

Joint Commitment on the Code of Ethics for Election Campaigning on Social Media for the 2024 Indonesian Elections

Preamble:

In order to uphold freedom of expression, inclusivity, anti-discrimination, transparency, and accountability in the social media campaign process for the 2024 General in Indonesia, we, the undersigned stakeholders, hereby establish and commit to the Joint Code of Ethics for Election Campaigning on Social Media.

This Joint Commitment on the Code of Ethics for Election Campaigning on Social Media for the 2024 Indonesian Elections is binding until the announcement of elected political parties and president/vice president in the 2024 Election by the KPU.

Article 1: Objectives and Legal Basis

1.1. The Code of Ethics serves as a supplement to existing policies and agreements, including:

- International Covenant on Civil and Political Rights.
- The Rabat Plan of Action on the prohibition of advocacy of national, racial, or religious hatred.
- The 1979 Convention on the Elimination of Discrimination Against Women (CEDAW).
- Law Number 7 of 2017 on General Elections.
- Law Number 7 of 2023 on Amendments to Law Number 7 of 2017 on General Elections.
- Regulation of the General Election Commission of the Republic of Indonesia Number 9 of 2022 on Public Participation in General Elections, Governor Elections, and Regent/Mayor Elections.
- Regulations of the General Election Commission of the Republic of Indonesia Numbers 15 and 20 of 2023 on General Election Campaigns.
- Regulation of the General Election Commission of the Republic of Indonesia Number 18 of 2023 on General Election Campaign Funds.
- Regulation of the Election Supervisory Body of the Republic of Indonesia Number 11 of 2023 on Campaign Supervision.

Article 2: Scope of the Joint Commitment

2.1. The Joint Commitment focuses on promoting freedom of expression, inclusiveness, anti-discrimination, transparency, and accountability in the social media campaign process for the 2024 General Elections.

2.2. Key terms:

- **Social Media:** Companies providing digital tools for user content creation and sharing, including video-sharing and messaging services.

Content on social media includes all communications, both paid and unpaid content, official and unofficial accounts, and actions or interactions that promote related content, such as sharing/reposting other parties' content, liking, or commenting that suggests support for related content.

- **Election Campaign:** Defined as per Election Commission Regulation (PKPU) Number 15 of 2023, involving internet-based platforms facilitating interactive communication for content creation and sharing related to election participants' visions, missions, and programs.
- **Artificial Intelligence System:** Machine-based systems generating output influencing physical or virtual environments, shaped by developers, deployers, intermediaries, and end-users.
- **Microtargeting:** Online targeted advertising analyzing personal data to influence actions through personalized messages.
- **Harmful Online Behaviors and Tactics:** Includes disinformation, identity discrimination, dangerous speech, incitement of violence, harassment & doxxing, coordinated information manipulation, impersonation, organized account reporting, and hate speech.
- **Disinformation:** Creating or disseminating false information or content to mislead, manipulate the truth, or intentionally intend harm to individuals, social groups, or organizations.
- **Hate Speech and incitement to violence:** Creation or dissemination of content using discriminatory words or language to devalue, label or stereotype an individual or a group on the basis of their ethnicity, religion, political opinion, gender identity or sexual orientation which creates an imminent risk of discrimination or violence.
- **Harrasment doxxing:** Creation or dissemination of content - directly or indirectly - that will cause other individuals to feel unsafe or to become a target of intimidation or harassment, both physically and online e.g. Dissemination of private or identifying information (Doxxing) about one or more individuals, such as candidates, opinion leaders, political opponents, public figures, or ordinary individuals.
- **Impersonation:** Creation of social media accounts purporting to be another individual, or falsely representing another person's role.

Article 3: Joint Commitment to Countering Disinformation

3.1. Signatories commit to respecting the law and Election Commission Regulation (PKPU).

- 3.1.1. Refrain from spreading disinformation on voting, counting, recapitulation, and election results.

- 3.1.2. Avoid the use of technological tools and AI, to create fake accounts, bots, and use them as well as microtargeting for trolling and cyberbullying.

- 3.1.3. Make reasonable efforts to address content restricted under international human rights law.

- 3.1.4. Engage with stakeholders and governance systems, establishing communication protocols.

- 3.1.5. Signatories commit to monitoring and fact-checking social media during and after polling day, including the tabulation process until the official announcement of results.

Article 4: Joint Commitment to Anti-Discrimination, Hate Speech, and Child Protection

4.1. Signatories commit to:

- 4.1.1. Respect gender sensitivity and inclusiveness, and protect children's rights in the conduct of elections.
- 4.1.2. Refrain from hate speech, online harassment, and discrimination based on gender, ethnicity, religion, political opinion, gender identity, or sexual orientation.
- 4.1.3. Avoid using photos of children without consent.
- 4.1.4. Provide a user reporting system prioritizing content threatening users, ensuring prompt response, and countering harmful content online.
- 4.1.5. Respect the principles of personal data protection, whether for the purpose of offline, online campaigns, or in the micro-targeting of political advertisements on social media.

Article 5: Joint Commitment on Political Advertising Transparency

5.1. Signatories commit to political advertising transparency.

- 5.1.1. Clearly identify promoted political advertisements.
- 5.1.2. Include attribution or labels for election participants on political advertisements.
- 5.1.3. Publish comprehensive reports on advertisements, including advertiser information, cost, reach, and demographics.
- 5.1.4. Maintain a publicly accessible library or database of information on political advertising and other relevant information to improve transparency and accountability of campaigns in elections.

Article 6: Joint Commitment on Information Transparency

6.1. Signatories commit to transparently declaring the use of AI in election campaigns.

- 6.1.1. Label political content (including AI generated content) posted by registered election participants on their social media accounts and campaign teams registered with the General Election Commission (KPU) and reported to the Election Supervisory Body (Bawaslu).
- 6.1.2. Ensure public awareness of AI-generated content.