

Analysis of Modern Political Communication Dynamics

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ABSTRACT

The Study of Modern Political Communication Dynamics Analysis uses a progressive qualitative research methodology with a theoretical approach to political democracy, as an analytical tool in order to create the desired communication conditions in an effort to create harmonization of modern political democracy. Efforts to build an integrated political system in the development of science and communication technology for the better. The findings of this study are the modernization of political communication, utilizing modern communication and information science and technology, in line with the development of political ethics, norms, to rules and is expected to be able to build a better democracy. Furthermore, the findings are by creating political integration, prioritizing the principles of moral ethics in a normative and responsible manner, as well as a political challenge amidst the dynamics of social and political life that are increasingly competitive and responsible. In principle, this is done by conveying political messages and information, public policies and political decisions for good and clean governance, so political communication is creativity and interaction between humans, political actors and society, appreciation of human rights, equal rights as responsible political leaders. Strive to create better living conditions and political communication, build people's trust, as holders of sovereignty and political power. Communication of leaders in political power, where there is a demand for the development of a political system and political democracy with digital and virtual media, is the reality of the dynamics of modern social integration. The conclusion of political democracy today and in the future, must be done as an effort to integrate changes in social innovation for a better and modern society. By implementing good political communication, building also utilizing virtual media cooperation networks and effective and efficient social integration.

Keywords: *Modern Political; Communication Dynamics*

INTRODUCTION

The development of political science and practice, as an integrated science, is increasingly becoming a concern and interesting for intellectual and academic analysis of actual life. In the conditions of factual life of modern society, recently, political science and its combination with various other fields of science have increasingly shown a tendency for change and development to become more and more interesting. Thus, the dynamics of the development of science in an increasingly modern political context, is also inseparable from the development of other sciences and increasingly sophisticated technology, even with the ability to move faster than normal human thought and power. What is most supportive of this is that the use of communication technology and the dynamics of political information and various community activities are changing rapidly. Its movement is in line with the speed of time which affects human reasoning, so as not to lag behind in human interactions. Also the community and various groups that concentrate on following the developments of life, which is also followed by the speed of mastering the information, communication and knowledge that follow. In this case Cangara (2009) states that, elements of political communication include sources or communicators, messages, media or channels, receivers and effects. So political communication takes place in the presence of rapid interaction between the transmitter or political actor, using the media and having an impact on others. So that there is an initiative to involve oneself or political participation, according to Dahlgren (2013), understanding participation as a process that involves at least three things, namely expression, involvement, and intervention.

In a general understanding, communication is a daily activity carried out by humans, society, socio-cultural groups of society and social and political organizations. An activity that is mutually integrated and interacts with one another, this cannot be separated from efforts to provide information, deliver important messages and also communication between individuals, communities, groups, and even political parties. So that the delivery of information and communication is good and correct, this can influence and provide important messages in people's lives, and there is also communication and relationships between individuals who are able to build emotional, psychological closeness and provide mutual influence and support between one another. So the interaction between individuals as recognition of rights and communication, also according to Dijk (2012), the presence of communication technology is considered to have contributed to influencing the rules and quality of a democratic government system. In this social life, it is becoming increasingly important to build psychological awareness and the ability to build self, governance and democratic capacities, intellectuals and relationships that can create better conditions for people's lives, both now and in the future. According to Entman, R. (1996), the ruling groups in the political system are the print and mass media, tasked with communicating the political views of various groups and controlling these groups. Likewise, if you look at the Lasswell model reference according to Shoemaker (2004), namely, linear communication, where communication is divided into elements, namely who, says what, where, to whom and what effects are formed.

By using communication and delivering correct and responsible information to each other, this is more broadly and mutual respect for each other, respecting human and individual rights. This then shows the establishment of a common awareness in the form of active political communication and mutual respect and respect for each other. It is expressly stated that this is a form of harmonization of relations, communication and is able to create stability in social life which is an empirical and interconnected political practice, interacting and transacting in daily life. This positive and good condition if it can be maintained and fought for in the context and scale of life of the wider community, region, region and state, government organization. This

will create conducive conditions for better economic and political development, leading to a more prosperous and prosperous life. Politically the "frenzied" by freedom of opinion and thought about the things that are political in the context of the Organization of the Government in the reform era and the transition to democracy, making the process of political communication and activity as the main funnel to amplify map base (forces) that appear in to be "lively" (Hendra Alfani, 2015).

Therefore, there is a significant relationship between communication and politics that synergizes with the living conditions of modern society that must be built in order to create better living conditions. This is not only exclusively for political interests, for the interests of individuals, individuals and certain community groups, but also inclusively and more broadly for the benefit of the whole society. The most basic thing is, the efforts of the state or government to build communication and provide information properly and correctly, this will have a positive impact in providing enlightenment, progress of thinking and increasing political intellectuals for people who accept it sincerely and intelligently. In the political context of transparency and better communication and information, this will provide a phenomenon and color for people's lives that are ethically and morally respectful and respectful of one another. Likewise, if laws are built and created, laws and regulations that become the ideal basis for thinking and acting towards a conducive and good social life of society, with various decisions or political policies from government activities. Balkin (2016) states, nowadays, transparency in politics is almost impossible without news from the mass media, because the mass media provide information about government decisions and government activities. So the government's efforts to build and create and foster an advanced and harmonious society can take place and run as expected. The most important thing is, fundamentally the psychological awareness of the community in relating and communicating with each other, must be consistent, consistent, and not change according to their will if it is profitable. It is hoped that it will provide benefits and change the lives of the entire community at large.

METHODOLOGY

In the study related to the combination of modern science today, a progressive qualitative methodology is used, using a political democracy theory approach, as an effort to strengthen the analysis related to political communication and to follow the development of political dynamics and modern communication. By conducting a careful study methodology, related to the dynamic conditions of social life that develop in the midst of the real life of society, through the use of qualitative methodologies it is assumed to be able to answer the problems of this study. Likewise, by using qualitative research methodologies that are more concentrated on aspects of in-depth understanding of problems that apply empirically as well as actual ones, this is through looking at problems for generalization research in a social context. In general, using in-depth analysis techniques, namely by conducting problem and case studies, because qualitative methodologies believe that the nature of a problem will be different from the nature of other problems. In this case, qualitative research examines the participant's perspective, then uses an interactive and flexible strategy. Therefore, this study seeks to strengthen the analysis, by using a qualitative research method approach, this is intended to be able to understand social phenomena from the participant's point of view, also with the efforts made through direct observation of community life activities. Thus, the meaning or understanding of qualitative research is research that is used to examine the condition of natural objects where the researcher is the key instrument (Sugiyono. 2012).

Likewise, stated by Sukmadinata (2009), the basis of qualitative research is constructivism which assumes that reality has multiple dimensions, is interactive and an exchange of social experiences that are interpreted by each individual. Then to strengthen the analysis, according to Martono (2011), qualitative research believes that truth is dynamic and can be found only through the study of people through their interactions with their social situations. Therefore, it is important and a must in research as well as appreciation of the problems and research subjects, it can also be said that, qualitative research, is very closely attached to the research subject. Thus, the purpose of qualitative methodology, this is not a generalization of the problem, but an in-depth understanding of a problem. Thus, qualitative research serves to provide substantive categories and qualitative research hypotheses. Likewise, Moleong (2007) states that the source of qualitative research data is a display in the form of spoken or written words that are observed by researchers, and objects that are observed in detail so that the meaning implied in the document or object can be captured. These supporting documents were obtained from various official and valid sources, as a consideration to strengthen the analysis.

In this study carefully and measurably, the researchers for this study have also chosen carefully, then blended in with the community for some time. Academically, intellectual considerations, ethics and academic morality must also be able to think and consider outside personal interests. As the findings of Sandu Siyoto and M. Ali Sodik (2015), there are times when you lie a little and hide things that are considered to be detrimental to him, in this case the researcher must be better at getting information to hide feelings, maybe the data that will be obtained is more accountable. Thus, theoretically, qualitative research, in order to be truly quality, rationally demands that the data collected must be complete, namely in the form of primary data and secondary data. Where, primary data is data in the form of verbal or spoken words, gestures or behaviors carried out in the social life of the community that can be trusted, in the form of information from valid sources regarding the variables studied. Meanwhile, secondary data is obtained from documents, writings, journals, books, graphic data and others that can enrich primary data, as a progressive research technique to strengthen the necessary analysis of academic studies.

RESULTS

UNDERSTANDING POLITICAL COMMUNICATION

In an effort to develop political thought and practice, political actors, including the state, parties, figures, statesmen, individuals and various community groups are directly or indirectly involved. Political communication must be built by holding on to the principle of being a connecting bridge, as well as important knots that are interconnected with various political interests. Likewise, various political decisions and policies are for the benefit of all parties, especially the community, so political communication can be a solution to various problems of people's lives that require a change in life. This becomes a basis for political thinking and the development of a much more competent communication to the wider community. So that later all political submissions and messages can be accepted with positive thinking logic, lest policies, decisions and statements are repeatedly carried out without responsibility and are not concretely proven. That logically can cause distrust (distrusted) the wider community in general, because of the delivery, messages and policies and political decisions that are contrary to good and positive behavior, for people who have insight. Even if it is not proven to be of any benefit to the community, this will cause a backlash showing the participation and response of the community in a political democratic system. Therefore, it is necessary to create the ideal conditions for rational political communication democracy that the people want. According to

Mc Nair (2011), democracy is real if it involves the participation of rational and insightful voters.

The most basic thing that must be understood is that as the holder of political power, honesty, fairness, fairness and responsibility for various important political decisions can provide benefits to the community, both as political actors and public officials whose statements must be consistent and consistent for people's lives. which is real. Thinkers, intellectuals and experts have their own assessment of political communication, as a very useful science and get its own serious study, that messages and statements related to politics, political decisions and public policies. In this case, the delivery has political indicators, so as an actor who conveys political information and communication, this is a new phenomenon in a political democratic system that is growing dynamically. Thus democracy forms a system of government of a country in an effort to create the embodiment of people's sovereignty, where the state is carried out by the mandate holder of the people, in the state government. Another statement, democracy comes from the people, by the people, and for the people (Idham Holik, 2005).

Thus, it requires a practice and intelligent thinking and is empirically responsible for efforts to utilize various communication and information media in a political context, so that accountability and political interests related to the lives of many people are not harmed and completely neglected. The development of science, technology and communication media that are so sophisticated are currently controlled by the community, do not tolerate and sympathize with efforts to convey messages that are not of high quality. This is in the current millennial era, a digital democratic system is developing, in an era of all-media. Gilarzi (2016) stated that digital technology, such as social media, has played a crucial role in the presidential election in the United States since Barack Obama campaigned in 2008. Likewise, various attempts to convince and influence the public with communication and information errors (failed of communication and information).) this has the effect of being abandoned by the community. People's lives are getting wiser and smarter, they will use quality, competent and responsible information and communication filters in their daily lives. Building intelligent and dynamic political communication requires the ability and the acquisition of valid and responsible supporting data and information. Not all people, figures, leaders are able to carry out all of this, only certain leadership and people are able to do and can be responsible to the public, that what is conveyed is true and responsible, once in a while lying and irresponsible for political communication is proven in reality , then society will punish him in his own way. The decisions of the community or the people as the holder of the highest political sovereignty, have an impact and make the leader the holder of power and political life is increasingly meaningless and difficult to appreciate as a responsible leader. In difficult conditions, political power is highly dependent on the leader, the people are forced to obey the directions of the leaders who hold political power. According to Michels (1962), the incompetence of community groups is almost universal in political life, and this is a solid principle of leadership power.

CHARACTER OF POLITICAL COMMUNICATION

In the development of public life towards politics, in harmony with the prevailing conditions in the midst of modernism, activities, as well as various dimensions of life support each other in an integrated manner. So that the interaction between individuals, community groups, organizations, political parties and leaders as holders of the mandate of political power, the most basic is communication as a side and or behavior that is found at any time. This is increasingly principal, that communication as a study in political science is increasingly crucial to be understood, practiced empirically in the context of modern political communication. In principle, political communication is also related to political power, generally all interactions

that apply between all individuals and members of society in everyday life. Besides that, the existence of various interests also develops, including political interests that play a very important role, so the political elites also participate in determining various policies and important decisions in managing and regulating them in a political system. So that political communication is needed that is effective, ethical, moral and still holds the principle foundation of rules and laws that must be implemented is a political obligation. So according to Hartmann (1981), the suitability of an authority with people's beliefs is only a norm of one form of legitimacy, but is not an essential element in the understanding of legitimacy itself.

Then authority as an acknowledgment of political power, because in political power legitimacy is needed as something valid, so that the recognition and validity of political power becomes important in a country so that all elements and those in it will comply in accordance with applicable norms and provisions. In political behavior and character who has competence and authority as a leader, this is very valuable to the legitimate authority of political power. As Bochenski (1968) states, the formulation in the form of deontic authority for a group of people within their area of authority, if all or at least most members of the group acknowledge that authority, this is seen in authority, namely authority not based on position or regulations, but based on characteristics. impressive personality. This is also supported by norms which are people's beliefs in addition to the existence of a state constitution which is the support required in a country. This creates a harmonization of the state in the concept of a political democratic system if it is carried out consistently by an authoritative leader who has the character and characteristics of fair leadership in the lives of his people. This is in line with the thoughts of Kaplan (1976) and Simmons (1979) which are political obligations related to the issue of political legitimacy, namely, the suitability of an authority with people's beliefs is only a norm of one form of legitimacy. Therefore, the suitability of authority and legitimacy as political legitimacy cannot be forced into people's lives in the context of modern politics with character. So we need an ability and political communication capacity of leaders who are authoritative and consistent with the rules, norms and ethics that are built in the community seriously and responsibly.

In relation to policies and political decisions of leaders who have authority and have legitimacy, managerial skills are needed, managing in the midst of political competition that is so tightly regulated in the country's political system. So it takes an attitude, characteristics and is able to respect others, and is very cooperative ready to serve as well as collaborate, this reduces and or eliminates sectoral egos that unknowingly often appear as leaders, must be in harmony with the competitive spirit and manage government public management. Because it is stated by Dendhart and Dendhart (2015), the cooperative and collaborative spirit completely clashes with the principle of competition in managing public management. In the context of modern politics and applying political communication in accordance with the millennial era, leaders must be able to answer various public problems by implementing a new and modern public management system. This is stated by Fukuyama (2013) market-like incentives into the public sector of exit options, competition, manipulation of wage scale, shortening of accountability routes, and better methods of monitoring and accountability. Many of the techniques of New Public Management were in some sense an outgrowth of these approaches, though their applicability to developing world contexts has been questioned. Thus, a good and responsible government in implementing and determining public and political policies for the benefit of the community must implement open and responsible management. In addition, as a responsible government leader, he continues to use political communication and actively provides an understanding of every activity, decision and public policy, because it is related to efforts to improve the welfare of the community better. The most principal thing is to build and carry out intensive interactions as an effort to convince the public as the authority of political

power to remain trusted and gain the legitimacy and legitimacy of the community as citizens who have the highest political sovereignty rights in the context of modern political democracy. In the current conditions of political democracy, the intensity of the use of communication media technology has shortened the distance and time, where every statement of leaders and public officials, policies made and political behavior. So that it can certainly have an impact again as feedbacks and checks and balances, the character of political communication conveyed by authoritative leaders creates life changes and can be well received and there is a positive response by the whole community. According to Wilson (2006), this arises because diversity is a fact of life.

Thus, that the character of political democracy is an activity in the entire life of the people or the wider community by using various available media, and is present to facilitate and facilitate various existing interests. In empirical practice, political communication is related to two-way communication, it can even take place in various directions. In reality, in the context of modern political democracy today, political communication messages are delivered quickly and using modern and digital information and communication technology. Its activities can get a two-way response and various directions in providing information and communication, it can be coordinated quickly and or without being able to coordinate, so that it moves quickly in the public space by sharing information, ideas, ideas and even attitudes, whether political, social, economic culture and so on. In world activities and political activities, political communication, according to Rochhajat and Sumarno (2006), namely, political communicators is one of the factors that determine the effectiveness of communication. So that politically and politically related to political parties and political positions, good political communication will have an impact on political success in line with the implementation of the function of political communication. Similarly, according to Zulkarnaen (1990), the function of recruitment on communication effectiveness is to select talented individuals to occupy certain political positions in government, such as structural positions in parties. So political communication is very decisive in order to achieve success in efforts to carry out political roles and functions, so it is necessary for competent people or individuals to convey political communication that is well received by the community, as information and communication of important messages for a better life.

BUILDING THE DYNAMICS OF MODERN POLITICAL COMMUNICATION

A good and quality political system continues to strive to create better living conditions and interactions between communities, which take place in a harmonious, balanced, stable and fair manner in the life of modern political democracy. Living conditions and dynamic phenomena make the color of people's lives more advanced and the variety of empirical developments is also in line with structured good practices developed jointly, equally and respecting the rights of one human being and/or another person. The philosophy of life by prioritizing ethics, morals and compliance with legal norms and laws, reflects the increasingly dynamic conditions of modernization in people's lives. This is a shared awareness that must continue to be built with the determination and intention to improve life in the form of development and intensity of better and responsible communication to build political trust in power. The legislature and the executive hold power because the people believe in it, abuse their power to take actions that are contrary to the state's purpose of protecting the lives and property of citizens, so they are not entitled to that trust (Locke. 1970). Thus building modern political communication cannot be separated from the responsibility and trust of the people, this must be done to respect the people's right to efforts to build political dynamics through good and respectful communication. As emphasized by Locke (1970, 2017), the state was established to protect private property rights (The great and chief end... of Mens uniting into Commonwealth, and printing themselves under Government, is the Preservation of their

Property). Likewise, Locke, in (Articles 95 and 135), continues to guarantee the integrity of private property which is increasingly different, with the name property not only property, but also life and liberty rights. These are inalienable rights and the state was created to protect human rights.

In this case, if the recognition of individual rights is principally respected as a human right and is an appreciation of sovereignty and political authority, then in the wider social context of the state and political actors, the state will gain confidence in its political power. This is a principle in accordance with political ethics and morals, the state (legislative and executive) who gain the trust and political mandate to build a country with the dynamics of political communication that is increasingly developing at this time. Then the latest condition of the development of science and technology, systemically also respects digital political democracy in the era of information and communication technology 4.0, making it more interesting as a study material for modern political communication and or the millennial era. In the context of modern democracy in the digital era, anyone can convey aspirations, messages and political statements across borders, space and country, even though they are not political actors, but are carried out in an effort to defend political rights and human rights. Building dynamic political communication while respecting individual rights and roles, this will dynamically form a political integration and system that will be understood and implemented together for a common goal. Whether it is related to political goals, as well as economic goals, prosperity, justice and the welfare of a better life. This can be pursued by political elites who gain political power and sovereignty through various political policies and public budget policies for justice and improving the welfare of the people's economic life with justice. Likewise, demands for political, legal, social, cultural and other justice must be built through the delivery of good, quality, responsible information and political communication in the interest of creating stability and harmonization of people's lives. Normatively and empirically still respecting moral values as well as normative and constitutional provisions, this is done so that there are no violations and arbitrariness in political power.

Building the dynamics of political communication, this is consistent with efforts to improve democracy and keep abreast of current developments. In a system that is increasingly developing, political democracy involves various parties as well as elements of participation from the people or the wider community, in a normative and empirical condition making messages and delivering various decisions within a legitimate government system. In this case too, McNair (2003) states, a legitimate government if it succeeds in involving the people in the process of the political system which can be seen from the development of the mass media, including mass political communication. It is clearly illustrated that between democracy, political communication and various rules regarding political decisions, these are integrated in a political system and the involvement of various parties in efforts to develop political democracy in the conditions of modern society. So that efforts to improve and develop democracy in political life also participate in increasing the level of political communication that is getting better, quality, responsible, political democracy also increases the freedom of political communication in people's lives. In political democracy, involving the ruling elite, the public in the wider community which is increasingly competitive, so that political communication has an increasingly important role in a sovereign political system. This is also as conveyed by Adhi (2013), political communication actors continue to compete for their interests to obtain, maintain, and expand their power.

Political democracy with the development of utilizing digital and virtual technology, as well as the development of social media platforms which have the advantage of delivering information quickly, are usually used without the intervention of others and even carried out

comfortably. In this case, Lim stated that, as a "civilian medium" or media that is fun and friendly to users because of the low-cost nature of social media, it is not easy to control and censor, and easy to obtain. Utilizing social media as a space to build political democracy as an expansion of understanding of human rights and individual rights in political life, this can take advantage of the space for activity and creativity of the political aspirations of the younger generation and millennials as a floating mass that is very significant in number, also still looking for conformity and options for political democracy. which is desired. Freedom of democratic choice and getting information for millennial youth, active rulers and political actors in power, who also want to stay in power using social media. In another study, Lim said that the fun nature of social media also provides space for freedom, greater creative space, and gives users a sense of autonomy. Thus building the dynamics of modern political communication democracy today, must be more friendly to digital technology and use virtual media that is more friendly and fun for the wider community. Democracy, with a digital and sophisticated political communication system, is now more preferable, friendly and fun for the public and political constituents to get information and messages in accordance with their wishes. In a normative and politically ethical context in a positive, good, constructive and participatory message for real and empirical changes in people's lives, it is more desirable and has its own value for people's lives, which builds and is responsible in the context of modern community life groups towards the formation of interaction networks. integrated society.

Thus, in the context of state politics which has normative rules and laws governing the political democratic system, a must also build competence in managing and regulating political activities and creativity with digital and virtual systems. What must also be done is, utilizing information and communication technology with modern equipment and tools so that various policies and political decisions of the state as rulers create good and clean governance, as a condition for implementing governance ethics which is a model of modern government, so demands independence and neutrality. to manage and manage the political interests of the people, it is required to be in a neutral position, far from taking sides with groups and aspirations of political parties and certain elements of society. So that in the practice of political democracy, which must be carried out by representatives of the people in politics and who receive the mandate of political power from the people, do not practice government dysfunction that can cause a quick reaction in the current era of digital and virtual democracy. This is in accordance with the issue reported by The Economics Intelligence Unit (2020), namely, political polarization and partiality in government, this will damage state institutions. The reality is that the character of political democracy is an activity in the entire life of the people or the wider community by using various available media, and is present to facilitate and facilitate various existing interests.

CONCLUSION

Political communication as an integrated science has a significant relationship with other sciences. This is a must in the conditions of life and empirical political practice in the modernization of science and technology which is increasingly developing well. Political communication based on ethics and moral norms as the delivery of messages as well as political decisions and policies, is very effective in creating conditions of harmonization in order to support the development of a legitimate government that is sovereign and responsible for a better community life. Politically and in policy, that political communication as an empirical practice respects human and individual rights in the social life of society, creating better political integration between actors and the government and the people. This must be integrated with each other in an effort to create conditions for modern political democracy, also involving

the mass media and others. Political communication must be built by holding on to the principle of being a connecting bridge, as well as important knots that are interconnected with various political interests. The principal holders of political power are also required to be honest, fair, fair and responsible for various important political decisions that can provide benefits to the community, both as political actors and public officials whose statements must be consistent and consistent for the real life of the community. Messages and decisions on political communication have political indicators, so as an actor who conveys information and political communication, this is a new phenomenon in a political democratic system that is growing dynamically with the development of digital or virtual system technology.

In political behavior and character who has competence and authority as a leader, this is very valuable to the legitimate authority of political power. Various interests have developed, including political interests that play a very important role, so the political elites also participate in determining various important policies and decisions in managing and regulating them in a political system. Therefore, it is necessary to have an effective, ethical, moral normative political communication and still hold on to the principle foundation of the rules and laws that must be implemented, which is a political obligation. Leaders with character are able to create harmonization of the state in the concept of a political democratic system if implemented consistently by leaders who are authoritative and have character and leadership characteristics that are fair to the lives of their people. What is really needed is the ability and capacity of political communication for leaders who are authoritative and consistent with the rules, norms and ethics that are built in the community seriously and responsibly. It must also be able to answer various public problems by implementing a new and modern public management system. In principle, implementing and determining public and political policies for the benefit of the community, must implement open and responsible management. In fact, today's modern political democracy is so quick to arrive and transmit political communication messages using modern and digital information and communication technology.

Modernization of life by prioritizing ethics, morals and compliance with legal norms and laws, reflects the increasingly dynamic conditions of modernization in people's lives. Building modern political communication cannot be separated from the responsibility and trust of the people, this must be done to respect the people's right to efforts to build political dynamics through good and respectful communication. In principle, the recognition of individual rights is principally respected as a human right and is an appreciation of sovereignty and political authority, so in the wider social context of the state as well as state political actors will gain confidence in their political power. Modern democracy in the digital era, anyone can convey aspirations, messages and political statements across borders, space, time and country, even though they are not political actors, this is done in an effort to defend political rights and basic principles. Building dynamic political communication while respecting individual rights and roles, this will dynamically form a political integration and system that will be understood and implemented together for a common goal. Whether it is related to political goals, as well as economic goals, prosperity, justice and the welfare of a better life. In fact, political democracy involves the ruling elite, the public in the wider community which is increasingly competitive, so that political communication plays an increasingly important role in a political system of a sovereign state. Thus building the dynamics of modern political communication democracy today, must be more friendly to digital technology and use virtual media that is more effective, efficient and enjoyable for the wider community. In the context of the group life of modern society towards the formation of an integrated social interaction network.

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