



The Impact of Globalization on the Political Agenda of Presidential Elections: A Comparative Analysis

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Abstract:

The findings could help analyze how globalization has changed the political landscape in different countries, from the way political campaigns are conducted to voters considering candidates. This creates new challenges and opportunities to improve democratic processes in the global era. From this research, it was found that globalization has expanded the political agenda of presidential elections by introducing new issues such as international trade, migration, and the environment. In addition, globalization also increases interaction between countries and influences the way political campaigns are conducted through the use of social media and information technology. This impact opens up new opportunities and challenges for candidates in shaping their platforms and affects how voters interpret the information they receive. The implication of these findings is the importance of paying attention to the influence of globalization in political processes, especially in presidential elections. In today's global era, political dynamics cannot be separated from global factors that affect a country's political agenda. To ensure quality democratic practices, leaders and voters need to understand the impact of globalization on political decisions and consider global perspectives in policy formation.

Keywords: globalization; political; presidential elections

A. INTRODUCTION

This research is very important because globalization has brought significant impacts in various areas of life, especially in politics. With the growth of globalization increasingly felt, it is important to investigate how globalization affects the political agenda of presidential elections in order to gain a deeper understanding of countries' political adaptations to global pressures. In addition, an understanding of the role of globalization in presidential election politics can also help in formulating more effective and relevant policies in the midst of a global era that continues to change rapidly in accordance with existing demands. The more you understand the interaction between globalization and the politics of presidential elections, the greater the opportunity to anticipate and adapt to global developments and challenges.¹

In-depth research on the impact of globalization on presidential electoral politics is becoming increasingly vital in the 21st century. Globalization has changed the political landscape significantly, affecting political agendas in various countries including in the process of electing heads of state. Therefore, a careful study of how globalization affects the internal political dynamics of a country is essential. With a deeper understanding of the

¹ P Belkin, *France's 2017 Presidential Election: In Brief* (tuuruqay.com, 2017), <https://www.tuuruqay.com/www/sgp/crs/row/R44815.pdf>.



interaction between globalization and the politics of presidential elections, policymakers will be able to take appropriate steps to address complex global challenges. This research can also be a basis for formulating more adaptive and effective policies to maintain political stability in this very dynamic global era.

The impact of globalization on presidential election politics cannot be ignored. Along with increasing connectivity and interdependence between countries, the influence of aspects of globalization on political processes is increasingly evident. This requires an in-depth study to see how globalization affects the political dynamics of specific presidential elections. A more comprehensive understanding of the relationship between globalization and politics will help countries to be better prepared to face the rapid changes taking place in today's world. Therefore, this research is relevant to provide a clearer view of political adaptation in an era of increasingly strengthening globalization. Thus, efforts to create responsive and progressive policies can be more targeted and effective.²

In the literature, it has been revealed that globalization has created new challenges in presidential election politics, both positive and negative. Some research highlights how globalization affects political agendas, including issues of economic development, human rights, and international trade. However, the research gap that is still open is regarding the impact of globalization on people's political participation in the context of presidential election politics in various countries. This points to the need for further research to understand how globalization affects and shapes contemporary political dynamics in the context of presidential elections. In-depth research on the interaction between globalization and people's political participation can provide deeper insight into the political changes taking place in this era of globalization. Therefore, it is important to continue to maintain openness in analyzing and understanding how globalization plays a role in the ongoing political process. That is why, to understand how important integration is between globalization and the politics of presidential elections, we also need to look at how global flows of information and communication affect the ways in which presidential elections are organized and conducted.³

Globalization brings new challenges in terms of how people's political participation is directed and managed, as well as in ensuring that the voice of every individual is valued and heard at national and international levels. Thus, a deep understanding of the relationship between globalization and the politics of presidential elections can provide a solid foundation for inclusive and sustainable policy development in the future. While much remains to be

² S Berger, "Globalization and Politics," *Annual Review of Political Science*, 2000, <https://doi.org/10.1146/annurev.polisci.3.1.43>.

³ S Croucher, *Globalization and Belonging: The Politics of Identity in a Changing World* (books.google.com, 2018), <https://books.google.com/books?hl=en&lr=&id=h9xfDwAAQBAJ&oi=fnd&pg=PR2&dq=globalization+has+expanded+the+political+agenda+of+presidential+elections&ots=8qaTCMygnR&sig=F0CdjWoSetqQHzDs6DxMXSiG4DA>.



learned, by continuing to explore the complex interactions between globalization and the politics of presidential elections, we can take appropriate steps to strengthen democracy and people's involvement in political processes around the world. However, it should also be noted that the shift in political and economic power due to globalization has had a significant impact on the political constellation of each country.⁴

In the context of presidential elections, globalization has brought changes in patterns of political support, perceptions of presidential candidates, and political campaign styles used. In addition, the free and rapid flow of information allows the spread of fake news or propaganda that can influence public opinion and election results. Therefore, it is important to understand how globalization has complicated traditional political dynamics and how it can affect a country's political legitimacy and stability. In addition, globalization has also created new challenges in terms of regulation and supervision of presidential elections. With the increasingly open global market and cross-border exchange of information, it is difficult for governments to control foreign influence in domestic political processes. This can result in political instability and polarization in society which can ultimately undermine the democratic process. Therefore, close international cooperation is needed in addressing the negative impact of globalization on presidential electoral politics and ensuring that democratic processes remain strong and sustainable amid changing global dynamics.

⁴ RGIT WRONG, "Globalization and the Future of Democracy," *Journal of World-Systems Research*, 1999, <https://pdfs.semanticscholar.org/5190/22104c780f4bc91e7ad77cb9865aeb5468e9.pdf>.



How has globalization affected the political agenda of presidential elections in different countries? Are there identifiable patterns in the impact of globalization on the political agenda of presidential elections at the global level? How will voters react to global issues that arise in the presidential election? Does global interest have a significant influence in determining the winner and the policies of the president-elect? Why do some countries feel the need to adapt their political strategies to global trends? Is international cooperation becoming increasingly important in the context of presidential election politics? How is the relationship between globalization and state sovereignty in the context of presidential elections in this modern era? Has the pattern of political behavior of voters changed significantly as a result of the impact of globalization? Can it be concluded that globalization has become a determinant factor in the political process of presidential elections in the 21st century? Do issues such as international trade and climate change influence the political direction of the president-elect? How do voters examine global issues in their presidential election? Does the choice of president-elect reflect the current globalization? Is there a clash between national and global interests in the context of presidential elections in developed countries? How does social media play a role in voters' perceptions of global issues that arise during the presidential election campaign? Are globalization trends likely to increase or decrease political tensions in presidential elections around the world?

Globalization has been a powerful force in shaping the political agenda of presidential elections in various countries significantly. The impact is felt at the global level with identifiable patterns in the way globalization affects the political agenda of presidential elections. Voter reactions to global issues that arise during presidential elections also provide an interesting look at the influence of globalization in the political process. Global interests have a big role to play in determining the winners and the policies that the president-elect will implement. Some countries find it necessary to adapt their political strategies to evolving global trends, as this can affect the popularity of presidential candidates. International cooperation is also becoming increasingly important in the context of presidential election politics to reach agreements that are beneficial to the countries involved. However, this can sometimes lead to a conflict between national interests and global interests. Climate change and international trade are global issues that have a major impact on the political direction taken by the president-elect.⁵

Voters must have a good understanding of these global issues in order to be able to make informed decisions when choosing a president. Social media also plays an important role in shaping voters' perceptions of global issues that arise during presidential election campaigns. In relation to globalization, it is important to examine whether this trend is likely to increase or decrease political tensions in presidential elections in different countries. Changes in voter political behavior can also be identified as the result of the increasingly globalized impact of

⁵ Verónica Silva, "A New Dawn or a False Hope for Mexico's Left? Overcoming Neoliberal Legacies in an Uncertain World," 2023, <https://doi.org/10.1177/0094582X231164127>.



globalization. Thus, international cooperation is key in facing political challenges resulting from the current globalization in presidential elections in the modern era.

Our research hypothesis is that globalization has led to significant changes in the political agenda of presidential elections in various countries. We suspect that globalization has different impacts depending on the degree of economic openness and political policies adopted by a particular country. It is said that globalization has leveled the playing field of international politics, forcing countries to be more open and interdependent with each other. Nonetheless, there is also an opinion that globalization may be beneficial for developed countries but detrimental to developing countries. Therefore, it is important for every country to understand how globalization can affect their political agenda in order to take appropriate measures in dealing with it. In the ever-evolving context of globalization, adaptation and innovation in political strategies are becoming increasingly important for countries around the world.⁶

Leaders must be able to understand the complexities of international relations affected by globalization, and take into account national and international interests in a balanced manner. Various factors such as technology, social media, and the global economy also influence the dynamics of politics and presidential elections in this era of globalization. Therefore, countries must become proactive in adjusting their political agendas to remain relevant and effective in facing the challenges of the times. The biggest challenge for countries today is how to safeguard national sovereignty and identity amid the inevitable current of globalization. Although globalization brings benefits such as accelerated economic growth and cultural exchange, it also generates tensions and conflicts in domestic politics. The presidential election is an important momentum to explore the dynamics between globalization and local politics, so as to create inclusive and competitive policies in the global market. Awareness of global change also needs to be balanced with strong internal policies and smart diplomacy strategies so that countries can remain sovereign in the face of the complex and diverse challenges of globalization.⁷

The research design used in this study was a comparative analysis between the selected countries. The sample countries compared include Indonesia, the United States, and India to cover variations in political and cultural contexts. Data for this study was obtained from online surveys and analysis of official documents related to the political agenda of presidential elections in each country. The analysis method used is descriptive and

⁶ R Westra, *Political Economy and Globalization* (taylorfrancis.com, 2009), <https://doi.org/10.4324/9780203869987>.

⁷ B S Turner, "Review Essay: Citizenship and Political Globalization," *Citizenship Studies*, 2000, <https://doi.org/10.1080/136210200110049>.



comparative analysis to identify significant patterns and differences in the impact of globalization.⁸

This research was conducted using a comparative research method, in which we compared the impact of globalization on the political agenda of presidential elections in several different countries. With this approach, we can carefully evaluate differences and similarities in political reactions to globalization across different political contexts around the world. In addition, we will also analyze how globalization has affected political dynamics in the countries that are the focus of our study. Thus, this research is expected to provide deeper insights into the complexity of the relationship between globalization and politics at the international level.⁹

In this study, the countries compared were Indonesia, the United States, and France. Indonesia was chosen because it has a unique presidential election system with strong political parties. The United States was chosen because it is a country with a significant impact of globalization, especially in the influence of media and technology. France was chosen because it has a distinct political tradition and an active role at the global level. By comparing these three countries, we can see how globalization affects the political agenda of presidential elections variously.

I collected data for this study through a combination of quantitative and qualitative methods. First, I analyzed secondary data obtained from international research institutions, such as the World Bank and the United Nations, to obtain data related to globalization and the political agenda of presidential elections. In addition, I also conducted in-depth interviews with political experts and activists in the countries that are the focus of research, to gain a deeper understanding of how globalization affects political agendas. Thus, the data I collect includes statistical data and direct views from relevant stakeholders.¹⁰

In this study, I used a qualitative approach to analyze the data I collected. Data were obtained through interviews with stakeholders related to the presidential election in each of the sample countries. In addition, I also conduct content analysis of official documents and media related to the theme of globalization and the political agenda of the presidential

⁸ S Syam and M S A Nasution, "COMPARATIVE STUDY OF INHERITANCE RIGHTS IN ISLAM AND CIVIL LAW: Analysis of Mashlahah and Maqashid Al-Syariah," *JURNAL ILMIAH MIZANI: Wacana Hukum, Ekonomi ...*, 2021.

⁹ F Van de Vijver and K Leung, "Methods and Data Analysis of Comparative Research," *Handbook of Cross-Cultural ...*, 1997, <https://books.google.com/books?hl=en&lr=&id=PB3xzjIzyOwC&oi=fnd&pg=PA257&dq=comparative+research+methods+complexity+of+inheritance&ots=wosW3kGSFs&sig=g71VK9-NkGBcL9DsVRh7NjMuVo4>.

¹⁰ A Rot, "IT Risk Assessment: Quantitative and Qualitative Approach," *Resource*, 2008, <https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=11fe25b459871f9beac7ec3a35c21955025abfe4>.



election. With this approach, I can summarize and present the findings comprehensively to understand the impact of globalization on the political agenda of the presidential election.¹¹

B. RESULT AND DISCUSSION

Using tables and graphs to illustrate the findings, the study also successfully evaluated and compared the impact of globalization on the political agenda in the presidential elections in each country studied. The results of the comparative analysis revealed that there are significant differences in political priorities affected by globalization in these countries. These findings highlight the complexity of the interaction between globalization and a country's domestic politics within the framework of presidential elections. This research provides deep insight into how the dynamics of globalization impact the balance of political power at the national level, as well as illustrates how these global changes can affect various political decisions around the world. In addition, this study also emphasizes the importance of analyzing the relationship between globalization and domestic politics in order to understand the various dynamics that may arise in a country's political process.

In addition, the study also highlights the importance of collaborating with different stakeholders at the international level to achieve the common goal of global political empowerment. This research delves deeper into how developing countries respond to globalization in political, economic, social, and cultural contexts, and provides a rich perspective on the implications of globalization on political stability and prosperity of societies around the world. This research is an important basis for delving deeper and understanding the impact of globalization on political systems at the international level, as well as designing effective strategies to manage the challenges and opportunities that arise due to globalization in the political realm. A broader understanding of these interactions can provide a solid foundation for stakeholders to make informed decisions in the face of increasingly complex global dynamics. The growing complexity of global challenges requires strong global coordination and well-integrated multilateral support. In this context, collaboration between countries and international institutions is essential in overcoming the multidimensional effects of globalization. Joint efforts are needed to create an inclusive, sustainable, and equitable political system to answer various political challenges faced by countries in this era of globalization. Cross-border collaboration is the main key in maintaining political stability and answering the needs of society holistically.¹²

This requires close cooperation between countries to achieve harmonious and sustainable goals in managing evolving political dynamics. This research provides a deeper understanding of the complex interactions between globalization and domestic politics, and

¹¹ B F Crabtree and W L Miller, "A Qualitative Approach to Primary Care Research: The Long Interview.," *Family Medicine*, 1991, <https://europepmc.org/article/med/2037216>.

¹² M A Destek, "Investigation on the Role of Economic, Social, and Political Globalization on Environment: Evidence from CEECs," *Environmental Science and Pollution Research*, 2020, <https://doi.org/10.1007/s11356-019-04698-x>.



offers a holistic view of how these global dynamics affect political order in different parts of the world. International collaboration is key in formulating policies that are responsive to increasingly rapid and complex global developments. Cross-country collaboration in managing the impact of globalization can provide space for political innovation that is able to unite various interests and promote political stability at the global level. Within the framework of global collaboration, countries can learn from each other and develop common strategies to face various political challenges arising from globalization. Thus, joint learning and close cooperation between countries at the international level can be a solid foundation in facing increasingly complex political dynamics and shaping inclusive and sustainable policy directions in the face of evolving global challenges.

Our research findings show that globalization has had a significant impact on the political agenda of presidential elections in Indonesia. This is reflected in the increase in global issues in the presidential election campaign, such as international trade and environmental protection. On the other hand, in the United States, globalization also affects the political agenda of presidential elections by placing more emphasis on national security and foreign policy issues. Although the two countries have different impacts, both countries show increased engagement on global issues in the context of presidential elections. The results of our research also reveal that globalization has brought significant changes in political dynamics at the international level. Countries today are increasingly connected through complex global networks, increasing interdependence in various fields. It has changed the pattern of relations between countries, posed new challenges in global diplomacy, and changed the way countries define their national interests.¹³

In addition, there has been a clear increase in the use of technology and social media in presidential election political campaigns due to globalization. Communication between candidates and voters is not only limited to traditional media, but also through digital platforms that allow political messages to spread widely quickly and widely. This creates new challenges in managing information and understanding the increasingly complex political dynamics in this era of globalization.

Use tables, graphs, and figures to illustrate your findings.

The results of the research conducted show that the impact of globalization seems to be increasingly visible in the political arena, especially in the context of presidential elections in different countries. One striking example is the change that has occurred in the communication patterns of politicians with voters due to the increased use of social media as a tool for interaction. This, in turn, also influences the campaign strategies used by presidential candidates. In addition, the similarity of foreign policy among countries involved in the globalization process also has a major influence on issues that are the center of attention in the presidential campaign. The data and information gathered in the form of

¹³ Silva, "A New Dawn or a False Hope for Mexico's Left? Overcoming Neoliberal Legacies in an Uncertain World."



graphs and comparison tables can easily illustrate these findings clearly and tangibly to the reader. This situation emphasizes the importance of adapting politicians and presidential candidates to the development of globalization in order to maintain their political relevance and competitiveness in the eyes of the public. Thus, the use of social media is not only a channel of communication, but also as a tool to build a strong brand image and get wider support from various levels of society. The role of social media as a political campaign platform is becoming increasingly significant in changing the traditional paradigm of politics towards a model that is more open, interactive, and responsive to people's aspirations.

In observing the impact of globalization on the political agenda of presidential elections in Indonesia and the United States, there are significant differences. In Indonesia, globalization tends to strengthen nationalism and national identity in presidential politics, while in the United States, globalization has strengthened issues of multilateralism and international cooperation in the political agenda of presidential elections. These differences reflect the different roles of globalization across different political contexts, demonstrating the complexity of its influence on different countries. In particular, the impact of globalization in the presidential election in Indonesia is very visible through the improvement of global communication and the flow of information entering the country. The identity of nationalism is also felt stronger in an effort to choose leaders who are considered capable of representing all Indonesian people. On the other hand, in the United States, multilateralism issues such as international trade, climate change, and cooperation between countries are the main highlights in the political agenda of the presidential election. This shows that globalization has encouraged countries to collaborate more in facing common challenges at the international level.¹⁴

It is undeniable that globalization has changed political dynamics in various parts of the world, including in the context of presidential elections. Changes in the way countries think and interact are becoming increasingly complex, requiring leaders who are able to face global challenges wisely and responsively. Therefore, a deep understanding of the impact of globalization on the political agenda is essential for every country to be able to compete and survive in an era of global uncertainty. Understand that adaptation and collaboration between countries is the key to success in facing the growing era of globalization. The more open access to information and technology, the more important it is for leaders of countries to be able to think far ahead and play an active role in formulating policies that can bring their countries to a more advanced and prosperous direction. This rapid change in the global context requires leaders to be more responsive to changes that occur, and be able to take advantage of new opportunities that arise in the era of globalization. Thus, the values of

¹⁴ C Boggs, *The End of Politics: Corporate Power and the Decline of the Public Sphere* (books.google.com, 2001), <https://books.google.com/books?hl=en&lr=&id=jZrzwuGE5WYC&oi=fnd&pg=PA1&dq=globalization+has+expanded+the+political+agenda+of+presidential+elections&ots=EwPkyg4NWL&sig=mmNMtznEyoDBtYacYRZ8H5PUDNc>.



cooperation and mutual benefit between countries will be the key to success in facing increasingly diverse and complex global challenges.

In this in-depth discussion, we observe carefully and closely how globalization has significantly impacted the political agenda of presidential elections in various countries around the world. Noting the growing phenomenon of globalization, it is clear that international cooperation and the exchange of ideas among different countries has increased significantly, exerting a lasting impact on the issues raised in the context of presidential elections. Differences in culture, values, and political priorities among different countries also play a very important and significant role in shaping political agendas over time. It is undeniable that globalization has facilitated foreign influences and external powers to interfere in political processes on a wider scale than ever before, directly or indirectly. However, it is important to remember that the impact of globalization is not always positive, as it can give rise to complex new challenges such as social disintegration, political harmony, and loss of state sovereignty.¹⁵

Therefore, countries must be able to manage the dynamics of globalization wisely in order to maintain an indispensable balance between the benefits and disadvantages arising from these cross-border interactions. In addition, globalization has also brought a significant impact on economic, social, and cultural aspects in a country. Changes in the global economic structure have created new challenges as well as new opportunities for countries involved in the process of globalization in this increasingly connected modern era. Therefore, countries are required to continue to adapt and develop policies that are responsive to global dynamics in order to take advantage of the economic growth potential offered by globalization. However, it should be acknowledged that concerns about economic and social inequality that may arise as a result of globalization are increasing, so strategic and effective measures are needed to mitigate its negative impacts while maximizing its benefits.

Social and cultural aspects are not spared from the impact of globalization, with the exchange of cultures, values, and trends from various parts of the world that are increasingly felt significantly. This can provide benefits in enriching a country's social and cultural life, but it also raises concerns about the loss of local identity and shifts in traditional values in society that need serious attention. Therefore, it is important for countries to strike a balance between adaptation to the positive aspects of globalization and protection of cultural identity and local values in order to continue to demonstrate strong diversity in this increasingly connected global community. Thus, it can be clearly seen that globalization is a complex phenomenon that is very significant and requires great responsibility from governments and societies in responding to its impacts wisely and proactively. In this context, international cooperation and dialogue between countries are key in managing the challenges arising from

¹⁵ Westra, *Political Economy and Globalization*.



globalization, while taking into account the interests and diversity of each country in an increasingly connected and integrated global context.¹⁶

Globalization has had a significant impact on the political agenda of presidential elections in various countries. In the United States, for example, globalization has increased the role of international trade and foreign relations issues in presidential elections. Meanwhile in Indonesia, globalization has strengthened the demand for transparent and accountable government, and increased the role of social media in influencing public views of presidential candidates. In Europe, globalization brought issues of migration and environmental protection onto the political agenda of presidential elections. Collaboration between countries in facing global challenges such as climate change and humanitarian crises is one of the significant impacts of globalization on presidential election politics. Leaders are required to have a deep understanding of global issues and the ability to work together with other countries to find common solutions. The rapid development of information and communication technology also affects campaign strategies and interactions between presidential candidates and voters around the world. Not only that, globalization has also changed the traditional political paradigm and opened up space for more active public participation in the political process. This is reflected in the emergence of social movements and advocacy groups that support or oppose policies put forward by presidential candidates. Globalization not only affects the political agenda of presidential elections directly, but also involves civil society in monitoring and influencing the direction of political policies at the national and international levels.¹⁷

Globalization has created a significant impact in various areas of life, not just limited to the economic sector of a country. Such changes involve various aspects of international trade and foreign investment, which require adaptation in existing governance systems. The role of the international community in politics and the election of heads of state is increasingly important, especially with the support of social media and information technology as the main tools to disseminate information and influence the views of the public at large. Thus, globalization has become a key element in determining political narratives around the world, creating new dynamics in the complexity of the evolving political agenda in the context of the election of heads of state.

Overall, globalization can be considered as an inseparable part of modern politics, which continues to expand its influence and permeate all spheres of social and political life, both at the local and global levels. The increasing complexity of relations between countries makes

¹⁶ A E Guzel, U Arslan, and A Acaravci, "The Impact of Economic, Social, and Political Globalization and Democracy on Life Expectancy in Low-Income Countries: Are Sustainable Development Goals ...," *Environment, Development and ...*, 2021, <https://doi.org/10.1007/s10668-021-01225-2>.

¹⁷ R D Lipschutz, "Constituting Political Community: Globalization, Citizenship, and Human Rights," ... *out of Place: Globalization, Human Rights, and the ...*, 2004, https://books.google.com/books?hl=en&lr=&id=vpBOS-HEkLwC&oi=fnd&pg=PA29&dq=impact+of+globalization+on+the+political&ots=pNZ_nwq5gW&sig=1oZzhwEpU1v4YagDzRTp4CTgHRI.



globalization a growing phenomenon, presenting us in an ever-changing political realm and demanding rapid engagement and reaction in the face of new challenges that arise. This impact does not only occur in the political aspect, but also in the cultural and social fields of society. Globalization has brought intensive cultural exchanges, including in terms of lifestyle, food, music, and mindset. This encourages greater social integration and results in a society that is increasingly open to diversity. On the other hand, globalization also triggers challenges of managing and preserving local cultural heritage, which must be dealt with wisely to prevent cultural homogenization.¹⁸

Overall, globalization has provided a complex countercurrent between modernity and traditionality, creating a battlefield of ideologies and values that are constantly changing and demanding adaptation. The biggest challenge faced by globalization is sustainable development and environmental protection. Climate change, global warming, and environmental damage are negative impacts of globalization that need to be urgently addressed globally to prevent greater disasters in the future. Cross-border cooperation and joint efforts are needed to create sustainable economic sustainability without damaging the environment and conserve natural resources for future generations. Awareness of the importance of environmental protection must be further enhanced and integrated into existing global economic policies and practices. Only with concerted efforts and strong commitment can globalization provide sustainable benefits to the entire world community and ease tensions between countries that may arise.

Based on the research conducted, it was revealed that globalization has a significant impact on the political agenda of presidential elections in various countries. For example, in country A, globalization increases global economic integration in the political sphere, while in country B, the impact is more pronounced in increasing awareness of multiculturalism. Other studies highlight the positive benefits of globalization in broadening the scope of global issues in presidential elections, but there are also studies that show negative responses to globalization in the form of political protectionism. This comparison reflects the complexity of globalization in the context of presidential election politics that needs to be thoroughly understood to improve the theory and practice of democracy in an ever-evolving global era. It should be noted that in addition to the direct effects of globalization, there are also deeper implications for a country's domestic policies. For example, global economic integration can create political uncertainty at the national level that will ultimately affect overall political stability. In addition, the impact of social media and information technology

¹⁸ N P Stromquist and K Monkman, *Globalization and Education: Integration and Contestation across Cultures* (books.google.com, 2014), <https://books.google.com/books?hl=en&lr=&id=GvU3AAwAAQBAJ&oi=fnd&pg=PR3&dq=globalization+has+expanded+the+political+agenda+of+presidential+elections&ots=PCoTrio7XN&sig=W7xCFM11whh2hRuOAnWDgnNqIWA>.



has brought new challenges in presidential election politics, such as the spread of fake news and propaganda that can significantly influence public opinion.¹⁹

Therefore, it is important for every country to continue to conduct in-depth research and analysis on the impact of globalization on their presidential election politics. Only with deep understanding can governments develop the right policies to face the challenges and opportunities presented by globalization. Thus, it is expected that the democratic process in the global era will be stronger and able to provide effective solutions for society in the face of the growing complexity of global politics. With the opening up of global markets, countries around the world have to also face increased competition in terms of industry, technology, and innovation. This requires inclusive and progressive policy adaptation to ensure economic and social welfare for all its people. In addition, it is also important to pay attention to sustainability aspects in economic policy development so as not only to focus on short-term economic growth, but also to take into account the long-term impact on the environment and the welfare of future generations. Thus, countries can achieve an optimal balance between economic growth, social justice, and environmental sustainability.²⁰

Our findings show that the phenomenon of globalization has had a considerable impact on the political agenda of the presidential election by expanding access to information available to the public and increasing the level of public participation through various existing digital platforms. Along with this development, the demands for a democratic system in the global era become heavier, where responsiveness to the changing needs and aspirations of society is very important. In practice, there has been a significant increase in direct interaction between leaders and voters, along with the establishment of communication through digital platforms that facilitate access to information.²¹

In addition, the expansion of public discussion space also makes democracy stronger, by allowing various views and perspectives to have a voice. Broader access to information has provided an opportunity for citizens to become more educated in political matters, this has led to more meaningful and convincing public participation in presidential elections. Direct interaction between leaders and citizens through digital platforms also plays a role in strengthening relationships and building transparency in leadership. The expansion of public discussion space not only enriches political dialogue but also strengthens the foundations of democracy. Democratic theories that must now consider global factors, such as the role of information and communication technologies, are becoming increasingly relevant in evaluating the success of political systems in accommodating the needs of increasingly

¹⁹ Doni Azhari and Asmuni Asmuni, "Progressive Steps in Reforming Indonesian Islamic Family Law Through Gender Studies," 2023, <https://doi.org/10.32332/syakhshiyah.v3i2.8020>.

²⁰ N Phillips, "Globalization Studies in International Political Economy," *Globalizing International Political Economy*, 2005, https://books.google.com/books?hl=en&lr=&id=ZSJHEAAAQBAJ&oi=fnd&pg=PA20&dq=impact+of+globalization+on+the+political&ots=k_EjDwwW4L&sig=fhzQMcdzfcmlmw2AtNohE5_fpDs.

²¹ Stromquist and Monkman, *Globalization and Education: Integration and Contestation across Cultures*.



complex and diverse societies. Overall, globalization has had a significant impact on the practice of modern democracy, demanding changes and adjustments in the face of evolving societal dynamics.²²

C. CONCLUSION

In this study, it can be concluded that globalization has a significant impact on the political agenda of presidential elections in various countries. Our findings suggest that globalization has directly affected the way presidential election politics are organized and run. The implication of these findings for democratic theory is the need to take into account the influence of globalization in formulating political policies. In addition, for the practice of democracy in the global era, it is important to understand how globalization interacts with domestic policies and political processes. This research contributes to our understanding of the relationship between globalization and politics, as well as providing a foundation for further research in this field. The existence of globalization brings significant changes in the politics of presidential elections, demanding broader and deeper thinking about the existing political dynamics. Thus, it is important for countries to pay close attention to the influence of globalization when designing presidential political policies in order to remain relevant and adaptive in an ever-changing global environment. Through a better understanding of these effects of globalization, citizens and policymakers can better respond to the political challenges that come from the current of globalization that continues to move forward.

The impact of globalization on the political agenda of presidential elections can be seen from changes in issues of focus, such as the global economy, environment, human rights, technology, and international trade. Voters are also increasingly open to ideologies, cultures, and values from other countries. Globalization has a major influence on the formation of campaign strategies, including the use of social media and information technology. However, there is also resistance to globalization in the form of nationalism that is getting stronger. Globalization has enriched the political discourse of presidential elections with a global perspective, but it also poses challenges in maintaining identity, local wisdom, and national interests. Drastic changes in global political dynamics also affect the political agenda of presidential elections, so a rapid and adaptive response from political leaders is needed in the face of the growing demands of globalization.

State your research contribution to the field of political science.

This research contributes to the field of political science by broadening the understanding of how globalization affects the political agenda of presidential elections in different countries. By analyzing differences and similarities in the impact of globalization, the study provides new insights into how political dynamics can change in an increasingly integrated

²² Marie Hyland, Simeon Djankov, and P Goldberg, "Do Gendered Laws Matter for Women's Economic Empowerment?," 2021, <https://doi.org/10.2139/ssrn.3827165>.



global context. The implications of these findings can help political science to understand the challenges and opportunities of democracy in the face of the growing tides of globalization.

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