When Artificial Intelligence meet Artificial Democracy:

Preliminary Insights from 2024 Indonesia Election

Luky Djani, Universitas Pembangunan Nasional Veteran Jakarta

In recent years, artificial intelligence (AI) has become increasingly popular. It is widely used in various industries, universities, and think tanks to assist multiple tasks. AI has entered the center stage in politics, especially during an election. Growing numbers of political consultants and advisors are trying to materialize the benefit of using AI in the electoral landscape. Without much debate, political campaigners utilize AI to design campaign materials and products to present their candidates in different styles and move away from more substantive discussions on policies or constituencies' interests. In a new democracy or post-authoritarian setting where democracy itself is far from mature and neo-patrimonial relationships and interactions among social groups are dominant due to the legacy of previous political culture, the introduction of AI in politics might be problematic. Artificial Intelligence might lead to artificial democracy. This syndrome must be addressed now that artificial intelligence has just started being used in politics. The attention must be focused on ethical values and, more importantly, on how AI can empower politically unequal and powerless constituencies.