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The power of social media to influence people in Indonesia: case study of crazy rich scam and big data of election postponement

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ABSTRACT

This study aims to explain the power of social media in influencing people in Indonesia with cases of fraud committed by the crazy rich Doni Salmanan and Indra Kenz, as well as the case of Big Data claims that show the postponement of the 2024 election. Social media has become a new medium for interaction between so many parties who use social media, ranging from individuals, influencers, business people, companies, and government agencies to share activities, information, promotions, and even show off their wealth and luxurious lifestyle. The concepts used in this study include Big Data and Flexing as an analytical instrument for the phenomena in this study. Researchers used qualitative methods using secondary data. Researchers use internet-based research techniques because this research collects data from books, journals, articles, and news sources. The results of this study indicate that there is a common thread between social media, the flexing carried out by Doni, the crazy rich Salmanan and Indra Kenz, and Big Data regarding the postponement of the 2021 Pilkada where social media has strong power to influence and control public opinion in Indonesia.



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Introduction

Social media is an online medium where users can easily participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds (CAHYONO, 2016). Blogs, social networks, and wikis are forms of social media that are most commonly used by communities around the world. Social media is not only a place to communicate, but also to share information. Almost all business sectors have made social media a means to establish relationships with the public. Approach to consumers emotionally can be done online. In fact, several ministries and government agencies are also active on social media to get closer to the community. Internet use is classified as very massive. Based on statistical data, it is recorded that 5.252 billion (December 2021) out of 7.935 billion (January 2022) the world's population has used the internet (Stats, 2022). Meanwhile, internet usage in Indonesia, according to the same source, reached 212,354,070 out of 278,268,685 residents. In other words, 76.3% of the total population of Indonesia has used internet services, this means that Indonesia is one of the countries that has also experienced the development of information and communication technology.

Social media is also a place used to spread influence. There is a term given to figures who have a big influence on social media called influencers. The information provided by the influencer cannot be confirmed,

but it can make people seem to believe it. One of them is flexing done by crazy rich, namely Doni Salmanan and Ibrahim Kenz, who invite their followers to join binary options trading. People who are affected by the wealth shown by these two people are affected and eventually follow them to become traders on the Quotex and Binomo applications, where these applications are more like gambling than trading. Moreover, the Financial Services Authority (OJK) had released a report on public losses due to fraudulent investments over the last ten years, which reached Rp 117.4 trillion (Martin, 2022). So, in the case of online trading fraud, social media is used as a deceptive tool. Affiliates play with people's emotions by using flexing techniques on social media. In gambling, traders who act as players will always lose. While the affiliates will always win and reap the benefits, Traders fall into poverty; affiliates themselves become rich. So the number of losses from fraudulent investment fraud recorded by OJK is an undeniable fact. There is a complete record of the authorities who are in charge of it. This proves how social media can produce products that astound us. Fantastic numbers don't make sense, and we can easily get logic. However, whether the numbers are real or fake is sometimes questionable. So, we need to keep an eye out for all the products that social media makes before we use them.

The large number of social media users presents a unique potential for big data, in the form of information on individuals, including their privacy. When making judgments, some people may find that big data is the most helpful. One of these is figuring out what advertisements and content references mean. If a person is very invested in using the app, social media will show them more political information when they access stuff about politics. In reality, the app may access the user's smartphone's microphone to modify the material based on the context of the user's speech. The emergence of big data showing that around 110 million Indonesians desire to postpone the 2024 General Election adds fuel to the fire surrounding the big data phenomena. Due to uncertain sources, we cannot be certain that the data is reliable. One reason is that the legality of large data collecting is taken into account while determining its status.

When considering the influence of social media in capturing public opinion, the Crazy Rich flexing phenomena that culminated in fraud and big data connected to the delay of the 2024 General Election may be unique to examine. But while social media is now a vital part of modern life and has many positive social and economic impacts, it also poses security risks to its users. This study will discuss the power of social media in influencing the Indonesian people in terms of the crazy rich case study and big data on the postponement of the 2024 election. So that the relationship between the crazy rich case and the postponement of the election can be seen from the side of social media, the crazy rich investment fraud case and the big data polemic issue of the 2024 election delay have several similarities. Both are social media products and both show fantastic numbers. Because social media is a development of information technology that brings a change in society. Social media has positive and negative impacts, namely the positive impact is that it makes it easier for us to interact with many people, expand relationships, distance and time are no longer problems, it is easier to express themselves, the dissemination of information can take place quickly, the cost is cheaper. While the negative impact of social media is to keep people who are close and vice versa, face-to-face interactions tend to decrease, making people addicted to the internet, causing conflicts, privacy problems, vulnerable to bad influences from others (CAHYONO, 2016).

Social media is a term that refers to a new form of media that involves interactive participation. The development of digital and mobile technology allows individuals to interact on a large scale, so that new media such as social media focus their functions on interactivity. Social media has various functions, such as (Manning, 2014), allowing people to do identity work, meaning an individual can put who he is into his social media profile. When individuals see reactions to their presence on social media, they will consider themselves in a new appearance and notice that online interactions can make them more open about their thoughts, asking questions and expressing opinions, Social media can maintain relationships, Social media can be a place to perform work functions, even now social media is a job, for example bloggers, influencers, youtubers and others, Social media is a place to find information or share ideas; and Social media can also support the function of seeking information, furthermore people can offer opinions or consider other people's opinions.

With the rise of people using social media, of course social media has advantages and disadvantages. (Drahošová & Balco, 2017) describe the advantages and disadvantages of social media, social media has the advantage of being a medium for exchanging information and communication, for data sharing, as a place for teamwork and working from home, as a service, education, and sharing. hardware and peripherals (Drahošová & Balco, 2017). In addition to the benefits or positive impacts generated, social media has disadvantages or negative impacts, such as internet addiction, lack of security, information overload and loss of social contact.

Social media is considered to have given birth to a radical new way of interacting. There are many different social media platforms, such as: podcasts, blogs, discussion group forums, text messages, video streaming and

so on. With so many social media platforms available, social media is seen as a platform for promotion or marketing. As an interactive digital medium with wide resources and connectivity, social media can create a sphere of influence in influencing activities (Hanna et al., 2011). Social media has power with the large number of users and how the algorithm system shapes people's interactions with what they see or read. It can shape people's opinions and feelings about current events, hot topics, latest trends, and so on (Poliska, 2020).

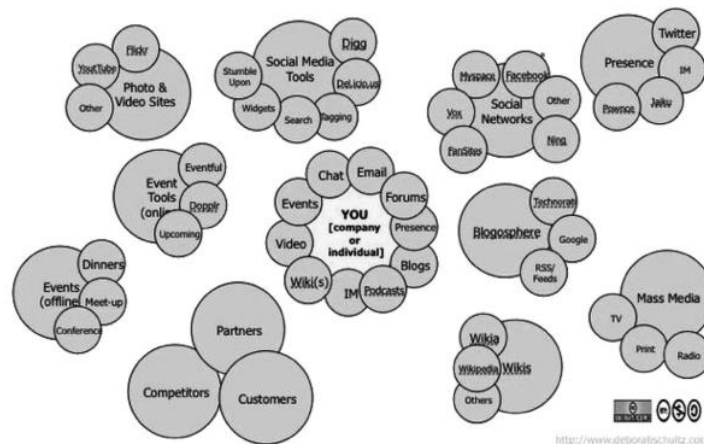


Figure 1. Social Media Ecosystem
Source: (Hanna et al., 2011)

The picture above is a social media ecosystem presented by Schultz (2007). Now the ability to create and describe social media ecosystems is an adaptation of an increasingly evolving world. Corcoran (2009) divides the ecosystem into three types of media, namely: (1) owned media (eg, company websites); (2) paid media (eg, advertising and sponsorship); (3) the media obtained, meaning not controlled by the marketer (eg, viral). Furthermore, Bernoff (2008) classifies active participants in the social media ecosystem which consists of five types of behavior, namely: (1) Creator, the party that publishes; (2) Criticism, parties who provide comments; (3) Collectors, parties who store or distribute; (4) Merger, the party that connects or unifies; and (5) Audience. Influence can be spread across multiple platforms, so it requires expertise to integrate multiple social media platforms. That way you can study various social behaviors, because not all participants in the social media ecosystem enter the same way (Hanna et al., 2011).

Flexing is a term intended to show off luxury. Flexing is a slang word from America which means to brag by showing off luxury (Noviana, 2022). Flexing is a term intended to show off luxury. Flexing is a slang word from America which means to brag by showing off luxury (Darmalaksana, 2022). Flexing is seen not only as a personal need such as imaging, more than that as a marketing strategy, for example the case in Indonesia, namely the fraud of Umrah and Hajj travel agents (first travel). According to Prof. Rhenald Kasali, in his promotion the owner exhibits luxury goods and a luxurious lifestyle, such as going abroad. This is done to attract attention and make people/service users believe (Larasati, 2022). So that flexing can be interpreted as marketing to build trust and show it to customers, so that trust arises (Dzulfaroh, 2022).

Flexing has various purposes, in fact, it is done to show abilities, show their social status to the audience. But over time, flexing is considered a marketing strategy to get attention (Annisa, 2022). The word flexing has a bad impression, for example, it can create a consumptive lifestyle and are desperate to borrow to fulfill their image as a rich person. From a historical point of view, obtaining status as a new rich person is less rewarded, this is what has given rise to social action in the form of status demonstrations with consumption activities. The lack of honorary status from society is compensated by a conspicuous consumption style. Such people conform to a consumption style that is at the level of the upper class, such as from the type of goods. Such consumption patterns are deliberately displayed to believe the public that they are one step ahead of their original status, another purpose is to leave an impression in the community so as to cause admiration. This can be achieved by conspicuous consumption, such as spending money and goods (Bakti et al., 2020).

Furthermore, the researcher constructs Guy Debord's thoughts on society with a public consumption approach to the media, which focuses his thoughts on the condition of the media community. Guy said that the condition of society is getting worse, where the relationship between commodities replaces the relationship between humans. Coupled with a capitalist economy that shifts the value of survival, meaning that the fulfillment of the basics of life develops into basic fulfillment which is not essentially a basic human need (augmented survival). Another concept that has something in common is the spectacle which can be understood as a visual hoax in the mass media or something trivial in society (Debort, 2004). This concept is

also seen as being able to epidemic models of social life that are considered ideal (Aji & Tohir, 2020). The understanding of the spectacle in addition to describing people's lives with the media, also describes the role of social media in the degradation of human life, meaning that the existence of an ideal image makes people in society leave their authentic life to a life that pursues the ideal image itself. This will not be a problem if they are able to achieve and do it, but this will be a big problem if they are not able to do the things that are considered ideal. This will force the person to continue to consume and buy goods and services to pursue something that is considered ideal (Aji & Tohir, 2020).

Big data is a term that defines the evolution and use of technology to provide the right information to the right users at the right time from an exponentially growing data set over a long period of time in society (Riahi & Riahi, 2018). Big data has characteristics, such as having a larger, more diverse, and faster volume, known as 3V (volume, variety, and velocity). Volume is the amount of data generated, stored, and operated in the system. Variety refers to the multiplication of the types of data managed by the information system. And velocity represents the frequency at which data is generated, captured, and shared in real time.

The development of Big Data increases the risks especially in the area of privacy, which are different from ordinary privacy concerns. In general, Big Data has risks, such as: data security; privacy data; costs; bad analytics; bad data; and rules and regulations (Syafriana & Irwansyah, 2018). Privacy in the western legal system is a problem related to the flow of personal data, privacy is a rule for managing individual information. Privacy in Big Data according to (Richards & King, 2016) includes protection: (1) Identity, identity protection in Big Data prevents recommendations given to individuals from the results of behavior and preferences analysis so that it can cause restrictions on space or search and knowledge. (2) Equality, protections in Big Data include restrictions on collection, transparency of algorithms and accountability, and restrictions on the use of analytics to treat people differently. (3) Security, protection in Big Data cannot be separated from individual information governance rules, privacy will not exist without security. (4) Trust, this is how users can feel confident that information about them is not misused. If users trust, then they will share more information and be more accurate.

The state is obliged to guarantee the privacy of individuals stored in the Big Data system in a safe and protected condition, for example with the General Data Protection Regulation (GDPR) used by countries in the European Union. In general, the protection of personal data has been regulated in the Universal Declaration of Human Rights or in the International Convention on Civil and Political Rights. Indonesia itself has protected individual privacy data which is categorized as a human right protected by the state, this is regulated in the 1945 Constitution Article 28 G paragraph (1). In addition, Law Number 19 of 2016 concerning Information and Electronic Transactions for the protection of personal data as individual privacy which is not to be opened and published (Kurmiawan et al., 2020).

Various cases of misuse of personal data, the increasing use of electronic documents and activities on the internet make data protection even more important, even Indonesia made a Bill on the Protection of Personal Data. Misuse, theft, sale of personal data are categorized as violations of the law in the field of information technology and violations of human rights (Situmeang, 2021). Although in law enforcement, there is no norm that regulates criminal sanctions as a deterrent effect. Settlement of disputes is resolved by deliberation or other alternative settlements, this is stated in Article 29 of the Draft Law on Protection of Personal Data.

Various issues and regulations that exist regarding Big Data should not be understood that data should not be used, more precisely data can be used with regulated limits. The existing regulations are more regulated regarding the use of inappropriate data, meaning that Big Data can be used because Big Data has ethics and dimensions of its application (Myers, 2018).

Method

This study uses qualitative methods to explain the phenomenon of power from social media in the case of fraud by crazy rich Doni Salmanan and Indra Kenz, as well as to explain the case of Big Data claims to postpone the 2024 election. Qualitative methods are used by researchers to gain a deeper understanding from various perspectives on a case (Nassaji, 2015). The data collection process and analysis strategy in the qualitative method uses non-numeric data, although numerical data can be used for further evaluation (Lamont, 2015).

This study uses secondary data from library materials, books, previous research, scientific journals, news and so on. Data obtained from the internet using internet-based research techniques. Data collection in research is taken from pages related to research or related topics, such as related government websites, electronic journals, news, and social media. Using this technique allows researchers to get data easily, quickly

and a lot. However, the data obtained is difficult to ascertain as accurate data, given the element of subjectivity from the owner of the data (Lamont, 2015).

The researcher uses internet-based research techniques because this research collects data from books, journals, articles, and news related to Doni's topic. Salman and Indra Cheating Rich Kenz through flexing content on social media, and Big Data claims from social media users' conversations about the delays in the 2024 election from the Internet Data analysis is used to reduce the amount of data (by summarizing and choosing), present the data, draw conclusions, and check the data.

Results and Discussions

How people are Influenced by the Crazy Rich via Social Media

In 2021, the phenomenon of new rich people showing off their wealth and lifestyle to the public on social media (flexing) had become the public spotlight, especially in Indonesia. For example, Doni Salmanan and Indra Kenz, the flexing content they uploaded has gone viral, even getting covered by the media. Flexing content on social media is one of the content with the most viewers, such as showing the lifestyle of the rich, activities on vacation abroad, showing luxury vehicles, to content sharing money or expensive goods to the public, it is named as crazy rich (Voi, 2022).

Various flexing content was also carried out by Doni Salmanan and Indra Kenz. Social media platforms such as Instagram, Tiktok and Youtube are media to share their flexing content.



Figure 2. Youtube Channel of Doni Salmanan, 2021

Doni Salmanan in December 2021 once auctioned his luxury motorbike and the proceeds from the sale will be donated to victims of the Mount Semeru natural disaster and disaster victims in Garut. After being sold, Doni Salmanan shared screenshots of the results of his donation on social media. Doni Salmanan also shared his philanthropic actions on Instagram, such as giving hundreds of thousands of money to traders, even though he only bought two coffee sachets. The flexing content was uploaded on his personal YouTube channel.



Figure 3. 7 Billion Watch Flexing Content, (Voi, 2022)

Indra Kenz also uploads flexing content on his social media. Indra Kenz's first flexing content that became the public spotlight was buying a Tesla car worth Rp. 1.5 billion at 03.00 am at an online store. Indra Kenz made the transaction with the reason that he couldn't sleep and felt dizzy, and he shared the reason on his

social media. The content went viral on social media and made Indra Kenz's name known to the public. Indra Kenz also creates other flexing content, such as uploading his watch worth Rp 7 billion and claiming that he is the only 25 year old youth who can afford a watch worth Rp 7 billion. The flexing content is uploaded on his Tiktok and Instagram.

But in fact, showing off their wealth and crazy rich lifestyle by Doni Salmanan and Indra Kenz to the public through social media is a fraudulent or fraudulent investment marketing strategy. Doni Salmanan is known as an investment affiliate of Quotex, and Indra Kenz is known as an investment affiliate of Binomo. The public was amazed by the success they achieved at a young age, thus making the public wonder about the work or business they have. Doni Salmanan and Indra Kenz provide a way for them to get money, this encourages young people or people who want wealth like crazy rich to do this by "investing" their money through the application used by Doni Salmanan and Indara Kenz. The flexing content they upload is a marketing pattern by showing off their wealth even though they are not really rich people, this view is shared by Rhenald Kalasi, Professor of Management Science at the University of Indonesia (VOI, 2022). So the flexing action carried out by Doni Salmanan and Indra Kenz is a strategy to attract illegal investment through the platforms they promote or as affiliates (CNN, 2022).

Affiliate is a marketing program by giving a commission to someone who successfully invites people to see, try, and buy the seller's product or service. There are four types of affiliate programs, namely: Pay Per Sale, Recurring, Pay Per Lead, and Pay Per Click (Chow, 2010). The affiliate program at Binomo itself provides a profit of 50%-70% of the user's loss for the affiliate. In Indonesia itself, there is no law governing the cooperation agreement for the affiliate program and the Civil Code also does not provide legal protection for affiliates (Ulya, 2020). The affiliate marketing program is not an act that violates the law, but the problem is that affiliates get commissions from losing gambling application users (Wahyuni, 2022). With this case, Doni Salmanan and Indra Kenz are entangled in the Money Laundering article and are threatened with 2 years in prison (Hanifuddin, 2022).

The perpetrators of the crime of fraud in money laundering committed by Doni Salmanan and Indra Kenz are listed in the Criminal Code (KUHP) Chapter XXV Article 378 which is an act that seeks self-profit against the law. They were both charged with multiple articles. Indra Kenz was charged with the Electronic Information and Transactions Law (UU ITE) Article 45 paragraph 2 in conjunction with Article 27 paragraph 2 and Article 45A paragraph 1 in conjunction with Article 28 paragraph 1; Fraud Article 378 of the Criminal Code in conjunction with Article 55 of the Criminal Code; and the Crime of Money Laundering (TPPU) Articles 3 and 4 of the Republic of Indonesia Law number 8 of 2010 (Ramadhan, 2022). Apart from being charged with multiple articles, all assets belonging to Crazy Rich Medan were also confiscated by the police. The same is true for Crazy Rich Bandung, even their Youtube accounts and deposit recaps will also be confiscated. Meanwhile, Doni Salmanan himself was charged with the ITE Law Article 45A paragraph 1 in conjunction with Article 28 paragraph 1; Fraud Article 378 of the Criminal Code in conjunction with Article 55 of the Criminal Code; and TPPU Articles 3 and 4 of the Republic of Indonesia Law number 8 of 2010 (Ramadhan, 2022). Money laundering itself is regulated in Law Number 8 of 2010 which shows that all actions related to placing objects of property from criminal acts (Kusumadewa et al., 2022).

Through flexing content on social media, people are made to believe that investing through the platforms they market is the right step. So many people were deceived, such as Maru who lost Rp 500 million, Ridwan lost Rp 1 billion. It is estimated that the loss of victims from Doni Salmanan and Indra Kenz reached Rp. 50 billion (Muhammad, 2022). In addition, the illegal investment case has a bad impact on the investment world, people are afraid and have bad thoughts about investment products (Qothrunnada, 2022).

Laws and Regulations of Big Data of Election Postponement Issue through Social Media

The issue of postponing elections is one of the most interesting and discussed issues by the public, including on social media. This has increasingly attracted public attention after state officials from the Coordinating Minister for Maritime Affairs and Investment Luhut Binsar Pandjaitan and the head of a political party Muhaimin Iskandar made Big Data claims in the form of conversations of 110 million netizens who supported the postponement of the 2024 election (Anugerah, 2022). The statement sparked public debate, even attracting the attention of data science experts who doubted the statement about Big Data. Moreover, when the clarification is carried out, Coordinating Minister Luhut will not disclose the data to the public (Hamdani, 2022).

Big Data is sourced from the conversations of 110 million citizens, based on the characteristics of Big Data it refers to what is called property or varied data, such as social media data in the form of conversation text data. If we look at the data released by We Are Social, the number of social media users in Indonesia is around 69.9% or 191.4 million. The number is spread across various social media platforms, such as

Instagram, Facebook, Twitter, Youtube, and Tiktok. Although anyone can have an account on all of these platforms, the details are as follows: Instagram 99.15 million users, Facebook 129.9 million users, Twitter 18 million users, Youtube 139 million users, and Tiktok 92 million users. This volume of data needs to be processed with artificial intelligence technology and adequate computing capabilities (Wijaya, 2022).

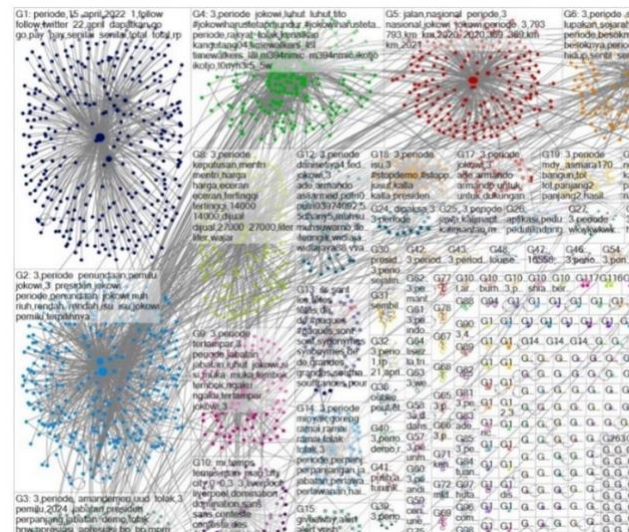


Figure 4. Big Data Modeling, St Wisnu (Wijaya, 2022)

Measuring the volume of conversations can also be done by looking at key benchmarks, for example Facebook conversation data with the keyword “postpone elections”. This is done using the social network analytics method, although it cannot be said to be Big Data, at least it can be used as an illustration. Big Data volume in this context refers to the number of users and the conversations that occur between users. Please note that the number of these conversations may exceed the number of users. This means that users B and C can have more than one and unlimited conversations. In this case it collides with validation of real or fake users (fake account). Based on data, fake followers on Twitter reached 40%, meaning that the resulting conversations were categorized as fake conversations, so they could not be used to calculate valid public opinion (Zilles, 2022).

The statement above is reinforced by the results of the Indonesian Cyber Research Institute CISSReC which tracked Big Data of 110 million as well as social media users who supported the postponement of elections by using open source intelligence on accounts on Twitter. The result is that there are irregularities, because there are around 15 million active Twitter users. Then based on tweets, replies, and retweets that contain talks about extending the position and three periods, it stands at 117,746 (Kliwantoro, 2022). Researchers do not find that the phenomenon of election delays and Big Data as a violation in the perspective of Big Data ethics. Big Data can be used because it has ethics and dimensions of its application (Myers, 2018). The creation of Big Data actually has benefits as a research tool to perform analytics, dig up information, help make decisions and make policies (Zodi, 2018). Big Data regarding 110 million social media users who support the postponement of the 2024 election is not disclosed to the public, this includes identity protection and security regarding privacy in Big Data according to Richard and King (2016). However, the Big Data claim cannot be proven validly, so if it is not true it can be said to be a hoax.

The rise of cybercrime cases, such as hoaxes, fraud and others encourages the state to regulate these crimes under the law. The issue of hoaxes on social media has been regulated by the ITE Law, for people who spread fake news (hoaxes) can be ensnared in Article 28 of the ITE Law with a maximum criminal sanction of six years or a maximum fine of one billion rupiah. Article 28 paragraph (1) reads "Everyone intentionally and without rights spreads false and misleading news that results in consumer losses in Electronic Transactions". The spread of hoax news in the community is due to the freedom that the community has to express themselves on social media which ends up disturbing the community (Ariani, 2021).

The Red String between Social Media, Crazy Rich, and Big Data

Social media has succeeded in becoming a tool to influence society. Basically, influence can be estimated by looking at the size of a person's social network or account, such as followers on Instagram, Tiktok, Facebook, Twitter or Youtube subscribers. Furthermore, the overall impact of social media can be determined by how a person makes social connections and the level of trust between that person and their connections (Techtarget,

2022). Users who build credibility with certain content and have access to a wide audience are called influencers. Influencers have the power to influence such as sparking conversations or inspiring behavior change, so many companies, businesses and even governments are hiring influencers.

The flexing phenomenon carried out by someone or an influencer on social media can influence or inspire changes in the behavior of the wider audience. In this case, the audience is influenced to invest their money in binary options trading applications such as Quotex and Binomo which are marketed by affiliates (Doni Salmanan and Indra Kenz). Flexing content is one of the most watched content by social media users, this makes Doni Salmanan and Indra Kenz get the attention of the audience, so they have many followers on their social media accounts. With flexing content, they can convince social media users that their wealth comes from investing in Quotex and Binomo, so many audiences are influenced to follow the way Doni Salmanan and Indra Kenz got their fortune.

Social media as a tool for influence is increasingly supported by advertisements, video sharing features, and algorithms. An algorithm is a technical way of sorting out uploads based on some criteria, so users will be shown the uploads that keep them following that specific content. Algorithms can have positive impacts such as increasing awareness of interest in a particular issue, but algorithms can also have negative impacts such as influencing user opinions and interests. With the algorithm, users will be presented with uploads that match the user's likes, this will make a tendency of public opinion on one thing without being accompanied by balanced information (Manan, 2021).

The Big Data phenomenon of postponing the 2024 election has led the public to access information or content regarding the issue so that it is influenced by public opinion circulating on social media. A total of 117,746 (tweets, replies, and retweets) Twitter users discussed the extension of office and three terms, and 11,868 users accessed information regarding online news on the postponement of the 2024 election. 83% of users on Twitter are against election delays and 16.40% are pro (Amelia, 2022). Social media is a platform that can be a source of Big Data, it can be useful for understanding opinions circulating in the community, understanding people's preferences and even for marketing purposes. However, the validity of the data is very important to examine its validity before drawing conclusions from the data, this is done to avoid conclusions that are far from valid or spread incorrect information (Wijaya, 2022).

Social media has power in people's lives, including being able to provide information. (Manning, 2014) said that social media has various functions, one of which is as a place to find information, even as a place to have an opinion (offer opinions or consider other people's opinions). However, Drahosoca and Balco (2017) say that social media has weaknesses, such as security and massive information. The internet is indeed a place to find information and give opinions, but excessive information on the internet can have a negative impact such as hoax information. Likewise in terms of security, especially with the emergence of the Big Data phenomenon originating from social media (Wijaya, 2022).

Social media has the potential to be misused by certain parties for the interests of certain groups, for example the Saracen case. This case shows that people in Indonesia are not aware that the information they receive and spread is a hoax. Information is created intentionally to lead opinions and create a certain atmosphere according to the needs of certain parties (Palapessy, B., Syahroni, Soares, J., & Martins, 2018). Besides being able to spread hoaxes, social media also has the potential for data theft, and misuse of social media or Big Data for the benefit of certain parties that are detrimental.

Conclusions

2022 was enlivened by the flexing phenomenon by crazy rich and Big Data claims to postpone the 2024 election. This phenomenon shows that social media is a place for communication, interaction and sharing of information with the public. This is in line with the narrative of (Manning, 2014) that social media has various functions, such as allowing people to do identity work or imagery about themselves from the profiles and activities shared on their social media, social media can be a place to do work, even social media is a place to work. occupations, such as influencers. Social media is also a place to find information, share ideas and opinions. Even social media is considered to have given birth to a radical new way to interact. Social media has various platforms, such as: podcasts, blogs, discussion group forums, text messages, video streaming and so on. With so many social media platforms available, social media is seen as a platform to carry out promotional or marketing functions. As an interactive digital media with extensive resources and connectivity, social media can create influence on a particular society or environment. However, with the massive amount of information spread on social media, it is possible to spread fake news or hoaxes. This is done by certain parties to lead public opinion or create a certain desired atmosphere in society. The bad impact of social media has happened several times in Indonesia, one of which is the phenomenon of the crazy rich fraud Doni

Salmanan and Indra Kenz through social media with flexing content to attract attention and convince the public. Furthermore, the Big Data phenomenon of postponing the 2024 election is attracting attention and becoming the subject of public discussion.

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