

## ELECTIONS AND THE DIGITAL CAMPAIGN CODE OF ETHICS: EFFORTS TO CREATE A CAMPAIGN BASED ON DIGNIFIED JUSTICE

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### Abstract

Elections, as a cornerstone of democracy, are encountering unprecedented challenges in maintaining ethical standards and justice values, primarily due to the surge in digital campaigning. Ethical concerns arising from the unregulated use of digital campaign media underscore the urgent need to formulate and implement a Digital Campaign Code of Ethics. This code is envisioned as a guide to integrity for political communicators in the digital space. The research explores the imperative nature of establishing a digital campaign code of ethics to foster responsible election campaigns reflective of justice and dignity. It also seeks to identify challenges and obstacles associated with its implementation. Using a legislative and conceptual approach, this normative legal research scrutinizes regulations related to elections and campaigns, reviewing legal doctrines and principles pertinent to forming a digital campaign code of ethics. Primary and secondary legal materials are collected, analyzed descriptively and analytically, and formulated into logical arguments to address legal issues. The findings emphasize the critical urgency of a digital campaign code of ethics in realizing responsible election campaigns aligned with justice and dignity. The prevalence of digital media and social networks as primary campaign channels heightens the risk of these campaigns becoming tools to advance specific interests without considering justice. The code of ethics is deemed essential to provide legal certainty, delineate ethical boundaries, and prevent the misuse of digital media. Additionally, it guides campaign participants to engage in political competition with integrity and dignity. However, the challenges associated with implementing digital ethics codes are complex. Control over ethical standards is challenging due to the swift dissemination of campaign content, delayed oversight and sanctions, and social media's vulnerability to misinformation and personal attacks. Active cooperation among authorities, election organizers, and social media platforms is crucial for effective monitoring and response to digital campaign content that violates ethical standards.

**Keywords:** Elections, Code of Ethics, Responsibility, Campaign, Politics

## INTRODUCTION

General Elections (Pemilu) are a mechanism for implementing popular sovereignty which aims to produce a democratic government, in accordance with the mandate contained in the Preamble to the 1945 Constitution (Iftitah, 2023a). Since reform in 1998, Indonesia has routinely held presidential and legislative elections every five years. The 2019 election that just passed was the fifth time it was held after the New Order, and was the biggest democratic party in Indonesia. This election shows the Indonesian people's commitment to a democratic system, where the people have an active role in determining the direction of government through the election of their representatives (Cahyono, A., Iftitah, Anik., Rizki Hidayatullah, A., Yuliasuti, E., & Susetiyono, 2023). The 2019 elections also reflect the political diversity in Indonesia, with various political parties competing for public support, creating an atmosphere of healthy democratic competition (Roziqin et al., 2023).

General elections (Pemilu), as one of the fundamental pillars of democracy, face new challenges along with advances in information and communication technology. The phenomenon of digital campaigns is increasingly involving itself in the democratic process, giving rise to intense debates regarding aspects of ethics and justice. The rapid growth of social media as the main means of digital campaigns has raised deep concerns regarding the potential for abuse and ethical violations in political communication. In this context, critical questions arise about how to protect the integrity of the democratic process from the negative impacts that may arise due to the use of technology and social media in political campaigns (Dwitama et al., 2022).

With advances in technology and the internet, the use of social media and digital platforms has become an inevitable trend in all aspects of elections, including outreach, voter registration and campaigning. This phenomenon is characterized by increasing digital politicization and online-based campaign content that continues to develop ahead of election day. The use of social media and digital platforms provides opportunities for voters to engage directly, while also creating new challenges regarding ethics and justice in the world of digital politics. With the increasing dominance of technology in the democratic process, a deep understanding of the impact and implications of digital politicization becomes increasingly important to ensure integrity and fairness in the implementation of elections.

The use of social media and digital content in elections is often accompanied by a number of ethical violations, including hate speech, spreading hoaxes and smear campaigns. This situation is getting worse because of the lack of clarity in regulations regarding digital campaign ethics. Law No. 7/2017 concerning Elections and the existing Bawaslu regulations only contain general prohibitions without more in-depth details. The Code of Conduct for Election Campaign Participants issued by the KPU is voluntary and is not supported by strict sanctions to involve violators (Fahrudin & Billah, 2023). Thus, legal uncertainty and lack of enforcement are serious obstacles in creating an ethical and responsible digital campaign environment.

The impact of uncontrolled use of digital campaign media creates concerns about the potential negative impact on democratic values and citizens' rights. This condition demands a serious response through strengthening regulations and monitoring digital political content. These efforts are important to ensure that digital campaigns reflect responsibility, avoid the spread of false information, and protect the rights of citizens (Ahmad Junaidi, Eko Hari Susanto, Riris Loisa et al., 2018). By strengthening regulations and improving content monitoring, it is hoped that we can create a digital political environment that is healthier, more transparent and in line with basic democratic principles.

With the rise of digital campaigns, the need to formulate and implement a Digital Campaign Code of Ethics has become increasingly urgent. It is hoped that this code of ethics can provide guidance to digital campaign participants to carry out political communications with integrity and fairness. However, the implementation of the Digital Campaign Code of Ethics is not yet fully optimal, so further studies are needed to evaluate and improve its effectiveness. This evaluation can include aspects such as the level of compliance of digital campaigners with the code of ethics, the effectiveness of sanctions applied in cases of violations, and how the code of ethics can be adapted to better suit the dynamics of digital campaigns that continue to develop (Samsuri, 2013).

Bawaslu (Election Supervisory Body) had previously attempted to prepare an Academic Paper for Draft Election Organizing Regulations (RPP) which regulate Responsible and Dignified Election Campaign Guidelines in 2018. Unfortunately, this effort was not successful in completing the draft regulations until the end of the 2019 Election. This decision was made. becomes a significant deficiency due to the absence of official guidelines to regulate the ethical behavior of election participants, especially in the increasingly widespread use of digital campaign media. With draft regulations still incomplete, contestants lack clear guidelines regarding digital campaign ethics,

leaving potential risks of abuse and a lack of guidance for voters in assessing campaign information (Permana, 2023).

Legislation in Indonesia has tried to respond to the dynamics of digital campaigns, with Law Number 7 of 2017 concerning Elections becoming the legal basis that regulates the entire general election process, including campaigns. Article 280 in the Law provides the basis for election organizers to apply the rules that apply in the digital realm. Nevertheless, effective implementation of these regulations remains a fulcrum that needs further exploration. Efforts to address the challenges of digital campaigns need to involve a deep understanding of the ever-evolving digital context, as well as adjusting regulations that are responsive to these dynamics (Secretariat General of the Judicial Commission of the Republic of Indonesia, 2019).

Therefore, a scientific study that specifically analyzes the urgency of regulating a digital campaign code of ethics in the context of elections is deemed necessary to carry out. The importance of this research is illustrated by the strategic role of elections in shaping the fate of the nation. Campaigns that are too intense in the digital realm, without clear ethical boundaries, have the potential to harm democracy and violate people's rights. Therefore, an in-depth understanding of the relationship between elections and the Digital Campaign Code of Ethics is important to ensure that political campaigns in the digital era are not only effective but also uphold the values of justice and dignity. The problem formulation in this research is as follows:

1. What is the urgency of establishing a digital campaign code of ethics in an effort to realize an election campaign that is responsible and reflects the values of dignified justice?
2. What are the challenges and obstacles faced in implementing a digital code of ethics in digital political campaigns?

Through this research, it is hoped that policy recommendations can be produced that can be implemented by related parties, both election organizers and digital campaign participants, to strengthen the implementation of the Digital Campaign Code of Ethics. In addition, a better understanding of applicable laws and regulations can help design concrete steps to improve the sustainability of democracy in Indonesia.

## RESEARCH METHOD

This research is normative legal research or legal research. Normative legal research is library research that focuses on secondary data in the form of legal materials (Marzuki, 2021). The approaches used in this research are the statutory approach and the conceptual approach (Ifitah, 2023c). The legislative approach is carried out by examining laws and regulations related to elections and campaigns. Meanwhile, a conceptual approach is carried out by examining views, doctrines and principles in legal science related to the formation of a digital campaign code of ethics in the election context.

The legal materials that are the source of this research consist of primary and secondary legal materials (Sonata, n.d.). Primary legal materials include laws and regulations related to the implementation of elections and campaign codes of ethics. Meanwhile, secondary legal materials include draft election management regulations, books, journals and research results related to the topic discussed. The data collection technique used is document study to collect secondary data. All relevant primary and secondary legal materials are then reviewed and then analyzed using qualitative data analysis techniques. The data analysis technique used is descriptive analytical by describing and analyzing the data that has been collected in order to provide a comprehensive picture in accordance with the research problem. The results of this data analysis are then formulated into logical arguments to answer legal problems in research (Dyah, O, S., & A'an, 2015).

## RESULTS AND DISCUSSION

### **The Urgency of Establishing a Digital Campaign Code of Ethics in Efforts to Create a Responsible Election Campaign that Reflects the Values of Dignified Justice**

The current holding of elections in Indonesia cannot be avoided by the crucial role of digital media and social networking platforms as campaign tools for election participants. The digital campaign phenomenon has become a trend that continues to grow from one election to the next. However, a glaring shortcoming in this context is the absence of adequate regulations to ensure that digital campaigns are carried out responsibly and with dignity. Without clear ethical and regulatory guidance, there is an increasing risk that digital media and social platforms can be misused for unethical political purposes, to the detriment of the integrity of the democratic process and the dignity of elections (Christiany Juditha et al., 2018). Therefore, it seems very urgent to formulate comprehensive and effective regulations that can regulate and supervise the implementation of digital

campaigns, maintain ethical principles, and ensure that digital media becomes a constructive tool in supporting democracy in Indonesia.

General elections (Pemilu) as a pillar of democracy are a crucial moment in the life of a country, where the people have the right to elect their leaders and representatives.(Iftitah, 2023b). Along with the rapid development of information and communication technology, political campaigns are experiencing a significant transformation by moving to the digital realm. However, the adoption of this technology is not always followed by responsible practices and reflects the values of justice and dignity. This challenge emphasizes the urgency of establishing a digital campaign code of ethics, which is very urgent so that elections can be carried out with high integrity, transparency and fairness. The code of ethics is a critical instrument to guide political campaigners in carrying out their activities ethically in the digital space, thereby keeping the democratic process clean, fair and in accordance with healthy democratic principles (Hutapea, 2015).

In the Indonesian context, Law Number 7 of 2017 concerning General Elections is the main legal basis governing the implementation of elections. However, this regulation does not yet explicitly regulate digital campaigns and the ethical principles that campaign participants should follow. The absence of specific regulations regarding digital aspects in political campaigns, which so far have been general in nature, is the main impetus for formulating a code of ethics that can address the dynamics of digital campaigns(Ismail, 2017). Therefore, ethical guidelines governing the use of technology in political campaigns are very relevant to create a fair and dignified atmosphere in a democratic context. With more specific regulations, it is hoped that digital campaigns can be run more transparently, responsibly and in accordance with healthy democratic values.

Article 28D of the 1945 Constitution confirms that everyone has the right to recognition, guarantees, protection and fair legal certainty as well as equal treatment before the law. Therefore, in the context of holding elections, the need to establish a digital campaign code of ethics becomes very urgent. This code of ethics not only aims to provide legal certainty for campaign implementers in the digital space, but also encourages clear ethical boundaries (Latif, 2010). In this way, every campaign actor can operate within a fair and equal legal framework, creating an environment of political competition that is integrity and equality. The formation of a digital campaign code of ethics is an important step in realizing the democratic principles stated in the constitution, ensuring that every election participant has the same right to express his or her opinion without fear of law violations that harm their basic rights.

Election campaigns should be a political education platform that provides in-depth understanding to the public, enabling them to make informed choices when entering voting day. However, it is unfortunate that Law No. 7 of 2017 concerning Elections and General Election Commission (PKPU) Regulation No. 23 of 2018 does not provide specific guidelines regarding campaign ethics in online media. This has the potential to result in abuse of freedom to campaign through the spread of hate content, hoaxes, hate speech and black campaigns that disturb the public.(Silitonga & Roring, 2023). In the absence of regulations governing the ethical aspects of digital campaigns, further efforts are needed to overcome this phenomenon to ensure that election campaigns remain a means of political education that is constructive and does not harm society.

The conditions highlighted clearly violate democratic principles and fairness which are the main objectives of holding elections, in accordance with the mandate of the 1945 Constitution. Therefore, the continuation of this situation shows the need for the formation of a specific code of ethics to regulate the political campaign process in the digital realm. This code of ethics is very important as a preventive measure to prevent various distortions in the use of digital platforms for political campaign purposes. By detailing the procedures and principles that must be followed by actors in political communication in the digital world, the establishment of a code of ethics can protect the election process from the risk of manipulation, the spread of false information, and the unethical use of digital technology. This step is not only consistent with democratic values, but also ensures that elections are transparent, fair and reflect integrity at every stage (Angara, 2015).

By implementing a binding code of ethics equipped with strict sanctions for violators, it is hoped that all parties involved in the election, including contestants, volunteers, success teams and related parties, will be more careful in distributing campaign content on social media platforms. By having clear ethical behavior guidelines and their consequences, it is hoped that acts of defamation, hate speech and the spread of fake news that can disturb the public can be prevented. These steps aim to maintain the integrity and dignity of the democratic process in the people's party, thereby ensuring that political campaigns on social media can become a healthy and responsible forum for conveying information to the public (Ramadhanil et al., 2015).

Therefore, the General Election Supervisory Agency (Bawaslu) as the institution tasked with supervising the implementation of elections needs to take the initiative to develop a code of ethics for digital campaigns. This step is necessary in order to create a campaign that is more responsible and reflects the nation's noble values, especially justice and dignified constitutional democracy. The formation of these regulations is essential to ensure that digital and social media are not misused as tools to bring down political opponents. In this way, it is hoped that this regulation can avoid the risk of damaging the foundations of democratic life and ensure integrity and dignity in the implementation of political campaigns in the digital era.

Within the framework of the values of justice and dignity, digital campaigns present not only opportunities, but also potential risks if not clearly regulated. While digital campaigns can give all candidates an equal opportunity to convey their vision and programs fairly, without firm ethical guidelines, there is a risk that these platforms become tools for advancing the interests of certain parties without considering the principles of fairness (Tampubolon, 2014). Therefore, through the establishment of a digital campaign code of ethics, it is hoped that it can be explicitly stipulated that each candidate has equal rights in utilizing digital means for political campaign purposes. This aims to ensure that access and use of digital technology in a political context is equitable, so that every general election participant can participate in the democratic process fairly and equally.

The formation of a digital campaign code of ethics also includes the urgency of activating and building shared responsibility between campaign participants, election organizers and the media. In this context, the Ministry of Communication and Information and the General Election Commission (KPU) have the potential to play a central role in coordinating efforts to create ethical standards that are inclusive and acceptable to all parties involved. This step is in accordance with the spirit of democracy which emphasizes active participation from all levels of society and related parties in carrying out fair and dignified elections (Monggillo et al., 2023). By involving various stakeholders, including the government, election management institutions, and the media, it is hoped that a comprehensive ethical framework can be formed to overcome the complex challenges that arise in the realm of digital political campaigns. This will create a more transparent, accountable and trustworthy environment in joint efforts towards elections that reflect the values of democracy and justice.

In facing the urgency of establishing a digital campaign code of ethics, it is important to emphasize that this is not merely the establishment of formal regulations, but also a proactive action to support positive developments in the application of technology in the world of politics. Therefore, involving experts, academics and practitioners in the fields of law, information technology and social sciences in drafting a code of ethics is a critical step. The process ensures a diversity of perspectives and knowledge relevant to dealing with the complex dynamics of digital political campaigns. In addition, education and training related to digital ethics need to be strengthened to increase understanding and awareness of political actors regarding the importance of running campaigns with full integrity and responsibility. These steps not only create a strong legal foundation, but also shape a positive and responsible political culture in the digital era (Samsuri, 2013).

In conclusion, the urgency of establishing a digital campaign code of ethics in an effort to realize an election campaign that is responsible and reflects the values of dignified justice is very real. Through clear ethical guidelines, democratic processes can be protected from the threats of disinformation, propaganda and injustice. Apart from that, the formation of this code of ethics can also direct campaign participants to carry out political competitions with full integrity and uphold dignity in providing information to the public. Therefore, this step needs to be supported by all relevant parties in order to create elections that are in accordance with the principles of healthy and civilized democracy (Yudiana, TC, Hasri Nabila, C., & Billiam, 2022).

### **Challenges and Obstacles Faced in Implementing a Digital Code of Ethics in Digital Political Campaigns**

Implementing a Digital Code of Ethics in digital political campaigns is faced with a series of complex challenges that develop along with technological advances and changing political dynamics. The use of digital media and social networking platforms for political campaign purposes in Indonesia has now become an unavoidable necessity. However, this condition is in line with increasing violations of digital ethics, such as the spread of hate speech and hoaxes, which damage and taint the integrity of political campaigns. Efforts to apply codes of ethics to digital political campaigns face varying challenges and obstacles, given the complexity of interactions between technology, politics, and media (Dwivedi et al., 2021). The need to address these challenges is crucial to ensure that

digital political campaigns can be run with integrity and responsibility, protect democratic values and prevent the misuse of digital media for unethical political interests.

The first challenge in enforcing ethics in political campaigns on social media is the lack of awareness from both the public and political campaigners regarding the importance of complying with ethics in interactions and campaigns in the digital world. Many still believe that digital media is a borderless area and is not tied to certain values, so that information and behavior in it is considered to have no consequences. However, in the midst of the decline in political culture, it is important for netizens and campaigners to realize that the digital space is not only a place for interactions without values, but is also a socio-political space with morality that needs to be maintained (Ismail, 2017). By increasing awareness of the urgency of enforcing ethics in the digital space, it is hoped that the public and political campaigners can understand their impact and moral responsibility in creating a more ethical and dignified digital environment.

The next challenge lies in the difficulty of controlling and supervising the implementation of ethical standards in political digital campaigns. The characteristics of campaigns that spread very quickly and are difficult to retract make ethical violations very vulnerable to occurring. However, monitoring and imposition of sanctions are often delayed and have minimal deterrent impact. For example, in the case of spreading hateful content, the public is first exposed to it with little or no supervision, and then the content is withdrawn after the campaign period ends. This delay in taking action not only creates ethical uncertainty, but also harms public confidence in the existence and effectiveness of digital political codes of conduct (Christiany Juditha et al., 2018).

The next challenge lies in the role of social media as the main platform for digital campaigns. While providing broader access to candidates and voters, social media is also a potential venue for the spread of misinformation, personal attacks and manipulation of opinion. The existence of these challenges forces election organizers and other stakeholders to effectively manage the digital space without compromising fairness and ethics. A careful approach is needed in dealing with the complexities of social media, including the development of monitoring and enforcement strategies that can mitigate the risks of disinformation, maintain the integrity of the electoral process, and protect campaign participants from personal attacks that could harm political dignity and democracy as a whole (Ardha, 2014).

Management of information circulating on social media is a serious challenge in efforts to realize justice and dignity-based campaigns. The threat of disinformation and cyberattacks can easily destroy a candidate's reputation and influence voter perceptions. To overcome this challenge, it is necessary to improve cybersecurity measures to protect the integrity of information and detect malicious activity. Voter education is also key in increasing digital literacy so that people can critically assess the validity of information received via social media. Close cooperation is needed between authorities, election organizers and social media platforms to ensure effective monitoring and responsiveness to content that violates digital campaign ethics. These steps are important to maintain the integrity of the democratic process and ensure that the information presented to the public during political campaigns remains consistent with the principles of justice and dignity.

No less important, technical obstacles are also often faced in implementing digital political codes of ethics. Netizens, who often act as the main actors in the digital space, have the characteristic of being anonymous wherever they are, especially when voicing their opinions. Social media accounts and chat groups can be created without valid user identification, providing a loophole for evasion of responsibility regarding hate speech and the spread of hoaxes during the campaign period. The existence of a sophisticated system that allows for anonymity clearly poses a significant challenge in efforts to enforce digital political codes of ethics in the future (Tabroni, 2012).

A significant obstacle in implementing a code of ethics for digital political campaigns in Indonesia is the fragmentation in the legal arrangements regarding the implementation of the campaign itself in the context of our elections. Law Number 7 of 2017 concerning Elections only includes general norms regarding the implementation of campaigns without a chapter that specifically regulates internet use. This also applies to derivative regulations such as KPU Regulations (PKPU), Perbawaslu, and other related regulations. The absence of standard rules that strictly regulate campaign ethics in online media proves the difficulty in creating more responsible online political campaigns, especially in achieving the goal of preventing ethical violations. Clarity and uniformity in regulations are needed to guide campaigners and maintain the integrity of digital political campaigns within clear ethical boundaries that can be monitored (Labolo, 2016).

Specifically, to strengthen Law Number 7 of 2017 concerning Elections, it is recommended to add articles or attachments that regulate digital campaigns in detail. This aims to make legal regulations more detailed and provide a strong basis for controlling digital campaigns, as well as

providing clear sanctions for ethical violations. By adding more detailed provisions, regulations can provide a solid foundation for monitoring and regulating digital political campaigns more effectively. This strengthening is not only limited to normative aspects, but can also include the development of stronger monitoring and law enforcement mechanisms. In this way, election organizers will have effective tools to control and respond to ethical violations in digital campaigns, maintain the integrity of the election process, and realize more responsible campaigns.

Active community involvement in digital campaigns has the potential to backfire if it is not balanced with adequate knowledge about communication ethics. This challenge drives the need for political education that includes digital campaign aspects so that people can understand the implications and responsibilities of participating in the digital space. Efforts are needed to empower the public to be able to sort out correct information, evaluate it critically, and avoid practices that can harm democracy. The active role of universities, educational institutions and civil society organizations is crucial in ensuring a deep understanding of the Digital Campaign Code of Ethics (Juwandi et al., 2019).

The continued enforcement of the Digital Code of Ethics also depends on cooperation between the various parties involved, including election organizers, political parties and authorities. The main challenge in achieving consensus regarding critical aspects of the Digital Code of Conduct often arises from differences in views and diverse interests (Ismail, 2017). Therefore, strengthening consultation and dialogue mechanisms is very important to reach an agreement that is acceptable to all parties involved. Through joint efforts to perfect the Digital Campaign Code of Ethics, its effectiveness can be increased and ensure a better level of compliance from all stakeholders.

In order to overcome the existing regulatory ambiguity regarding digital campaigns, resolution through revision or addition of more specific regulations is a solution that can be recognized. Increased collaboration between government agencies, election organizers and authorities has the potential to produce regulations that are responsive to technological advances and the challenges that arise in the digital campaign era. The importance of involving information technology experts and legal experts in the regulatory drafting process is not only to ensure linkages with technological developments, but also to ensure an in-depth understanding of the relevant legal aspects.

Facing the various challenges and obstacles previously explained, strong efforts are needed to socialize and internalize the importance of the code of ethics for online media campaigns in all sectors, including to general users and political actors. This outreach aims to increase awareness of the ethical principles that must be upheld in every digital campaign. Apart from that, there needs to be firm and detailed standard rules governing the ethics of political campaigns in online media in order to create a healthier and more controlled digital political climate. With this regulation, it is hoped that it can guarantee that digital political campaign practices are within clear ethical corridors and can prevent detrimental ethical violations. It is hoped that these steps will increase the effectiveness of implementing the digital political code of ethics in the future, so that it can be more efficient in stemming the emergence of a spectrum of ethical violations on social media.

## CONCLUSION

The formation of a digital campaign code of ethics in an effort to create an election campaign that is responsible and reflects the values of dignified justice is very important. In the current elections in Indonesia, digital media and social networking platforms have become campaign tools for election participants. However, without clear ethical guidelines, there is a risk that digital campaigns become a means to advance the interests of certain parties without considering justice. Therefore, through the establishment of a digital campaign code of ethics, it is hoped that it can provide legal certainty that emphasizes ethical boundaries for campaign implementers in the digital space. This regulation is important to ensure that digital media and social media are not misused for the purpose of bringing down political opponents, which in the end only damages the foundations of democratic life. Apart from that, the formation of this code of ethics can also direct campaign participants to carry out political competitions with full integrity and uphold dignity in providing information to the public. Therefore, this step needs to be supported by all relevant parties in order to create elections that are in accordance with the principles of healthy and civilized democracy.

The challenges and obstacles in implementing a digital code of ethics in digital political campaigns are very complex. One of them is control over the application of ethical standards which are vulnerable to violations because digital campaign content spreads quickly and is difficult to retrieve. Monitoring and imposing sanctions for ethical violations is often too late and has little deterrent effect, reducing trust in digital political codes of ethics. Apart from that, the role of social media as the main platform for digital campaigns is also a challenge, because although it provides

wider access to candidates and voters, social media is also vulnerable to the spread of misinformation, personal attacks and manipulation of opinions. Managing information circulating on social media is also a serious challenge in realizing a campaign based on justice and dignity, because desinformation and cyber-attacks can damage a candidate's reputation and influence voter perceptions. Active cooperation between authorities, election organizers and social media platforms is needed to effectively monitor and respond to content that violates digital campaign ethics.

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