

RESEARCH PAPER

Data-Driven Democracy: GenAI Role in Transforming Electoral Strategies through Pilkada.AI

PANEL 4

The Role of Information in Democratic Resilience

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Data-Driven Democracy: GenAI Role in Transforming Electoral Strategies through Pilkada.AI

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This study examines the strategic role of Artificial Intelligence (AI) in supporting democratic actors by enhancing political engagement and enabling detailed budgetary planning. It focuses on a case study of the 2025 regional election in Bojonegoro. The case study is selected for its large Generation Z voter base – over 500,000 registered voters – making it a key demographic in the 2024 election in the district. The region is also known for its largest contributors to the national gas supply. In addition, one candidate in this election employs AI-driven strategies to guide their campaign. AI tools help political actors and campaign teams identify priority areas through comprehensive, data-driven mapping. Beyond the case study, the article offers insights that could inform policy proposals on integrating AI technology into democratic processes and the governance of public program.

Keywords: Artificial Intelligence, political campaign, democracy, Bojonegoro



Introduction

Artificial Intelligence (AI) has arguably become omnipresent in everyday life, spanning from healthcare, innovations in education and entertainment, to telecommunications. *Pilkada.AI* offers a concrete and implementable framework for leveraging AI technology in politics. In this article, we argue that integrating human and technological systems holds strong potential to reshape political processes in Indonesia. This article focuses on the political dimensions of AI use as its primary analytical lens.

The limited application of AI has been used in the regional election (*Pilkada*) of Bojonegoro. Initial findings indicate that AI tools generate measurable impacts on the three fronts: electoral outcomes, campaign processes, and stakeholder engagement. Notably, the technology offers a distinct advantage in providing advisory services to candidates, thus differentiating it from conventional campaign methodologies. AI-based approach used data to train computational models through algorithmic frameworks. Although it should also be noted that human oversight remains essential in practice. These include doing tasks such as curating input data, refining model, and interpreting outputs to align with the intended objectives (Clough and Otterbacher, 2023).

The implementation of AI in Bojonegoro represents the case where users utilized available features to maximize AI potentials in politics. This article demonstrates how data-driven political activities become crucial for achieving the desirable outcomes. The effectiveness of AI was significantly enhanced by human subjects who have the ability to curate datasets and formulated precise prompts, thereby resulting in measurable analytical frameworks and targeted recommendations.

However, in order to prevent misuse, the rapid advancement of AI necessitates regulatory frameworks. Drawing lessons from California's regulatory approach, the state permits AI-generated video and photo content only during official campaign periods, with substantial penalties for violations outside these periods. While Indonesia currently lacks similar comprehensive regulations - particularly concerning deepfake technology - this paper deliberately focuses not on regulatory aspects but rather examines AI's strategic application in local elections. Specifically, this article investigates the AI technologies that function as political advisory tools that provides candidates with comprehensive data and insight. The Bojonegoro's case offers valuable insights into the transformative potential of AI-assisted

campaign strategies while highlighting the importance of human-AI collaboration in political decision-making

Context

The use of online technology marked the early phase of internet evolution in Indonesia, as seen in the emergence of blogs in the 1990s (Hill and Sen, 2005). The rise of the internet and the growth of social media have had a profound impact on the political landscape (Faoziah and Kencono, 2024). Politicians can now engage with constituents intensively, free from the constraints of space and time. What deserves greater emphasis here is the creativity of politicians in sharing their achievements with the public as it allows them to adapt effectively to technological advancements.

This study selects Bojonegoro as a case study for several reasons. First, it is one of the country's largest contributors of foreign exchange in the oil and gas sector. Second, Bojonegoro has a unique demographic profile, with a majority of technology-literate young people. Third, the region features new candidates running for regional head. Fourth, one of the candidates in Bojonegoro's election leveraged AI technology to guide their campaign strategy, direct their efforts toward winning the election, and gain a detailed understanding of the socio-demographic landscape at the village and sub-district levels.

According to the Bojonegoro Local Bureau of Statistics (Badan Pusat Statistik Daerah, BPS, Bojonegoro, 2024), adults aged 25–59 make up the largest share of the population, totaling 677,023 out of 1,363,058 residents, or 49.67 percent. This age bracket outnumbers all other age groups. This demographic plays a decisive role in shaping Bojonegoro's social, political, and economic dynamics. The Bojonegoro Elections Commission (KPUD Bojonegoro) also reported 2,087 newly registered voters for the election, which represents about 0.20 percent of the 1,026,363 total registered voters (Radar Bojonegoro, 2024).

Comprehensive information on voter behavior in Bojonegoro, along with high-quality data, provides AI technologies with the basis for developing effective campaign strategies. Various open-source datasets are collected and analyzed using AI-driven prompts, models, and algorithms. Furthermore, AI can generate analyses and insights based on open-source data related to Bojonegoro, including its topography, demographics, and social conditions. It can also capture behavioral data from social media and analyze local phenomena.

In this context, *Pilkada.AI* leverages AI capabilities to assist humans in conducting analysis. *Pilkada.AI* ensures that all primary training data are publicly accessible and sourced from the BPS and government institutions, and exclude any personal identification data of residents.

Building on this context, this article explores the relationship between human subjects and technology in the political sphere. It focuses on the challenges faced by three key stakeholders: the clients (political candidates), the technology developer (*Pilkada.AI*), and society. These issues are examined through an analysis of a client's experience, thus illustrating the technology's significant impact on the dynamics of an electoral contest.

Literature Review

Research on AI and politics in the Indonesian context remains limited. Nevertheless, the authors draw on three related articles and underscore the relevance of studying AI technology and politics in the contemporary era. The following section compares the content of these articles by reviewing their concepts, methodologies, and conclusions.

Table 1. Comparing AI in the three selected articles

Title	Concept	Method	Conclusion
Democratizing AI	<ul style="list-style-type: none">• Democracy• Human right	Desk research	This article contends that AI democracy represents a facet of the private sector which, whilst currently engaging with and providing access to the populace, has yet to progress to a stage where the technology yields significant socio-economic impacts and prioritises the safeguarding of fundamental human rights in a manner that eradicates privacy infringements and inherent biases.,
Using AI technologies as a campaign attribute in	<ul style="list-style-type: none">• Decision making using AI	Qualitative	Artificial Intelligence (AI) serves as a significant point of reference for student voters when

student decision making in choosing presidential candidates			determining their presidential choice. In this capacity, AI functions as a medium, primarily due to the diverse array of information sourced from social media and online platforms.
Digital democracy in the age of AI	<ul style="list-style-type: none"> • Digital citizenship • Public sphere • Participation, representation 	Literature review	Artificial Intelligence (AI) presents a dualistic impact, simultaneously threatening democratic integrity whilst also offering avenues for democratic empowerment. This empowerment is manifested through enhanced accountability, advocacy for more accessible political information, and increased openness of citizen information access; however, this very openness renders it susceptible to misuse. Digital democracy, consequently, introduces the peril of exposing private data to the public sphere, thereby embodying this inherent dualistic risk.

Source: document of research

Referring to the table above, the authors present a comparative review of literature on Artificial Intelligence (AI), noting that its role has a dualistic impact on human existence. The first article, *Democratizing AI* by Clough and Otterbacher, examines AI from a human rights and democratic perspective. Using a desk-research methodology, the authors explore the concepts of human rights and democracy (Otterbacher and Clough, 2023). They argue that AI should be viewed as a tool humans can use within reasonable limits, with safeguards in place to prevent the misuse of private data.

The second article, *Using AI Technologies as a Campaign Attribute in Student Decision Making in Choosing Presidential Candidates* by Afrilia and Geraldine, employs a qualitative research methodology (Geraldine and Afrilia, 2024). The study found that several students used social media to learn about and assess prospective leaders in the 2024 elections. According to the respondents, presidential candidates who used AI in their campaigns were perceived as more compatible with leadership roles and therefore worthy of consideration.

The third article, *Digital Democracy in the Age of AI* by Novelli and Sandri, presents findings that frame the transformation toward digital democracy through a dualistic lens. While one perspective highlights the benefits of increased information openness, another warns that such openness poses risks to democracy due to the potential misuse of personal data (Sandri and Novelli, 2024). Overall, the article concludes that the emergence of AI in democratic contexts continues to have a positive impact in the digital sphere.

Concepts: ANT and Augmented Intelligence

This article applies two key concepts to explain AI implementation. The first is Actor-Network Theory (ANT), which examines the emergence of AI technology along with the social networks and actors involved. The second is Augmented Intelligence, which highlights the active role of actors in local politics supported by AI technology. From this perspective, AI functions as a tool that facilitates practical political action.

ANT explains the operational dynamics behind the emergence of AI technology designed to support election campaigns for candidates in Bojonegoro. Actors gather, follow influential figures, form alliances, and establish networks that ultimately lead to consensus. Central to this concept are the elements of actors, actants, translation, and intermediaries (Callon, 2001). In ANT, actors are not limited to humans but also include non-human entities such as AI platform. The development of technology involves a translation process consisting of problematization, interessement, enrollment, and mobilization.

In ANT, a crucial phase occurs when actors come together, with some dominating due to their stronger influence. After resolving the problematization stage, actors seek mutual support through **interessement**. Next, the roles of each actor are defined based on the technology being developed in a stage called **enrollment**, where responsibilities are assigned and coordinated. Finally, **mobilization** refers to the expansion of the established network to broaden the implementation and use of AI.

The second concept is **augmented intelligence**, an approach used to enhance analysis. Its goal is to reduce production costs and improve efficiency in industry. Following Engelbart, the concept emphasizes effectively supporting human intelligence through technology (Hassani et al., 2020), particularly in systems designed around human cognitive principles. According to Davenport (2018), cognitive machine systems of this kind often handle about 80% of decision-making, leaving the remaining 20% to humans.

Fundamentally, this concept highlights the collaboration between humans and technology, where technology provides technical support and assistance for human work. Augmented intelligence takes an integrative approach, combining human and technological capabilities to complete tasks more efficiently and quickly. It translates human abilities into machine algorithms, making work more practical. While it may appear that human roles are being replaced, the concept stresses that humans remain essential partners to the technology.


Method

This article is based on a reflective analysis of the authors' practical experiences. A comparative literature approach is used to identify and select concepts that form the foundation for analyzing practical and qualitative methods. To reduce potential subjectivity, these concepts are chosen by referencing and comparing similar cases from other scholarly works. Data collection includes reviewing academic articles to compare concepts, methodologies, and conclusions, as well as conducting field observations and documentation.

The article applies ANT to explain the emergence of AI technology and uses the augmented intelligence approach to analyze how the technology is utilized by users. During the election campaign in Bojonegoro, the authors recorded and documented their observations and generated sufficient data for analysis. A case study approach was adopted, and the research methodology is qualitative.

Discussion: Political Strategies Using AI Technologies

The operationalization of the augmented-intelligence approach is illustrated by the **Pilkada.AI** dashboard, which supports decision-making, data analysis, and recommendations using AI powered by machine learning. The system learns from large datasets to identify patterns and builds algorithms that adapt to human guidance via prompting. In essence, augmented intelligence here helps tackle complex problems more effectively. Practically, the



dashboard can lower campaign costs and improve efficiency. Analytically, it can also estimate targets – such as the number of votes needed – to guide strategies for electoral success.

From the ANT perspective, the key players are the Bojonegoro candidates and *Pilkada.AI*. The context setters include the KPUD, election supervisory committees, and voters. The subjects are the campaign teams, while the crowd consists of campaign donors.

The translation process involves building alliances among the actors, ultimately leading to the implementation of technology. It unfolds in four stages. **Problematization** is when key actors define the challenge of using AI technology in political campaigns. **Interessement** engages all actors—key players, context setters, subjects, and the crowd—in the AI implementation process. **Enrollment** assigns specific roles: *Pilkada.AI* guides candidates and campaign teams to ensure the AI is used effectively and campaign content is delivered well to voters. Finally, **mobilization** occurs when certain actors, particularly campaign teams, work to activate and sustain the alliance. This stage demands strong communication skills and charisma to keep the network cohesive and focused on its goals.

Augmented Intelligence in Local Election Campaign Decision-Making

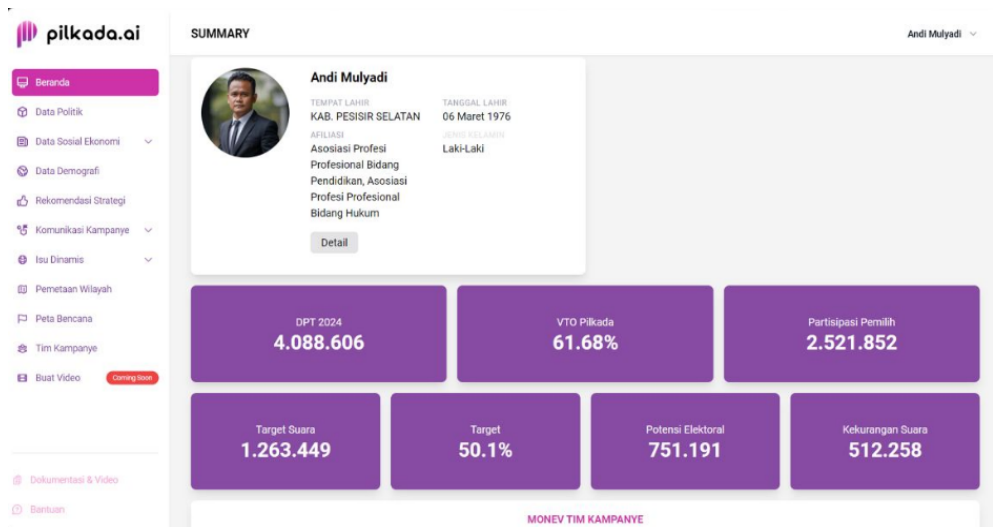
The GenAI technology used in the *Pilkada.AI* dashboard (see Picture 1) is designed to help Bojonegoro election candidates enhance their political decision-making particularly in developing effective campaign strategies. It strengthens their analytical capabilities and allow them to map out winning paths with greater accuracy and efficiency. Using AI, candidates can analyze voter distribution and behavior, from the regional level down to individual polling stations. This enables more targeted strategies for each constituency.

By using the dashboard, users can view their electability within the local election landscape. This estimation serves as a calculated baseline to help candidates identify their strengths and weaknesses in relation to their remaining target voters in the region. The calculation is based on election data processed from previous vote recapitulations by the KPU. This is done by incorporating results from presidential, gubernatorial, and regional elections. As a result, users can gain an initial understanding of their electoral strength from the very first use of the *Pilkada.AI* dashboard.

Moreover, the estimates become more comprehensive by factoring in each political party's performance in the stages of the general elections mentioned above. Candidates backed by larger coalitions may have a stronger influence on projected local vote totals. Measuring

these parties’ past election results helps determine a candidate’s potential vote base by identifying districts where coalition parties have won, as well as regions lacking party support. By combining both historical election data and coalition party data, the dashboard provides users with a more accurate and detailed portrait of the electoral landscape at the regional level.

Picture 1. Illustrated [Pilkada.AI](#) Dashboard (Masked Users)



Source: [pilkada.ai](#)

In conventional campaigns (see Table 2), candidates often rely on intuition rather than data when planning the on the ground activities. Many are also underprepared to handle political crises or respond to emerging negative issues. These challenges can be addressed effectively through the dashboard as it provides data-driven insights to help candidates understand broader local issues, monitor competitor positioning, and respond proactively to unfolding events. The GenAI technology behind the dashboard organizes relevant information through a systematic, structured approach.

The table below compares campaign techniques used by *Pilkada.AI* with those of conventional methods. In many cases, conventional campaigns lead to significant budget waste because their strategies are not guided by clear objectives or informed by audience insights.

Table 2. Comparison Conventional Campaign and Pilkada.AI

Features	Conventional Campaign	Pilkada.AI
Electoral Mapping	Manual process	Automated with AI
Communication Recommendations	Manual process	Automated with AI
Issue Recommendations	Manual process	Automated with AI
Data Analysis	Time-Consuming Process	One-Click process
Campaign Costs	High Risk of Leakage	Efficient with no Leakage

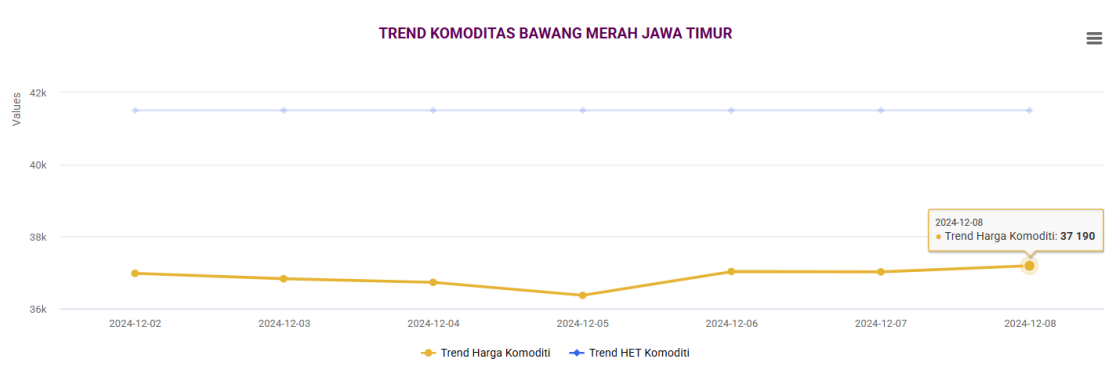
Source: pilkada.ai

Key Features and Positive Contributions of AI Technologies in Local Election Campaigns

One of the most compelling features of the Pilkada.AI dashboard for candidates is its coverage of food commodity prices and local issue trends. Staple food prices are a key concern for constituents, as they reflect the community's socio-economic conditions. This allows users to better understand the political context of their constituency.

The dashboard collects data from multiple sources and combines dynamic information from Indonesia's National Food Agency with local trends gathered from online and social media platforms. For example, it can display real-time price changes for commodities such as red onions, rice, and chilies. As shown in Picture 2, on December 8, 2025, the price of red onions in East Java Province rose to 37,190 IDR (National Food Agency, 2024). Alongside this, the dashboard also highlights local news, such as reports of farmers experiencing food shortages due to extreme drought conditions affecting their fields.

Picture 2. Food Commodity Trend



Source: dashboard pilkada.ai

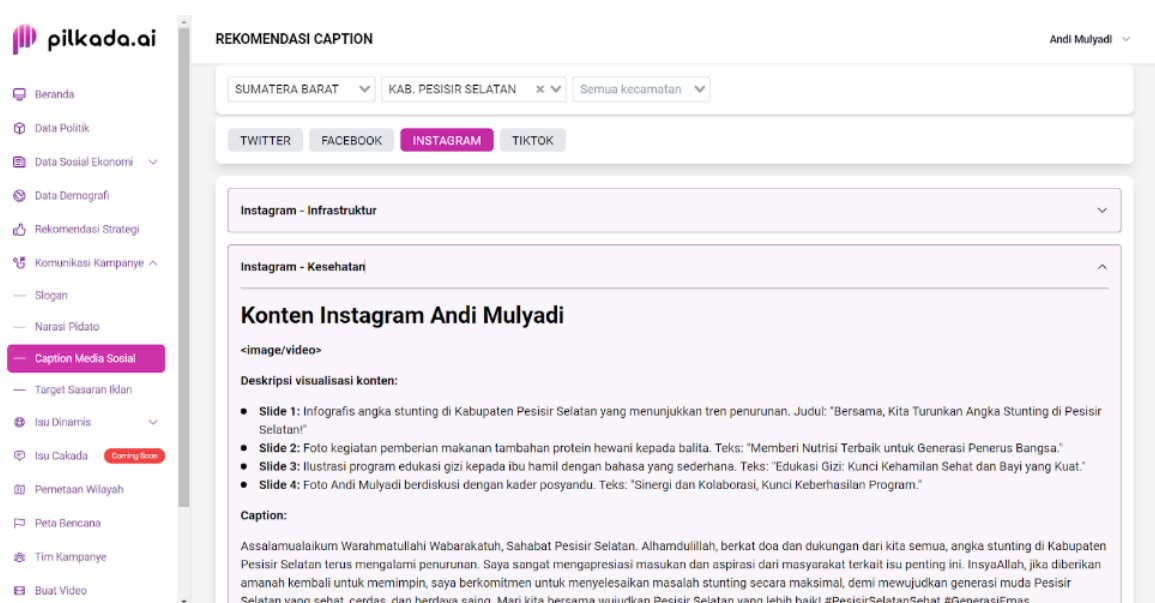
These data provide valuable insights for shaping campaign communication strategies that are more relevant to the demographic and geographic context of the constituency. For example, a rise in commodity prices, such as red onions or rice, due to shortages can be used to highlight pressing local issues. Candidates can respond by framing their campaigns with empathetic narratives and strategic solutions to address these problems. This approach promotes a more data-driven campaign strategy and helps build greater public trust through targeted and effective messaging.

Secondly, the integration of AI through the Pilkada.AI dashboard has brought several positive impacts to the local election in Bojonegoro. With systematic AI assistance, political participation has increased, and digital literacy has improved. The technology helps candidates identify specific target groups, such as young voters, and supports the creation of personalized local campaign content. For example, AI may recommend delivering certain campaign messages via Instagram, thus recognizing that Generation Z voters in Bojonegoro are most active on that platform. This enables candidates to present tailored messages in formats and language that resonate with the audience. IN turn this has increased the chances of positive engagement and boosting electability throughout the campaign period and on election day.

In addition to improving targeting and delivery, AI also provides practical advice to candidates. It helps simplify complex narratives into messages that are accessible and locally relatable. Such narratives are often difficult for voters to grasp due to unfamiliar technical language. AI enables candidates to translate these messages into culturally relevant, grassroots-friendly content, hence improving both clarity and reach in communication with constituents.

Furthermore, the dashboard applies microtargeting by segmenting voters based on socio-demographic data and social media behavior. This allows for more personalized and relevant campaign strategies, helping candidates connect with the electorate on a deeper and more strategic level (see Picture 3).

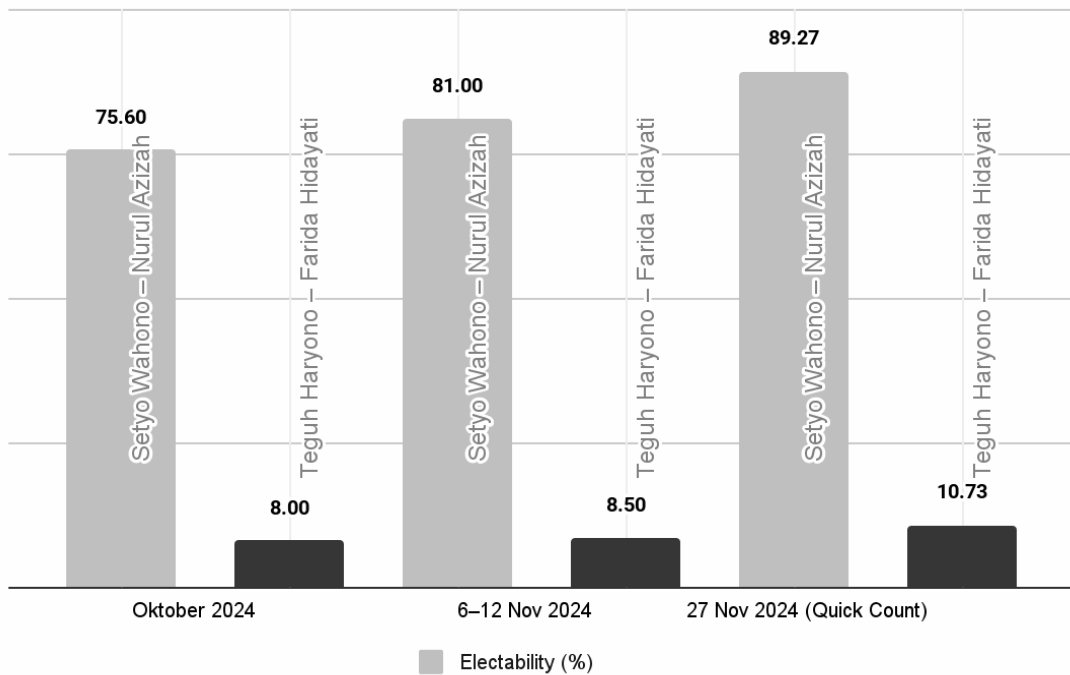
Picture 3. Illustrated dashboard Communication Recommendation Features (Masked Users)



Source: pilkada.ai

In this context, the use of AI-powered tools to support candidate communication campaigns has made a significant contribution to increasing electability (see Figure 1). For example, Candidate Number 2 – Setyo Wahono and Nurul Azizah – used GenAI through the dashboard to strengthen their campaign. Throughout the campaign period, they consistently outperformed Candidate Number 1, Teguh Haryono and Farida Hidayati, in electability. Candidate Number 2's support rose from 75.60 percent to 89.27 percent by the end of the Quick Count survey (Populi Center, 2025). This upward trend demonstrates the effectiveness of integrating AI into campaign strategies, particularly in achieving precise targeting, personalized content, and data-driven decision-making.

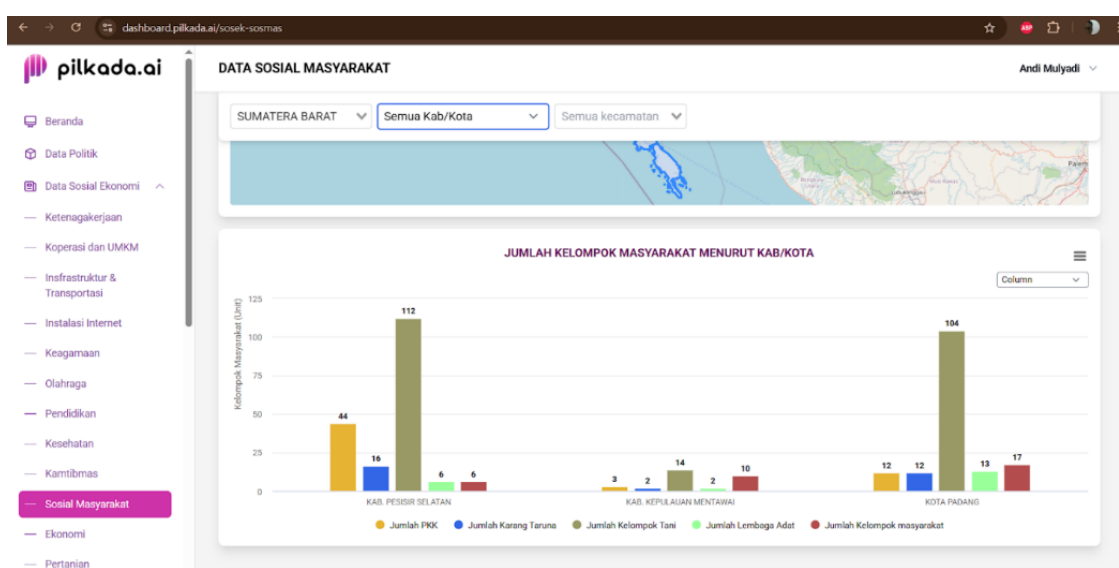
Figures 1. Bojogonegoro Regional Election Electability Level 2024



Source: Populi Center, Bojonegoro Regency Electability Level Surveys (Processed data)

Another feature (see Picture 4) presents demographic data of the population. The information, sourced from the BPS, is automatically processed by AI technology. This gives users the advantage of accessing ready-to-use, processed data to inform their campaign strategies. The availability of such data supports the smooth execution of political activities, allowing users to assess and calculate demographic conditions for more strategic campaign planning.

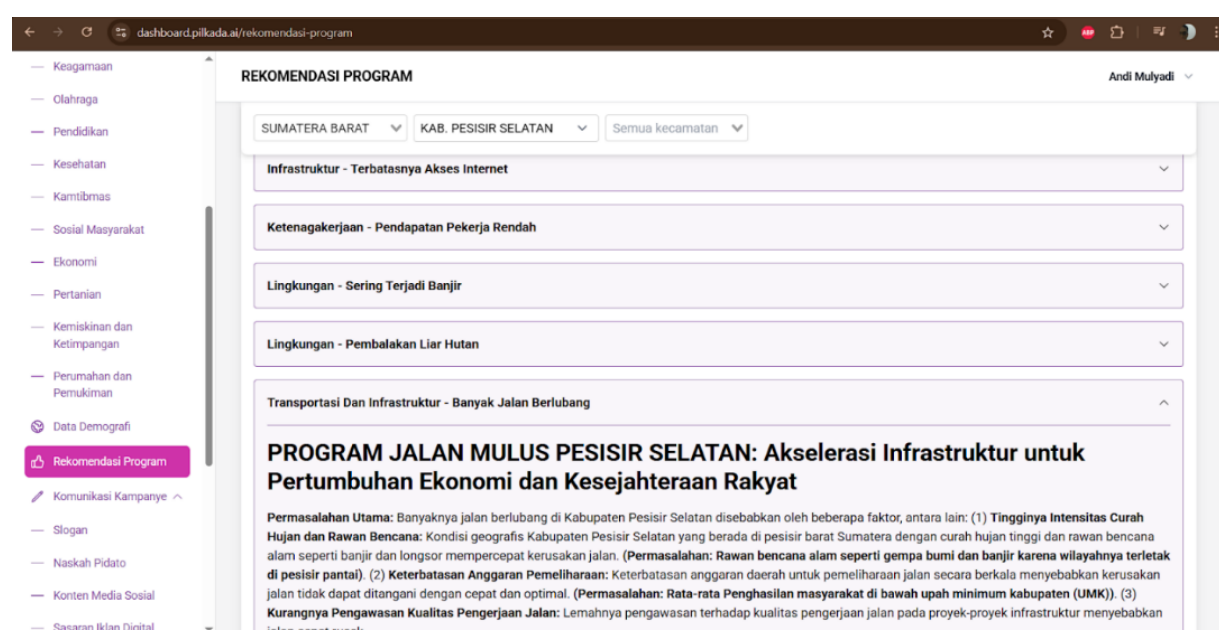
Picture 4. Illustrated dashboard demography data



Source: pilkada.ai

Moreover, our dashboard offers technological advantages. Through prompting, the system can provide data-based technical recommendations tailored to local typologies. Picture 5 shows an example of recommendations generated from integrated data. These AI-generated results make it easier for users to organize campaign activities, with suggestions that are not limited to a single sector. The system also identifies additional issues within each voting district and helps politicians to gain a deeper understanding of their area.

Picture 5. Illustrated dashboard recommendations activity for user



Source: pilkada.ai

Motivations and Challenges of Using AI in Society and Politics

Philosophical Foundations for Building AI in Politics

The rapid advancement of digital technology and AI has fundamentally transformed human work. *Pilkada.AI* draws on past election experiences and recognizes that the availability of data and analysis on territorial landscapes from a political and social perspective remains limited. This contrasts sharply with the abundance of resources and the presence of political actors, activists, and figures seeking to improve local governance. This gap is the main motivation for *Pilkada.AI* to implement automation through AI technology. The platform is specifically designed to provide candidates and politicians with comprehensive strategic insights and territorial overviews.


The development process is carried out in collaboration with government institutions that supply official primary data. *Pilkada.AI* is supported by a multidisciplinary team of information technology experts, political consultants and analysts, and specialists in statistical data processing. This diverse expertise allows *Pilkada.AI* to provide a user-friendly, accessible dashboard tailored to the needs of its clients.

Challenges in the Political Context

Technological advancements have greatly expanded the sources of information available to politicians. For example, during campaigns, politicians can now use dashboards developed by *Pilkada.AI* to access accurate data and receive real-time strategic recommendations. These include tailored talking points for constituents, identification of emerging local issues, demographic profiles, and target voter segments that align with the politician's profile as a client.

Despite its advantages, *Pilkada.AI* faces several challenges, particularly in collecting data at the district or village level. Another challenge is the potential for dehumanization, where politicians may lose elements of political intuition, such as deep analysis or sensitivity to the pace of political developments. While AI-driven decision-making processes are inherently complex, applying AI-generated recommendations in practice can be difficult. Moreover, because the technology relies on historical data, there is a risk of bias in the analysis. Therefore, the involvement of political consultants or experienced experts remains essential to provide comprehensive geopolitical context and nuanced interpretation.

From a technical perspective, the developers have faced several challenges, particularly in data collection, which serves as the foundation for analysis. The required data must be



detailed enough to provide a comprehensive and scientifically sound description. Compiling accurate and thorough data is both time-consuming and resource-intensive, making technology-driven enterprises heavily dependent on substantial funding. However, the cost charged to clients remains more affordable compared to traditional methods that rely on the instincts and intuition of local informants.

Furthermore, collecting field data during the campaign period, such as mapping voter behavior, is not an easy task. It requires human resources who can work effectively with the technology being used. Advanced AI technology serves primarily as a guide or compass for users, helping to streamline processes, reduce unnecessary costs, and make campaigns more structured and efficient.

Conclusion

AI technology serves as a tool to support political activities, with its use and direction ultimately controlled by humans as the decision-makers. And as the initiators of this technology, we have an obligation to assist users for not misusing the ease of technology in the campaigns. We adhere to a code of conduct that prevents the misuse for black campaigns.

Artificial intelligence is not a replacement for human agency but a powerful extension of it. It transforms complex tasks into efficient, data-driven strategies. By positioning AI as a supportive tool, it empowers political actors to navigate the dynamic landscape of modern elections with greater precision and insight. This symbiotic relationship between humans and AI redefines the future of political engagement, where technology amplifies rather than diminishes human judgment. Ultimately, AI's true strength lies in its role as an enabler, thus enhancing democratic processes by equipping humans with smarter, faster, and more effective ways to connect with the electorate.

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