

Bawaslu's Oversight of Digital Campaign Dynamics on Social Media in the 2024 Tanah Datar Regional Head Election

Zakiati Nurjannah^{1*}, Sulastri Caniagao², Alfi Husni³, Emrizal⁴

¹ Universitas Islam Negeri Mahmud Yunus Batusangkar

² Universitas Islam Negeri Mahmud Yunus Batusangkar

³ Universitas Islam Negeri Mahmud Yunus Batusangkar

⁴ Universitas Islam Negeri Mahmud Yunus Batusangkar

Corresponding Author: zakia130720@gmail.com

Abstract: This thesis examines the supervision carried out by the Election Supervisory Agency (Bawaslu) over digital campaign activities on social media during the 2024 Regional Head Election (Pilkada) in Tanah Datar. The study focuses on three main issues: the forms and characteristics of digital campaigns that emerged on social media platforms, the supervisory mechanisms employed by Bawaslu in responding to these dynamics, and the challenges faced by Bawaslu in exercising its oversight function amid the rapid development and openness of digital information. This research adopts a qualitative field research approach. Data were collected through in-depth interviews with relevant stakeholders, documentation analysis, and observation of local social media accounts that were active during the campaign period. The collected data were analyzed descriptively and qualitatively using several analytical frameworks, including surveillance theory, campaign theory, institutional theory of Bawaslu, and the perspective of *fiqh siyasah tanfidziah*. The findings indicate that digital campaigns in the 2024 Tanah Datar Pilkada were not limited to informational, persuasive, and mobilizational content, but also evolved into spaces of political criticism, satire, humor, and complex public interaction. This development confirms that social media has become a strategic arena for shaping public opinion, while simultaneously presenting significant challenges for electoral supervision. Bawaslu's supervisory efforts—implemented through direct, indirect, and preventive mechanisms—reflect an institutional attempt to adapt to digital realities. However, their effectiveness remains constrained by technical limitations, the absence of detailed regulatory frameworks governing digital campaigns, and relatively low levels of public participation.

This condition illustrates a gap between positive legal norms governing elections and the actual practices of digital campaigning in the field. From the perspective of *fiqh siyasah tanfidziah*, electoral supervision constitutes a mandate that must be carried out fairly and oriented toward the public interest (*maslahah*). Accordingly, this study emphasizes the importance of strengthening digital campaign regulations, enhancing supervisory technological capacity, and encouraging broader public involvement to ensure that digital campaign oversight is more effective, just, and aligned with both legal principles and sharia values.

Abstrak: Permasalahan utama dalam penelitian ini adalah pengawasan yang dilakukan oleh Badan Pengawas Pemilihan Umum (Bawaslu) terhadap kampanye digital di media sosial pada Pemilihan Kepala Daerah (Pilkada) Tanah Datar Tahun 2024. Penelitian ini bertujuan untuk mengidentifikasi bentuk-bentuk kampanye digital yang terjadi di media sosial, menganalisis mekanisme pengawasan yang dilakukan oleh Bawaslu terhadap dinamika kampanye tersebut, serta

mengkaji kendala yang dihadapi Bawaslu dalam menjalankan fungsi pengawasan kampanye digital di era keterbukaan dan percepatan arus informasi.

Jenis penelitian yang digunakan adalah penelitian lapangan (field research) dengan pendekatan kualitatif. Teknik pengumpulan data meliputi wawancara mendalam, dokumentasi, serta observasi terhadap akun-akun media sosial lokal yang aktif selama masa kampanye. Data yang diperoleh dianalisis secara deskriptif-kualitatif dengan menggunakan pendekatan teori pengawasan, teori kampanye, teori kelembagaan Bawaslu, dan teori *sijasah tanfidziah*.

Hasil penelitian menunjukkan bahwa kampanye digital dalam Pilkada Tanah Datar Tahun 2024 tidak hanya bersifat informatif, persuasif, dan mobilisatif, tetapi juga berkembang ke dalam bentuk kritik politik, humor politik, serta interaksi publik yang kompleks. Hal ini menegaskan bahwa media sosial telah menjadi arena strategis dalam pembentukan opini politik, sekaligus menghadirkan tantangan serius bagi pengawasan. Mekanisme pengawasan yang dilakukan oleh Bawaslu melalui pengawasan langsung, tidak langsung, dan preventif mencerminkan upaya adaptasi terhadap dinamika digital. Namun demikian, efektivitas pengawasan tersebut masih dibatasi oleh kendala teknis, keterbatasan regulasi khusus, serta rendahnya partisipasi masyarakat. Kondisi ini mencerminkan adanya kesenjangan antara norma hukum positif dalam peraturan perundang-undangan kepemiluan dan realitas praktik kampanye digital di lapangan.

Dari perspektif Fikih Siyasah Tanfidziah, pengawasan kampanye digital dipandang sebagai amanah yang harus dilaksanakan secara adil dan berorientasi pada kemaslahatan umum. Oleh karena itu, penguatan regulasi kampanye digital, peningkatan kapasitas teknologi pengawasan, serta keterlibatan aktif masyarakat menjadi faktor penting untuk mewujudkan pengawasan kampanye yang lebih efektif, berkeadilan, dan selaras dengan nilai-nilai hukum dan syariah.

Keywords: *Digital campaign supervision, election supervisory agency (bawaslu), regional head election (pilkada)*

Introduction

Local Head Elections (*Pemilihan Kepala Daerah* or *Pilkada*) constitute a fundamental democratic mechanism within Indonesia's political system. Through Pilkada, citizens are granted the constitutional right to directly elect regional leaders who will be responsible for governing, driving development, and delivering public services in their respective regions. As a form of political participation, Pilkada extends beyond a mere electoral procedure; it serves as a crucial pillar in building inclusive, accountable, and legitimate local leadership. For this reason, Pilkada must be conducted in accordance with principles of honesty, fairness, and transparency in order to produce leaders who possess strong democratic legitimacy and genuine public trust (Satria, 2021).

Alongside democratic development, rapid advances in information and communication technology have significantly transformed the landscape of political campaigns. Political campaigning has gradually shifted from conventional, face-to-face models toward digital-based platforms, with social media emerging as one of the most influential tools in contemporary political communication. Platforms such as Instagram, Facebook, and TikTok are no longer limited to social interaction; they have evolved into strategic arenas for political discourse, narrative contestation, and the dissemination of information. Through social media, candidates and their supporters are able to distribute campaign messages quickly, broadly, and interactively, allowing political communication to reach audiences more efficiently and persuasively (Darmawan, 2019).

Social media has thus become a primary channel for candidates, campaign teams, and the public to communicate political visions and missions, construct political images, and express political criticism. The diversity of digital campaign formats demonstrates the substantial influence of digital spaces on public perception and political preferences. At the same time,

this development introduces new and complex challenges for electoral oversight. The Election Supervisory Agency (*Badan Pengawas Pemilihan Umum* or Bawaslu), as the institution responsible for supervising elections, is required to adapt its oversight mechanisms to existing legal frameworks, including Law Number 7 of 2017 and General Election Commission Regulation (PKPU) Number 13 of 2024. Nevertheless, limitations in technological capacity, the absence of detailed technical regulations regarding anonymous accounts, and low levels of public participation remain serious obstacles in ensuring effective supervision of digital campaigns.

In the context of the 2024 Tanah Datar Regional Election, various local social media accounts demonstrated diverse patterns of digital campaigning. Community-based accounts such as `@sudutbatisangkar` and `@tanahdatar_net` tended to publish content favoring a particular candidate pair, often accompanied by specific campaign hashtags. Official supporter accounts, such as `@salingkatanahdatar`, openly promoted candidate pairs through campaign videos, voter mobilization messages, and testimonials from public figures. Meanwhile, critical accounts such as `@filosofissangka` predominantly presented political satire and personal criticism, which frequently lacked substantive discussion of policy programs. This phenomenon illustrates the increasingly blurred boundaries between formal campaign activities and public opinion in digital spaces, while simultaneously posing significant challenges for Bawaslu in supervising campaign content that is highly dynamic and difficult to regulate through existing legal instruments (Putri & Hidayat, 2021; Santoso, 2023).

Based on these conditions, this study focuses on identifying the forms of digital campaigns emerging on social media, analyzing how Bawaslu conducts supervision over these digital campaign dynamics, and examining the obstacles faced by Bawaslu in carrying out its supervisory role during the 2024 Tanah Datar Regional Election.

Method

This study uses a qualitative field research design to examine the supervision of digital political campaigns on social media during the 2024 Tanah Datar Regional Election. A qualitative approach is employed to understand the dynamics of digital campaigns and the supervisory role of the Election Supervisory Agency (Bawaslu) within their actual social and legal context.

Data were collected from primary and secondary sources. Primary data were obtained through in-depth interviews with Bawaslu Tanah Datar officials, direct observation of campaign activities on social media platforms such as Instagram, Facebook, and TikTok, and documentation of supervisory reports and relevant institutional records. Secondary data consisted of statutory regulations, including Law Number 7 of 2017, PKPU Number 13 of 2024, Bawaslu regulations, and relevant scholarly literature.

The data were analyzed using descriptive qualitative analysis, supported by campaign theory, surveillance theory, institutional theory, and *Fiqh Siyasah Tanfidziah* to assess both the legal and normative dimensions of digital campaign supervision. Data validity was ensured through triangulation of interview, observation, and documentary data.

Results and Discussion

Conceptual Framework and Normative Foundations

Supervision Theory

Supervision is essentially a systematic effort to ensure that activities are carried out in accordance with predetermined objectives, plans, and applicable legal provisions. In the context of regional elections (Pilkada), supervision plays a crucial role as a control mechanism over campaign activities, including digital campaigns, to prevent violations of legal norms and democratic ethics. This aligns with Siagian's view that supervision is a process of observing and evaluating the implementation of tasks to ensure conformity with established policies. Accordingly, supervision is not merely repressive in nature but also preventive, aiming to deter violations at an early stage. (Siagian, 2008)

For Bawaslu, supervision of digital campaigns reinforces its institutional role as a key element of checks and balances in the electoral process. Through both direct and indirect monitoring mechanisms, including cyber patrols, Bawaslu seeks to safeguard electoral integrity and ensure that elections remain honest, fair, and democratic. Supervision theory provides a conceptual foundation demonstrating that without effective oversight mechanisms, the potential misuse of social media in political campaigns would increase significantly. Therefore, Bawaslu's supervisory role extends beyond administrative control to include ethical and moral dimensions, as it directly affects public trust and the legitimacy of election outcomes (Anwar, 2016)

Institutional Framework of Bawaslu

The establishment of Bawaslu is rooted in electoral reform, which emphasized the need for an independent institution to oversee democratic processes. Its primary legal basis is Law Number 7 of 2017 on General Elections, which affirms Bawaslu's status as a permanent and independent body. Bawaslu is mandated to carry out prevention, supervision, and enforcement of electoral violations at every stage of the election process, including the campaign period. Through this mandate, Bawaslu plays a vital role in ensuring that elections adhere to the constitutional principles of being direct, general, free, confidential, honest, and fair. This demonstrates that Bawaslu is not merely a complementary institution but a central actor in determining the quality of Indonesia's democracy.

Structurally, Bawaslu operates through a tiered institutional system, ranging from the national level to provincial, regency/city, sub-district, and village levels. In Tanah Datar Regency, Bawaslu consists of commissioners responsible for specific divisions, such as Legal Affairs, Violation Handling, Prevention, Public Participation, and Public Relations, supported by a secretariat that manages administrative and technical operations. This hierarchical structure enables Bawaslu to conduct systematic supervision of Pilkada stages, both through direct field monitoring and technology-based oversight.

Beyond its structure, Bawaslu's institutional role is defined by its function as an impartial guardian of electoral integrity. It has the authority to receive public reports, conduct clarification and investigations, and issue recommendations to the General Election Commission (KPU) or law enforcement agencies regarding electoral violations. In the context of digital campaigns, this role becomes increasingly complex, as supervision extends beyond physical activities to include monitoring online content. Consequently, Bawaslu is required to strengthen its institutional capacity in digital technology, cyber patrol operations, and inter-agency cooperation (Bawaslu RI, Election Supervision Guidelines, 2023).

During the 2024 Tanah Datar Pilkada, Bawaslu's institutional role became particularly significant in maintaining the neutrality of both mass media and social media, given the central role of digital platforms in campaign strategies. Bawaslu is expected to conduct supervision professionally and independently, without favoring any candidate. Its oversight is not limited to enforcement actions but also includes preventive measures, such as disseminating digital campaign regulations to campaign teams, educating the public, and producing informational content through official Bawaslu social media accounts. In this way, Bawaslu functions not only as an election supervisor but also as a guardian of fairness and democratic stability in the digital public sphere.

Digital Regulation

The regulation of digital campaigns in Indonesian elections and regional elections is primarily based on Law Number 7 of 2017 on General Elections and KPU Regulation (PKPU) Number 13 of 2024 on Election Campaigns. These regulations affirm that social media may be used as a campaign medium, provided that certain requirements are met, including the registration of official campaign accounts with the KPU and the prohibition of hoaxes, hate speech, and campaigning outside the designated period. Thus, digital regulation serves as a legal framework to ensure that campaign activities in cyberspace uphold principles of fairness, order, and democratic integrity.

In addition, Bawaslu is authorized to conduct cyber patrols on a daily basis to monitor both official campaign accounts and public social media activity. This mechanism enables Bawaslu to detect potential violations promptly, although it continues to face technical limitations and coordination challenges with global digital platforms. In this context, digital regulation and cyber patrol mechanisms are essential tools for addressing the complexities of political campaigns in the rapidly evolving information technology era, while also preventing the misuse of digital spaces and preserving a fair and honest electoral climate (Bawaslu RI, Election and Regional Election Supervision Guidelines 2024).

Political Campaigns

Political campaigns fundamentally function as a means of communication between candidates and the electorate, allowing candidates to convey their vision, mission, programs, and political identity in order to gain public support. Law Number 7 of 2017 defines campaigns as activities carried out by election participants or authorized parties with the purpose of persuading voters. In the 2024 Tanah Datar Pilkada, campaign activities were no longer confined to conventional methods such as face-to-face meetings, campaign materials, and mass media advertisements, but increasingly extended into the realm of social media. Digital platforms provide broader opportunities for public engagement, accelerate information dissemination, and enhance candidates' political communication strategies.

PKPU Number 13 of 2024 further regulates campaign procedures, limitations, and obligations, including the requirement for official social media accounts to be registered with the KPU. These provisions aim to prevent unhealthy campaign practices such as disinformation, hate speech, and black campaigns. In this context, Bawaslu plays a pivotal role in ensuring that digital campaigns comply with established regulations and do not undermine electoral fairness. Effective supervision also ensures equal opportunities for all candidates to

present themselves to the public, thereby supporting the realization of elections that are fair, honest, and dignified.

Siyasah Tanfidziyah Perspective

Fiqh Siyasah Tanfidziyah is a branch of Islamic political jurisprudence that focuses on the implementation of laws and public policies within the governance system. In the context of campaign supervision, Bawaslu is entrusted with enforcing electoral regulations as stipulated in Law Number 7 of 2017 and PKPU Number 13 of 2024. From an Islamic perspective, this supervisory responsibility constitutes an *amanah* (trust) that must be exercised with justice ('adalah), in accordance with the command of Allah in Qur'an Surah An-Nisa (4): 58, which instructs believers to fulfill trusts and to judge with fairness. Thus, Bawaslu's duties are not merely administrative in nature but are also grounded in moral and spiritual accountability (Abdul Karim Zaidan, 2001).

Furthermore, fiqh siyasah tanfidziyah emphasizes the principles of *maṣlahah 'āmmah* (public interest) and *saddu al-dhāri'ah* (preventing harm) as fundamental legal foundations. Bawaslu's supervision of digital campaigns represents the practical application of these principles, as it seeks to prevent the spread of hoaxes, hate speech, and defamatory content that may threaten political stability. In this regard, supervision is not only a legal obligation under positive law but also a form of *hisbah*, namely social oversight aimed at promoting virtue (*amar ma'ruf*) and preventing wrongdoing (*nahi munkar*). The integration of positive law and fiqh siyasah tanfidziyah provides dual legitimacy for Bawaslu's authority, enabling digital campaign supervision to operate within a framework of justice, integrity, and respect for democratic values.

Forms of Digital Campaigns on Social Media in the 2024 Tanah Datar Regional Election

Digital campaigning in the 2024 Tanah Datar Regional Election exhibited increasingly diverse and complex forms. Campaign activities were not limited to official social media accounts of candidate pairs registered with the General Election Commission (KPU), but also involved local community accounts, supporter accounts, and anonymous accounts. These various forms of digital campaigns can be broadly categorized into informational campaigns that disseminated candidates' visions, missions, and programs; persuasive campaigns aimed at building a positive political image; mobilization campaigns that encouraged public participation and electoral engagement; and negative campaigns in the form of criticism directed at political opponents.

In addition, digital campaigns also took the form of political humor, memes, and short videos designed to entertain while simultaneously shaping public opinion and emotions. Interactive campaigns were also prominent, utilizing comment sections, online polls, and virtual discussions to foster two-way communication between candidates, supporters, and the public. These patterns demonstrate that digital campaigns have evolved beyond formal political communication into a fluid and dynamic arena of political discourse that actively involves the electorate.

Alongside positive campaigning, negative campaigns were also quite visible, particularly in the form of criticism targeting candidates' policies or personal images. Creative content, such as political memes and short-form videos, emerged as a strategic tool to attract

younger voters who are highly active on social media platforms. The diversity of these campaign forms indicates that digital campaigning is no longer merely a medium for disseminating formal information, but has become a strategic space for shaping narratives, influencing perceptions, and mobilizing political support.

From a normative perspective, Law Number 7 of 2017 on General Elections stipulates that campaigns function as a means of political education for the public and may be conducted through various media, including social media platforms. Furthermore, KPU Regulation (PKPU) Number 13 of 2024 explicitly requires candidate pairs to register their official social media accounts with the KPU for campaign purposes. This provision affirms that digital campaigns conducted through registered official accounts possess legal legitimacy. However, the widespread use of unregistered community accounts, supporter accounts, and anonymous accounts presents significant challenges, as their content falls outside the formal regulatory framework and is therefore difficult to supervise comprehensively.

In terms of supervision, the Tanah Datar Regency Election Supervisory Agency (Bawaslu) carried out its mandate in accordance with Law Number 7 of 2017, which assigns Bawaslu the authority to oversee campaign implementation. In the context of digital campaigns, supervision was conducted through cyber patrols, continuous monitoring of online content, and follow-up actions based on public reports. Nevertheless, oversight of unregistered and anonymous accounts remains constrained. These limitations stem from the absence of specific technical regulations governing the accountability of non-official accounts, compelling Bawaslu to exercise additional effort despite limited institutional resources. This situation underscores the growing complexity of digital campaign supervision in local elections and highlights the need for clearer regulatory frameworks and stronger institutional capacity to address the realities of contemporary political communication.

Bawaslu's Supervision of Digital Campaigns on Social Media

The supervision of digital campaigns conducted by the Tanah Datar Regency Election Supervisory Agency (Bawaslu) during the 2024 Regional Election is grounded in Law Number 7 of 2017 on General Elections and KPU Regulation (PKPU) Number 13 of 2024. These regulations stipulate that campaign activities on social media may only be carried out through official candidate accounts that have been registered with the General Election Commission (KPU). This legal framework serves as the primary normative basis for Bawaslu in exercising its supervisory authority. From the perspective of supervision theory, this arrangement reflects the existence of an external control mechanism designed to safeguard fair political competition, ensuring that all candidate pairs have equal opportunities in utilizing digital platforms for campaigning.

In practice, the supervision of digital campaigns is predominantly implemented through cyber patrols. Bawaslu actively monitors official social media accounts of candidate pairs that have been formally registered with the KPU, while simultaneously identifying campaign-related activities originating from supporter accounts, local community pages, and anonymous accounts. The findings from this monitoring process are then cross-checked against official data held by the KPU to verify the legal status of the accounts involved. This approach illustrates a modern, technology-based model of supervision, in which oversight functions are not merely reactive to reported violations but also proactive in detecting and filtering digital content that may potentially contravene campaign regulations.

Beyond cyber patrols, Bawaslu also emphasizes preventive supervision as a key component of its oversight strategy. Preventive measures include providing education and guidance to election participants, campaign teams, and the broader public through direct socialization activities as well as the dissemination of informational and visual content via Bawaslu's official social media accounts. The primary objective of this preventive approach is to minimize the likelihood of violations by enhancing awareness and understanding of digital campaign rules among stakeholders. In terms of supervision theory, preventive supervision plays a crucial role because oversight is not solely concerned with imposing sanctions, but also with fostering collective legal awareness and compliance.

Furthermore, Bawaslu's supervisory efforts are reinforced through public participation and inter-institutional coordination. Bawaslu provides accessible reporting channels for the public to submit complaints regarding alleged digital campaign violations, and it collaborates with relevant institutions such as the KPU, the police, the public prosecutor's office, and local media outlets. This collaborative approach aligns with the concept of participatory supervision, which emphasizes the involvement of the public as an essential partner in maintaining electoral integrity. Nevertheless, public participation in reporting digital campaign violations remains relatively low, which limits the overall effectiveness of supervision. This condition indicates that while the regulatory and institutional framework for digital campaign oversight exists, further efforts are needed to strengthen public engagement and enhance the effectiveness of supervisory mechanisms in the digital electoral environment.

Constraints Faced by Bawaslu in Supervising Digital Campaigns on Social Media

In carrying out the supervision of digital campaigns, the Tanah Datar Regency Election Supervisory Agency (Bawaslu) encounters a number of technical constraints. One of the most significant challenges is the limited availability of technological tools to monitor ephemeral digital content, such as Instagram Stories or communications within closed WhatsApp groups. The temporary nature of this content makes it difficult to capture, document, and archive campaign activities comprehensively. As a result, certain forms of digital campaigning escape effective oversight. In addition, the existing monitoring system still relies heavily on manual reporting mechanisms, which creates the potential for delays in responding to alleged violations and reduces the overall efficiency of enforcement.

Further constraints arise from the legal and regulatory framework governing digital campaigns. Although Law Number 7 of 2017 and KPU Regulation (PKPU) Number 13 of 2024 regulate campaign activities through officially registered candidate accounts, they do not provide detailed technical provisions regarding anonymous accounts, supporter accounts, or local community-based social media pages. Consequently, Bawaslu often faces legal ambiguity when encountering campaign activities conducted through accounts that are not formally registered with the KPU. This regulatory gap places Bawaslu in a "grey area," limiting its ability to take firm and decisive enforcement actions against such activities, even when they clearly display campaign characteristics.

Another significant obstacle relates to the low level of public participation in reporting suspected digital campaign violations. Many members of the public tend to be passive or perceive partisan activities on social media as a normal and unavoidable aspect of electoral competition. This low level of legal awareness contributes to the limited number of reports submitted to Bawaslu, thereby narrowing the scope and reach of supervisory efforts. As a result, Bawaslu's capacity to detect and address violations is constrained, particularly in the vast and rapidly evolving digital space.

To address these challenges, Bawaslu has developed several adaptive strategies. From a technical perspective, efforts have been made to strengthen the capacity of cyber patrols, although monitoring remains largely manual due to technological limitations. From a legal and institutional standpoint, Bawaslu has intensified coordination with the KPU and law enforcement agencies through the Integrated Law Enforcement Center (Sentra Gakkumdu) to handle verified cases of digital campaign violations. In parallel, Bawaslu continues to encourage greater public participation by conducting socialization activities and actively urging the public to report suspected digital violations. These measures reflect Bawaslu's institutional adaptation to the highly dynamic nature of digital campaigning.

From the perspective of *Fiqh Siyasah Tanfidziyah*, the constraints faced by Bawaslu underscore the importance of exercising supervision as a form of *al-amānah* (trust) and with a strong commitment to *al-'adālah* (justice), despite existing limitations. Technical and legal challenges should not serve as justification for neglecting the duty to safeguard electoral integrity. On the contrary, the principle of *saddu al-dzari'ah* (blocking the means to harm) requires Bawaslu to pursue creative and solution-oriented approaches to prevent the negative impacts of digital campaigning. Meanwhile, the principle of *maslahah 'ammah* emphasizes that supervisory efforts are undertaken for the broader public interest, namely the realization of regional elections (*Pilkada*) that are honest, fair, and conducted with dignity.

Conclusion

Based on the findings and analysis presented in this study, it can be concluded that digital campaigning during the 2024 Tanah Datar Regional Head Election took place in increasingly diverse and complex forms, including informational campaigns conveying candidates' visions and missions, persuasive campaigns aimed at building a positive image, mobilization campaigns encouraging voter participation, negative campaigns in the form of criticism and attack advertisements, as well as humor- and meme-based campaigns that appeal to public emotions. This diversity indicates that social media has become a strategic arena in local political contestation. From the perspective of *Fiqh Siyasah Tanfidziyah*, such dynamics must be regulated in accordance with the principles of *maslahah 'ammah* (public interest) and *saddu dzarī'ah* (preventing harm), so that freedom of political expression does not lead to social conflict, ethical degradation, or democratic disintegration.

The supervision of digital campaigns by the Tanah Datar Regency Election Supervisory Body (Bawaslu) was carried out through a relatively comprehensive and multi-layered mechanism, encompassing direct and online monitoring, daily cyber patrols, preventive supervision through education and socialization, internal supervision involving cross-divisional cyber patrol teams, and external supervision through collaboration with the public, local media, and law enforcement agencies. This supervisory model reflects Bawaslu's institutional commitment to ensuring fairness in political competition. Within the framework of *Fiqh Siyasah Tanfidziyah*, such supervision constitutes the fulfillment of a public mandate (*al-amānah*) that must be exercised with justice, as emphasized in Qur'an Surah An-Nisa (4):58.

Nevertheless, the implementation of digital campaign supervision continues to face several technical, legal, and sociological challenges. These include limited technological capacity to monitor ephemeral content and closed digital spaces, the absence of detailed legal provisions regulating non-official, supporting, and anonymous accounts, and the relatively low level of public participation in reporting alleged violations. In addition, the rapidly evolving patterns and strategies of digital campaigning require Bawaslu to continuously adapt

to technological and political developments. From the perspective of Fiqh Siyasah Tanfidziyah, these challenges reaffirm the importance of the hisbah function as a mechanism of social control aimed at maintaining justice, order, and the dignity of democracy, ensuring that political freedoms remain aligned with the broader public interest.

References

Terry, G.R. (2006). *Prinsip-Prinsip Manajemen*. Jakarta: Bumi Aksara.

Hasibuan, M.S.P. (2013). *Manajemen: Dasar, Pengertian, dan Masalah*. Jakarta: Bumi Aksara.

Siagian, S.P. (2008). *Filsafat Administrasi*. Jakarta: Bumi Aksara.

Moekijat. (2005). *Pengantar Manajemen*. Bandung: Mandar Maju.

Manullang, M. (2001). *Dasar-Dasar Manajemen*. Yogyakarta: Gadjah Mada University Press.

Hidayat, R. (2020). *Demokrasi di Indonesia: Teori dan Praktik*. Jakarta: Kencana Prenada Media.

Ramlan Surbakti. (2017). *Memahami Ilmu Politik*. Jakarta: Raja Grafindo Persada.

Miriam Budiardjo. (2018). *Dasar-Dasar Ilmu Politik*. Jakarta: Gramedia Pustaka Utama.

Ahmad, Z. (2021). Peran Media Sosial dalam Mendukung Kampanye Politik Pilkada 2020 di Sumatera Barat. *Jurnal Komunikasi Indonesia*.

Darmawan. (2019). Intervensi Politik dan Independensi Media. *Jurnal Komunikasi Politik*.

Maulana, Ahmad. (2021). "Strategi Kampanye Politik Digital di Era Demokrasi Elektoral." *Jurnal Ilmu Sosial dan Ilmu Politik*, 24(2).

Firdaus. (2023). Penegakan Hukum Kampanye di Era Digital. *Jurnal Hukum dan Teknologi*.

Fitriani. (2021). Hoaks dan Kampanye Negatif di Media Sosial. *Jurnal Ilmu Komunikasi Digital*.

Hasanah, L. (2021). Kolaborasi Antarlembaga Pengawasan Media di Pilkada. *Jurnal Demokrasi Lokal*.

Indasari, I., dkk. (2018). Strategi Bawaslu dalam Mencegah Money Politics. *Jurnal Ilmu Politik UMI*.

Undang-Undang Nomor 7 Tahun 2017 tentang *Pemilihan Umum*.

Undang-Undang Nomor 10 Tahun 2016 tentang *Pemilihan Kepala Daerah*.

Undang-Undang Nomor 15 Tahun 2011 tentang *Penyelenggara Pemilu*.

Undang-Undang Republik Indonesia Nomor 7 Tahun 2017 tentang *Pemilihan Umum*.

PKPU Nomor 13 Tahun 2024 tentang *Kampanye*.

Peraturan Bawaslu Nomor 3 Tahun 2023 tentang *Pengawasan Kampanye*.