication strategy of the independent civic technology platform @bijakmemilih.id in mitigating this structural crisis and restructuring cyber-discourses for young voters. Drawing upon Jürgen Habermas's theory of deliberative democracy and Andrew Chadwick's hybrid media system framework, a qualitative case study design was employed. Methodological triangulation was operationalized by integrating netnographic observations, in-depth interviews with key platform initiators, communication experts, and users, along with computational text mining via RapidMiner on substantive replies from key X (formerly Twitter) threads. The results demonstrate that @bijakmemilih.id successfully orchestrated a two-tiered communication strategy, functionalizing platform X as a fast-paced horizontal distribution channel for agenda-setting, while maintaining the official website as a deeply anchored vertical data repository. Interactivity emerged as the absolute dominant indicator in public discourse (31.7%), successfully transforming passive youth consumption into proactive communicative action through debate propositions and structural recommendations. Inclusivity (25.9%) was strategically achieved by deploying issue-based interactive features that effectively deconstructed embedded partisan tribalism. Accessibility (21.7%) developed independently via organic digital word-of-mouth distribution channels. Although rationality (20.6%) registered the lowest quantitative frequency, it generated the highest substantive conversational weight, utilizing objective track records as a crucial cognitive literacy shield against the manipulation of cyber troops. This study concludes that non-partisan, data-driven civic tech initiatives can effectively facilitate a healthy, inclusive, and rational deliberative digital public sphere amidst heavily commercialized media ecosystems.

1. Introduction

Indonesia's electoral political landscape underwent a fundamental transformation alongside the rapid expansion of internet access and the increasing use of social media prior to

the 2024 General Election. A substantial demographic shift positioned Generation Z and Millennials as the dominant electoral groups, accounting for more than 52% of the national permanent voter list (Wahyudi, et al., 2024). Consequently, political education and campaign activities have increasingly migrated from conventional public spaces to digital platforms. This transition has expanded public access to political information and participation while simultaneously reshaping how citizens engage with political discourse in digital environments.

Despite these opportunities, the digital public sphere has become increasingly vulnerable because of the relatively limited level of digital literacy among Indonesian citizens. According to the Ministry of Communication and Informatics, Indonesia's Digital Literacy Index remained at 3.65 out of 5.00, indicating that the public's ability to critically evaluate political information circulating in cyberspace was still at a moderate level (Kemenkominfo, 2023). This limitation has contributed directly to the widespread dissemination of structured disinformation that distorts public discourse. Annual reports from the Indonesian Anti-Defamation Society further revealed a significant increase in hoaxes, with political disinformation accounting for more than 50% of all identified misinformation prior to election day (MAFINDO, 2024). As a result, information disorder has intensified opinion fragmentation and reinforced affective polarization within Indonesia's digital public sphere.

The deterioration of online deliberation has been further exacerbated by the activities of partisan cyber troops and the architecture of commercial social media algorithms, which are designed to amplify confrontational content in pursuit of attention-based economic value and clickbait (Rachman & Hasfi, 2023). Under these circumstances, online political discourse has gradually shifted away from rational, equal, and objective exchanges of arguments. Instead, networked publics have increasingly become trapped within echo chambers that continuously reinforce existing political preferences while limiting opportunities for critical reflection and constructive dialogue (Alifah, 2026). These conditions have heightened the need for independent and non-partisan civic technology (civic tech) initiatives capable of providing credible political information and encouraging more substantive democratic participation.

One such initiative during Indonesia's 2024 General Election was @bijakmemilih.id, a civic technology platform developed by civil society organizations to reduce information bias by restructuring how young voters access and interpret political information. Rather than encouraging candidate-centered political preferences, the platform promotes evidence-based evaluations of policy agendas and candidates' track records. This approach reflects an effort to strengthen democratic participation by shifting political communication from personality-oriented campaigns toward more substantive public deliberation.

Previous studies have highlighted the growing role of digital media in voter education; however, they have primarily emphasized participation levels and the effectiveness of information dissemination. For example, Sekartaji et al. (2024) examined the effectiveness of the Bijak Memilih platform in improving procedural awareness among first-time voters, whereas Setiawan and Pratama (2024) focused on political communication strategies employed by official candidate and political party accounts. While these studies contribute to understanding digital political communication, they provide limited discussion regarding how independent civic technology platforms facilitate deliberative interaction within digital environments characterized by algorithmic filtering, information disorder, and political polarization. Consequently, the deliberative quality of political communication fostered by civic technology platforms remains insufficiently explored.

Building upon this context, the present study examines the political communication strategy implemented by @bijakmemilih.id through its X (formerly Twitter) account and official website in fostering a healthy digital public sphere during Indonesia's 2024 General

Election. A qualitative case study design was adopted by integrating netnography (Kozinets, 2020) with the data analysis spiral proposed by Creswell and Poth (2018). The analysis is grounded in Habermas's deliberative democracy framework (Habermas, 1989, 1996), operationalized through four dimensions of digital deliberation: Accessibility (AKS), Rationality (RAS), Inclusiveness (INK), and Interactivity (INT). To provide a more comprehensive understanding of the platform's communication strategy, this framework is complemented by the Hybrid Media System perspective, enabling an examination of how agenda-setting on X (McCombs & Shaw, 1972) interacts with substantive framing on the platform's official website (Entman, 1993). This integrated analytical framework provides a comprehensive basis for evaluating how independent civic technology contributes to fostering a more deliberative, inclusive, and healthy digital public sphere during Indonesia's 2024 General Election.

2. Literature Review

2.1 Deliberative Democracy

Deliberative democracy provides the principal analytical framework for evaluating the quality of political communication in democratic societies. According to Habermas (1989), democratic legitimacy is achieved not merely through elections but through an open public sphere where citizens exchange arguments freely, rationally, and equally. The public sphere therefore functions as a communicative arena that enables citizens to deliberate on issues of common concern without domination by political or economic interests.

The foundation of deliberative democracy lies in the concept of communicative action, which emphasizes mutual understanding through reasoned dialogue rather than strategic persuasion (Habermas, 1984). Building upon this perspective, Habermas (1996) argues that democratic decision-making becomes legitimate when citizens are given equal opportunities to justify, question, and evaluate competing arguments. Similarly, Rawls (1997) emphasizes the importance of public reason, whereby political arguments should be publicly justifiable and based on shared democratic values instead of partisan interests.

The transformation of communication into digital environments has created new opportunities as well as challenges for deliberative democracy. While digital platforms expand public participation, they also facilitate misinformation, algorithmic filtering, and political polarization that may weaken the quality of public deliberation (Habermas, 2023). Consequently, evaluating digital political communication requires examining whether online interactions continue to support democratic values rather than merely increasing information circulation.

Drawing upon Habermas's deliberative framework, this study evaluates the political communication strategy of @bijakmemilih.id using four dimensions of digital deliberation: Accessibility, which refers to equal access to political information; Rationality, which emphasizes evidence-based and reasoned discussion; Inclusiveness, which ensures equal participation regardless of political background; and Interactivity, which reflects reciprocal communication between platform managers and citizens.

2.2 Political Communication

Political communication refers to the process through which political information, ideas, and values are created, transmitted, and interpreted among political actors, the media, and citizens. It serves as a fundamental mechanism for shaping public opinion, facilitating

political participation, and supporting democratic governance (McNair, 2003). Rather than merely disseminating information, political communication influences how citizens understand political issues, evaluate public policies, and participate in decision-making processes.

The rapid development of digital communication technologies has fundamentally transformed political communication. Political actors, media organizations, civil society groups, and citizens now interact through multiple digital platforms, enabling political information to circulate more rapidly and interactively than in conventional media environments (McNair, 2003). While this transformation expands opportunities for political participation, it also increases the risks of misinformation, disinformation, political polarization, and unequal information access.

Within this context, effective political communication should not only maximize information dissemination but also encourage critical discussion, rational debate, and meaningful citizen participation. Therefore, evaluating political communication requires examining not only the communication channels employed but also whether the communication process contributes to the development of a healthy democratic public sphere.

2.3 Digital Political Communication Ecosystem

The rapid expansion of digital technologies has transformed the ecosystem of political communication by creating new spaces for public interaction and political participation. Social media platforms have enabled citizens not only to consume political information but also to produce, distribute, and discuss political content in real time. This transformation has given rise to networked publics, in which digital networks facilitate collective interaction while simultaneously reshaping how public opinion is formed (Boyd, 2010).

The emergence of the digital public sphere has expanded opportunities for democratic participation by allowing citizens to engage directly in public discussions beyond the limitations of conventional media. Nevertheless, digital platforms are also characterized by algorithmic filtering, commercialization, and fragmented communication, which may reduce the quality of democratic deliberation by reinforcing polarization and information disorder (Habermas, 2023).

Within this environment, political communication operates through a Hybrid Media System, where conventional and digital media continuously interact to influence public discourse (Chadwick, 2013). Information flows dynamically across multiple platforms, allowing political actors and civil society organizations to integrate different communication channels to maximize public engagement. In this process, the agenda-setting function determines which political issues receive public attention (McCombs & Shaw, 1972), while framing shapes how those issues are interpreted by emphasizing particular perspectives or meanings (Entman, 1993).

One manifestation of this ecosystem is the emergence of civic technology (civic tech), which utilizes digital platforms to strengthen civic engagement and improve public access to reliable political information (Aragón et al., 2017). Through the integration of social media and web-based information services, civic technology enables citizens to participate more actively in democratic processes while supporting transparent, evidence-based political communication.

3. Research Methodology

3.1 Research Design

This study employed a qualitative approach using a case study design to examine the political communication strategy of @bijakmemilih.id during Indonesia's 2024 General Election. A case study was selected because it enables an in-depth investigation of communication practices within their real-life context while considering the complexity of digital political communication. To understand interactions occurring in online environments, this study integrated netnography, which facilitates systematic observation of digital communities and social media activities (Kozinets, 2020). The study focused on the political communication practices implemented through the platform's official X (formerly Twitter) account and official website.

3.2 Participants

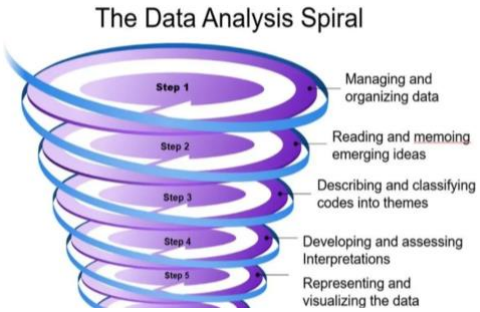
The study utilized purposive sampling to select participants capable of providing rich and relevant information regarding the research objectives. The participants consisted of administrators of @bijakmemilih.id, members of the platform's communication team, and users who actively interacted with the platform during the 2024 General Election. In addition, digital documents, social media posts, website content, and supporting publications produced by @bijakmemilih.id served as complementary sources of research data.

3.3 Instruments

Data were collected through multiple qualitative techniques, including online observation, in-depth interviews, and document analysis. Online observation was conducted by examining communication activities, interaction patterns, and political content published through the platform's X account and official website. Semi-structured interviews were employed to obtain participants' perspectives regarding communication strategies, while document analysis was used to examine supporting publications, campaign materials, and digital archives. To complement the qualitative analysis, textual data obtained from social media content were processed using RapidMiner to generate word-frequency visualizations that supported the interpretation of communication patterns.

3.4 Data Analysis Procedures

The collected data were analyzed using the Data Analysis Spiral proposed by Creswell and Poth (2018). The analysis involved organizing the collected data, reading and memoing, coding and categorizing, developing themes, interpreting findings, and presenting the results. To enhance the credibility of the findings, methodological triangulation was conducted by comparing evidence obtained from online observations, interview transcripts, document analysis, and text mining results generated through RapidMiner. The findings were subsequently interpreted using Habermas's deliberative democracy framework and the Hybrid Media System perspective to evaluate the quality of political communication implemented by @bijakmemilih.id



Source: Adaptation of Creswell & Poth's Spiral Analysis Framework (2018, p. 186)

4. Findings

4.1. Hybrid Political Communication Strategy of @bijakmemilih.id

The findings indicate that @bijakmemilih.id implemented a hybrid political communication strategy by integrating its X (formerly Twitter) account with its official website during Indonesia's 2024 General Election. The X platform functioned as the primary communication channel for disseminating current political issues and attracting audience attention, whereas the official website served as the central repository of political information. The website provided comparative information on candidates' policy platforms, parliamentary voting records, corruption records, and an ideological compatibility quiz. To evaluate audience responses toward this communication ecosystem, textual data mining using RapidMiner was conducted on 89 audience comments collected from five major posts published through the platform's X account.

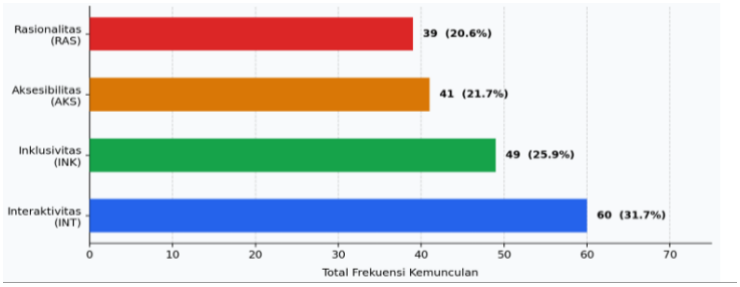


Figure 2. Proportion of Audience Discourse across Deliberative Indicators

Referring to the visualization of Figure 2, cyber society discourse is distributed across four main indicators of the public sphere with varying proportions. Contrary to early assumptions regarding audience passivity on social media, the interactivity indicator dominated the conversation with the largest share (31.7%), followed by inclusivity (25.9%), accessibility (21.7%), and rationality (20.6%). Although having different proportional achievements, these four elements mutually support and construct a complete deliberative ecosystem on the platform. To thoroughly examine how the integration of this two-tiered communication strategy works, a critical evaluation will be systematically detailed based on Habermas's (1989) four prerequisites, beginning with the most fundamental foundation: accessibility.

4.1.1 Accessibility of Political Information

Accessibility was reflected through the platform's strategy of directing audiences from X to its official website, where more comprehensive political information was provided. Most

audience interactions occurred in content introducing website features and documentary materials.

Table 1. Sample of Audience Interaction Data Sources from @bijakmemilih.id

No.	Content	Main Indicator	Number of Replies
1	Website Tour Phase 1	AKS, INK	13
2	Website Tour Phase 2 – Bijak Memilih Partai	AKS, RAS	20
3	Presidential Debate Proposal	INT, INK	20
4	Website Tour Phase 3 – Bijak Memilih Capres	AKS, RAS, INT	16
5	Bijak Memilih Documentary Film	INK, AKS	20
Total			89

Based on Table 1, the distribution of audience interaction was prominently recorded on content guiding website usage (Website Tour) and documentary screenings. The X platform was optimally utilized as a front storefront. This is reflected in the interactive communication style within the administrators' tweets, for instance, in a post promoting the website's QR Code scanning feature with the caption: "OMG OMG itu Qr Code Website Bijak Memilih nggak sih di akhir???? Pendukungnya Pak @ganjarpranowo dan Pak @prabowo juga boleh banget lho kalo mau pake website kita untuk promo atau edukasi politik." The visual framework of this attention-grabbing outreach on platform X can be seen directly in Figure 3 below.

Figure 3. Screenshot of Website Access Guide Tweet on the X Platform

The casual yet inclusive language used in the post acted as an effective digital culture entry gate (entrée phase) to entice users to click the link and explore the data (Kozinets, 2020). This tactic was based on the internal administrators' evaluation, realizing that young voters tend to experience apathy when directly presented with rigid political manifesto documents (Informant YF, 2026). To prove the success of this engagement, the word frequency

processing within the accessibility cluster (21.7% of total discourse) is visualized through the word cloud in Figure 4 below.

Figure 4. Word Frequency Visualization of the Accessibility Cluster (AKS)

Referring to Figure 4, the word-frequency analysis indicates that accessibility-related discussions in cyberspace were heavily dominated by vocabulary clusters referring to visual formats and navigational mediums, such as the words website, video, film, and link. The success of this agenda-setting on platform X ultimately integrated dynamically with the accessibility architecture inside the official website. Interview findings revealed that the ease of navigation and visual simplification on the website were acknowledged as highly helpful for first-time voters in digesting balanced information (Informant CKS, 2026). The availability of this centralized information archive eliminates the knowledge monopoly of political party elites, thereby achieving genuine democratization of information. Furthermore, this accessibility was built independently through the organic participation of digital citizens. Several participants reported discovering @bijakmemilih.id through reposts shared by friends on X, where users voluntarily disseminated infographics within their peer circles (Informant DK, 2026). This digital word-of-mouth distribution pattern proves that the platform successfully penetrated commercial algorithmic boundaries (Habermas, 2023).

4.1.2 Rationality of Political Discourse

In Habermas's view (1984, 1989), healthy political discourse must be based on the exchange of logical reasons (exchange of reasons) and culminate in the force of the better argument (the forceless force of the better argument). Based on the RapidMiner processing results, the rationality indicator recorded a proportion of 20.6 percent (39 word occurrences). Although quantitatively representing the lowest percentage, the rationality cluster yielded the most substantive conversational weight, as represented through the word cloud visualization in Figure 5 below.

Table 2. Frequency Distribution of Dominant Keywords for the Rationality (RAS) Indicator

No.	Keywords	Frequency	Percentage
1	Track Record	11	5.8%
2	Data	5	2.6%

3	Facts / Critical / Independent / Research	4	2.1%
Total Rationality Cluster (RAS)		39	20.6%

As presented in Table 2, audience discussions were dominated by keywords such as track record, data, facts, critical, independent, and research. These findings indicate that political discussions within the platform frequently referred to factual information and candidates' historical records. Interview findings further revealed that the platform intentionally provided comparative information concerning policy proposals, parliamentary voting records, and corruption cases through its official website, enabling users to verify political claims using publicly available information. Several participants also reported utilizing the platform during presidential debates to compare candidates' statements with the information available on the website. The user interface design of this track-record comparison feature is documented in Figure 5 below.

Figure 5. Candidate Track Record Comparison Feature Interface on the Website

The presentation of the comparative design layout as depicted in Figure 6 effectively forces young voters to evaluate political figures objectively. When presidential candidate debate dynamics involved various one-sided claims on mainstream social media, users relied on this idea-comparison feature to empirically verify candidates promises (Informant DK, 2026). The platform's consistency in providing a factual database operated as an essential literacy shield amidst the dominance of coordinated cyber troops attempting to suppress public critical thinking (Informant EAS, 2026).

4.1.3 Inclusiveness of the Digital Public Space

The third prerequisite in realizing a deliberative public sphere is inclusivity, which requires that the discussion space must open the widest possible access to all viewpoints without the dominance of a specific faction (Habermas, 1989). To observe how the audience responded

to this cross-political affiliation digital space construction effort, textual data extraction mapped out the word distribution within the inclusivity cluster, presented in Table 2 below.

Table 3. Frequency Distribution of Dominant Keywords for the Inclusiveness (INK) Indicator

No.	Keywords	Frequency
1	Everyone / Candidate Pair / Presidential Candidate	19
2	Indonesia / Nation / Society	9
3	Legislative Candidate / Candidate	8
4	Monitor / Voters	6
Total Inclusiveness Cluster (INK)	49	25.9%

Based on the data in Table 3, the inclusivity indicator occupied a significant proportion of 25.9 percent. Audience conversations were dominated by diction reflecting a collective-national frame, such as the words *semua*, *paslon*, *indonesia*, and *bangsa*. The emergence of this vocabulary group indicates that the virtual community perceived this platform as an impartial shared space. This inclusive condition on the X platform was substantially deepened through the provision of an interactive quiz feature on the bijakmemilih.id website. This compatibility quiz, based on issues of environmental sustainability, the economy, and human rights, worked mechanically as an instrument to deconstruct the political identities of young voters, the visual format of which can be observed in Figure 6 below.

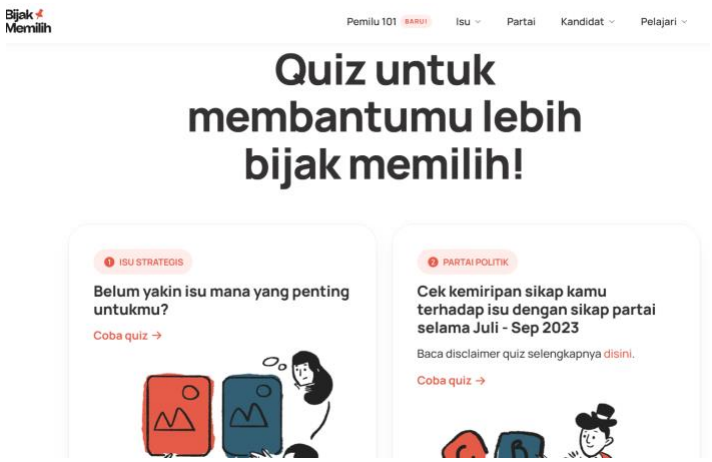


Figure 6. Issue-Based Interactive Voter Compatibility Quiz Feature on the Website

Through the compatibility quiz mechanism as shown in Figure 6, users were forced to reflect on personal values rather than merely relying emotionally on figure narratives. In

practice, the final results of this quiz regularly presented political party recommendations that were contradictory or non-linear with the audience's previous social affiliations (Informant DK, 2026). This unexpected cyber experience proved to foster a new comfort zone for the audience to engage in cross-political discourse without being easily triggered by affective polarization (Informant CKS, 2026). This validates the argument that the non-partisan stance of a civil society movement is an absolute prerequisite for building legitimate inclusivity (Informant EAS, 2026).

4.1.4 Interactivity of Political Communication

The final prerequisite in measuring the quality of the digital public sphere according to the deliberative framework is interactivity. This indicator focuses on the quality of a genuine two-way dialogue to ensure an equitable exchange of arguments occurs (Habermas, 1989). Contrary to widespread initial pessimism regarding netizens' passivity, the RapidMiner text mining results demonstrated that interactivity absolutely dominated the cyberspace conversation of @bijakmemilih.id. Among the four deliberative indicators, interactivity recorded the highest proportion of audience discourse, accounting for 31.7 percent (60 keyword occurrences), as presented in Table 4 below.

Table 4. Frequency Distribution of Dominant Keywords for the Interactivity (INT) Indicator

No.	Keywords	Frequency
1	Want / If	23
2	Debate / Format / Event	13
3	Suggestion / Proposal	6
4	Discussion / Answer	3
Total Interactivity Cluster (INT)	60	31.7%

Referring to Table 4, audience discourse was driven by a high frequency of proactive words such as *mau*, *debat*, *saran*, *usul*, and *diskusi*. These findings indicate that audiences did not merely consume political information in a passive-receptive manner, but actively contributed ideas regarding debate formats, political education activities, and future platform development. Interview data likewise confirm that the communication approach of *@bijakmemilih.id* successfully encouraged users to genuinely exchange opinions and participate in discussions throughout the 2024 General Election period. The organic dynamics of this reciprocal argument exchange in cyberspace are clearly recorded in Figure 7 below.

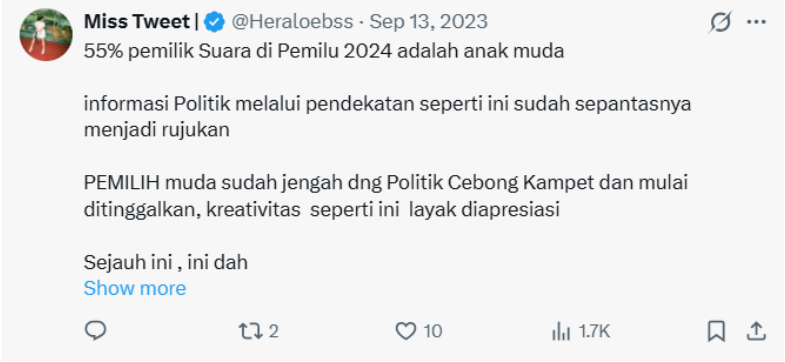


Figure 7. Dynamics of Audience Interaction in the X Platform Comment Section

In the framework of Habermasian democracy (1989), the interaction patterns occurring within the comment section, as illustrated by Figure 8, represent an early form of communicative action (communicative action), interaction explicitly oriented towards reaching a mutual understanding through an equitable exchange of public arguments. This close correlation between the visual and textual data confirms that the quality of the public sphere facilitated by a digital political education platform is not solely determined by its accessibility reach, but heavily relies on how intensely and freely the audience dares to propose ideas and debate within that ecosystem.

5. Discussion

The findings demonstrate that @bijakmemilih.id adopted a hybrid political communication strategy by integrating X (formerly Twitter) and its official website to support voter education during Indonesia's 2024 General Election. Rather than functioning as separate communication channels, both platforms complemented each other. X primarily attracted audience attention and facilitated rapid information dissemination, while the official website provided more comprehensive political information, including candidates' policy proposals, parliamentary voting records, corruption records, and political compatibility tools. This communication pattern reflects the characteristics of a Hybrid Media System, in which different media platforms interact to perform complementary communication functions (Chadwick, 2013). Furthermore, the use of X to attract public attention followed the agenda-setting function described by McCombs and Shaw (1972), whereas the organization of comparative political information on the official website illustrates framing practices that guide audiences in interpreting political issues based on evidence rather than campaign narratives (Entman, 1993).

The findings also indicate that the platform successfully enhanced the accessibility of political information through an integrated communication strategy. Website-tour content, documentary publications, and organic dissemination through reposts enabled audiences to access political information more easily. The visualization of accessibility-related keywords further demonstrates that users primarily associated the platform with navigation tools and information resources, suggesting that the website functioned as the primary destination for obtaining political information. These findings support Habermas's (2023) argument that digital communication technologies can expand access to the public sphere when they facilitate equal opportunities for citizens to obtain credible information. The findings are also consistent with

Oksanen, et al., (2024) and Kozinets (2020), who emphasizes that digital communities develop meaningful participation through naturally occurring interactions within online environments.

Although Rationality represented the smallest proportion of audience discourse, the content of the discussions reflected substantial evidence-based political evaluation. Audience members frequently referred to candidates' track records, factual information, research, and independent verification when discussing political issues. This finding suggests that @bijakmemilih.id encouraged users to evaluate political claims using publicly available evidence rather than relying solely on campaign rhetoric. Such findings correspond with Habermas's concepts of communicative action and deliberative democracy, which emphasize reasoned argumentation and evidence-based public discussion as fundamental elements of democratic legitimacy (Habermas, 1984, 1989, 1996). The findings further indicate that the platform successfully addressed concerns regarding information disorder and political disinformation described in the Introduction.

The analysis of Inclusiveness demonstrates that audience discussions were largely framed around collective interests rather than partisan identities. Keywords such as everyone, Indonesia, nation, and society indicate that participants perceived the platform as an inclusive space for political learning. Interactive website features, particularly the political compatibility quiz, encouraged users to evaluate political issues based on substantive policy preferences instead of candidate popularity or group identity. This finding aligns with the principles of deliberative democracy, which emphasize equal participation and openness to diverse viewpoints as prerequisites for democratic communication (Habermas, 1989). It also complements previous findings by Latif & Tripuspita (2024) by demonstrating that civic technology contributes not only to procedural voter education but also to creating a more inclusive digital discussion environment.

Among the four deliberative dimensions, Interactivity recorded the highest level of audience discourse. Rather than acting as passive recipients of political information, audiences actively proposed ideas, suggested debate formats, and participated in discussions concerning political education. This pattern indicates that communication within @bijakmemilih.id extended beyond one-way information dissemination and encouraged reciprocal engagement between the platform and its users. These findings support Habermas's (1984) concept of communicative action, in which mutual understanding is achieved through dialogue rather than strategic persuasion. They also demonstrate that civic technology can facilitate more participatory forms of political communication by providing opportunities for citizens to contribute actively to democratic discussions.

Overall, the findings suggest that @bijakmemilih.id functioned not only as a digital voter education platform but also as an important civic technology initiative that strengthened the quality of Indonesia's digital public sphere during the 2024 General Election. By integrating agenda-setting, framing, evidence-based political information, and interactive public engagement, the platform contributed to promoting political communication that was more accessible, rational, inclusive, and participatory. These findings extend previous studies focusing primarily on participation levels or campaign communication strategies (Sekartaji et al., 2024; Setiawan & Pratama, 2024) by demonstrating how an independent civic technology platform can support deliberative communication within an increasingly complex digital media environment.

6. Conclusion

This study demonstrates that @bijakmemilih.id employed a hybrid political communication strategy by integrating X (formerly Twitter) with its official website to support voter education during Indonesia's 2024 General Election. The findings indicate that the platform effectively facilitated political communication across four dimensions of deliberative democracy: Accessibility, Rationality, Inclusiveness, and Interactivity. Among these dimensions, Interactivity emerged as the most prominent characteristic of audience discourse, followed by Inclusiveness, Accessibility, and Rationality. This pattern suggests that users actively engaged in political discussions while simultaneously accessing and interacting with evidence-based political information.

Furthermore, the findings reveal that the integration of social media and a centralized information platform enabled @bijakmemilih.id to foster more substantive political engagement by directing users to verified political information, comparative policy analyses, and interactive educational resources. This hybrid communication model demonstrates the potential of independent civic technology initiatives to strengthen the quality of digital political communication by expanding access to reliable information, encouraging evidence-based political evaluation, and facilitating broader and more inclusive public participation.

Nevertheless, this study has several limitations. It focuses exclusively on a single civic technology platform within the context of Indonesia's 2024 General Election, which may limit the generalizability of the findings. Future research could compare multiple civic technology initiatives across different electoral settings or adopt mixed-method approaches to investigate the long-term effects of digital political communication on democratic participation, political literacy, and citizens' political behavior.

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