



## Instagram as a Media for Presidential Election Campaigns in Indonesia: A Literature Study of the 2024 Presidential Election

Endah Nurhawaeny Kardiyati<sup>1</sup>, Drajat Tri Kartono<sup>2</sup>, Agus Irfan<sup>3</sup>

<sup>1,3</sup>University of Muhammadiyah Cirebon, West Java, Indonesia, email: endah.nhk@umc.ac.id

<sup>2</sup>Sebelas Maret University, Central Jawa, Indonesia

**Abstract.** Instagram is gaining popularity in Indonesia, and its users are millennials; some officials and politicians create Instagram accounts and start actively using it to build personal branding. Personal branding is quite effective in attracting support on social media. Personal branding must be carried out long before the campaign period. After a long time, social media users will begin to trust the image built through personal branding. Here are some things about personal branding for political campaigns. The method used in this study is a literature review related to the use of Instagram media for campaigns in the Presidential and Vice Presidential Candidate Elections. Data was obtained from the internet, social media, and journal articles. The 2024 Presidential Election is a presidential election that uses social media to convey their ideas and ideas. One of the vast users is Instagram. The difference in the effectiveness of the Instagram application in campaigns still needs to be tested further. However, Instagram social media can be an effective means of political socialization by selecting information and digital literacy, especially in responding to various political discourses and issues related to the 2024 Presidential Election.

**Keywords:** Instagram, Promotions, Politics, Presidential Election

---

### INTRODUCTION

Instagram is a photo and video-sharing social networking service owned by the American company Meta Platforms. The app allows users to upload media edited with filters or organized with hashtags and geo-tagging. But over time, Instagram changed as an application for criticism and suggestions from Indonesian netizens; many world celebrities uploaded photos to get criticism and suggestions. Posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and location, see trending content, like photos, and follow other users to add their content to private feeds.

Instagram also added messaging features, the ability to include multiple images or videos in a single post, and a Stories feature—similar to its main competitor, Snapchat—that allows users to post their content to a sequential feed, with each post accessible to others for 24 hours. While often praised for its success and influence, Instagram has also been criticized for

negatively impacting teen mental health, policy and interface changes, alleged censorship, and both illegal and inappropriate content uploaded by users.

Using Instagram as a campaign through uploaded content can provide high effectiveness for the Presidential Election if several factors are given to the maximum. Here are some of these factors.

- The design of the uploaded content is essential on Instagram. Instagram users are more interested in reading information packed with attractive and good designs than ordinary designs. This is because Instagram is famous for its characteristics that prioritize aesthetic values.
- The frequency of posting can increase user acceptance of the message conveyed in the campaign. For example, one or two times, the user may still not care, but if the ad campaign is given a few consistently every day, chances are the user starts receiving.
- Quality content is undoubtedly vital in campaigns to show self-quality. The quality of content is determined by several factors, namely relevance, understanding, consistency, and trust.

The use of Instagram as a political campaign in Indonesia has had a visible influence. This social media is quite effective in gaining support from young people and increasing interest in voting rights. The literature review examined the use of Instagram in the 2024 presidential election.

## **LITERATURE**

Instagram began development in San Francisco as Burbn, a mobile check-in app created by Kevin Systrom and Mike Krieger. Realizing that this app is too similar to Foursquare, they refocused their app on photo sharing, which has become a popular feature among its users. They named it Instagram, a loanword of "instant camera" and "telegram".

2010-2011: Start-ups and key sources of funding

2012–2014: Additional platforms and acquisition by Facebook

2015-2017: Windows app and redesign

2018-2019: IGTV, removal of like counter, management changes

In February 2023, Instagram introduced a new feature that allows users to browse and post GIFs in their comments. In February 2023, Meta's CEO, Mark Zuckerberg, announced that Meta

would begin selling blue "verified" badges on Instagram and Facebook. Users can upload photos and short videos, follow other users' feeds, and geotag images with location names. Users can set their accounts as "private," requiring them to approve new follower requests. Users can connect their Instagram accounts to other social networking sites, thus allowing them to share photos uploaded. In January 2011, Instagram introduced hashtags to help users find groups of photos by grouping content and helping promote trademarks. Instagram encourages users to create specific and relevant tags, rather than tagging generic words like "photo," to make photos stand out and attract Instagram users who share similar interests. Users on Instagram have created a "trend" through hashtags.

The use of Instagram as a political campaign has been increasingly intensive, both campaigns through personal branding and official campaign ads. In some cases, campaigns on Instagram do provide effectiveness for elections. Several things, including the personal branding of the passion, the image of the passion, and the strategy of the uploaded content, influence the effectiveness of campaigns on Instagram. Instagram has characteristics as well as the attitude of its users, so it cannot only rely on the campaign banner advertised (Taja Komen, 2023). Instagram is gaining popularity in Indonesia, and its users are millennials; some officials and politicians create Instagram accounts and start actively using it to build personal branding. Personal branding is quite effective in attracting support on social media. Personal branding must be carried out long before the campaign period. After a long time, social media users will begin to trust the image built through personal branding. Here are some things about personal branding for political campaigns.

#### 1. Showing a Good Image

Some active and functional officials on Instagram during the campaign period include Jokowi, Ridwan Kamil, Ganjar Pranowo, and Sandiaga Uno. These names are often active on Instagram to share various activities, ranging from activities as officials to heads of families and others. Such posts will make Instagram users aware of the official's routine activities, know the relationship with his family, and other things that can make the official's image good. Using Instagram as a campaign is very appropriate because making a good image is part of the campaign.

#### 2. As a Space for Political Communication

Often, officials upload political communication content, be it in the caption of uploaded photos or videos, comics, or caricatures. As officials, one way to build personal branding is to show their activities on duty or other similar things. Instagram as a campaign, such posts are often captioned related to political communication. Such activities will create a good image in the eyes of Instagram users. They will give various comments, including their opinions on politics.

### 3. Image Determines the Success of Campaigns on Instagram

Two journals research the results of Ridwan Kamil and Ahok's campaign on Instagram. Research conducted on Ridwan Kamil showed that his campaign on Instagram and the influence of his branding were influential in the 2020 regional elections and increased voter interest. Meanwhile, research conducted on Ahok's campaign on Instagram showed poor results. Although Ahok has carried out campaigns on Instagram in various ways, Instagram users did not respond to him because of the blasphemy case that ensnared Ahok.

Advertising campaigns on social media, including Instagram, have been allowed by the KPU since the 2020 regional elections. Using Instagram as a campaign on social media can make the best use of advertising. By advertising, banners or campaign content will be exported to Instagram users according to the selected criteria. These criteria can be based on region, demographics, and so on. Accounts that can advertise are not only passion accounts or the primary account of political parties, but also every official account created for campaigns and registered with the KPU. The use of this ad is quite effective in reaching social users to provide the most critical information in the campaign, such as the name of the candidate's spouse (passion) along with the image of the person, the political party that carries it, its vision, mission, and goals, and other important information.

The Instagram live feature should be noticed during the campaign period. Instagram can be used as a campaign to discuss with potential voters. Holding a live campaign will attract attention both by the campaign team and by the live person. Whether or not to successfully get support from the live audience depends on the discussion process or information delivery during the live. In addition to providing campaign information, invite the audience to write down their views or proposals they expect from the candidate. Audience sympathy is obtained if the comments written are taken seriously and distinguished from being light or joking if the comments given are joking. The discussion should be flexible because the audience is likely young.

## **METHOD**

The method used in this study is a literature review related to the use of Instagram media for campaigns in the Presidential and Vice Presidential Candidate Elections. Data obtained from the internet, social media and journal articles.

## **DISCUSSION**

In the political year of the 2024 Presidential Election and Legislative Election, social media is busy discussing future leaders freely in politics and opinions. It is protected by Law Number 40 concerning the Press—and Law Number 9 of 1998 concerning the freedom to express opinions publicly. The party of democracy took place vigorously and encouraged people's freedom of speech. Political freedom is also reflected in the birth of Law Number 2 of 1999 concerning political parties. The political party law has encouraged the emergence of many political parties, groups, and individuals to express opinions in the mass media.

Mass media plays a role in capturing and presenting social and political phenomena. The main thing in mass media is how the media is produced, how content is distributed symbolically, and how public participation in the information provided is professional, measurable, and free of interest value. The mass media exerts influence when choosing leaders or politics and the credibility of religious symbolic leaders in the eyes of the public. The above makes the condition of democracy in Indonesia more focused. Mass media as a tool for freedom of opinion also adds to the dynamics of delivering more excellent information or opinion, namely democracy; this is called new media. The essence of new media or mass media is the existence of a new democratic space. The internet as a sophisticated communication device and the renewal of other technological advances open up the possibility of active participation in society (Azmah et al., 2023).

The projected demographic bonus that Indonesia will experience is an advantage for politicians in determining the target of young voters for the 2024 election period. Politicians began to carry out political strategies through political campaigns on social media. Instagram is one of the image-building platforms that also increases the chances of politicians winning the votes of young voters. Instagram is the primary means of forming the image of politicians in Indonesia. In addition, this study is expected to answer the question of the use of Instagram on the target voters' perception of pre-campaign politicians. This research uses the theory of *uses and gratification* through a qualitative phenomenological approach. The activities of politicians who have Instagram accounts allow the media to form a good image of politicians to gain mass

sympathizers ahead of the 2024 presidential election. In addition, researchers found a public perception of buzzer involvement in forming politicians' images on Instagram. Researchers hope this study can be used as a reference for future research on the effectiveness of politicians' images on social media in influencing the credibility of political parties (Febrianti, 2022).

The political text on the Instagram account @pinterpolitik in the 2024 presidential election campaign discourse. The discourse of the 2024 presidential election campaign on social media cannot be separated from how the text is produced and the attitudes of netizens who receive news or not. Then, the sociocultural circumstances that affect the text take place among them: The presence of the phenomenon of structural differences between chairman and members, or senior and junior as a siteal dimension and phenomenon in Indonesia during the campaign each political party must form a coalition and form its group to support the next presidential candidate. The text showing Ganjar and Anies is a strategy for candidates to become the number one person in Indonesia (Azmah et al., 2023).

General election contestation is an implementation of the existence of a democratic system in Indonesia, as well as a forum to accommodate public voices in determining leaders for the next few years. Ahead of the democratic party, candidates usually compete to build personal Branding to win public attention and achieve high electability in the 2024 election. Today's increased use of social media provides candidates with opportunities to conduct political campaigns and build self-image. The candidates can easily persuade the public by spreading the vision and mission through social media, as done by one of the candidates from the Nasdem party, Anies Baswedan, who uses Instagram social media as a campaign medium to build self-image. This type of research is descriptive qualitative. The qualitative descriptive approach is similar to the purpose of this study, which is to see personal Branding, which is part of a political campaign by Anies Baswedan on Instagram (Sulastri & Khoirunnisa, 2023).

Instagram is a social media platform that can upload photos, create feeds, upload Instastories, and use filters on photos. Some likes and followers can affect self-presentation. With the features that Instagram has, one can do personal Branding. The more people who use Instagram, the more audiences or audiences will apply or observe Personal Branding carried out by Instagram users. Personal Branding can be used to increase one's selling point. Personal Branding is the process of carrying a person's skills, personality, and character with their uniqueness to then become an identity. Personal Branding by politicians on social media will shape people's perception of themselves and make it easier for politicians to communicate (Nefertiti, 2023).

The focus of political branding is invisible factors such as public perception or associations that appear in the public mind when seeing or hearing the name of a political brand. In the initial stage of the politician branding process, the candidate's image will be formed through the subjective perception of the candidate's personality, including the personal element of the candidate; the appearance element will have a tangible impact on the candidate's image. Political branding also focuses on arguments that emphasize more emotional aspects to attract sympathy for accommodating products of people's ideas in this democratic era. The Internet, as a medium of communication and information exchange, has the opportunity to revolutionize the systems, structures, and processes of democracy that we have known so far. In political communication, the postmodernist approach examines various forms of famous culture. The bond of pop culture, as a form of symbolic expression, has an influential significance on politics.

This symbolic expression surfaced through social media and allowed users to voice their thoughts and opinions in democratization. The Internet is a space where intertwined cultures are reproduced, distributed, and eaten. The political communication process in the New Media period increasingly emphasizes that democratization is very open, although it is plagued by riots that never end. Politics and communication must be interpreted differently. Politics in the digital reproduction period will always be filled with indicators that cannot be naively understood by political codes in the past (Arnanda & Abidin, 2023).

The construction of the use of social media built by the nasdem party in Instagram social media users in campaigning towards the 2024 presidential election, as well as knowing the responsiveness of Instagram social media users to the construction of the use of Instagram social media built by the nasdem party in the 2024 campaign. The theoretical basis used is the theory of social reality construction, which is mainly associated with Burhan, beginning with the main concepts of face-to-face, presence, and social presence. The research method used is a survey method where the research subjects are Instagram users. In this case, case studies are a more suitable strategy if the subject of a research question is related to how or why. Data was collected through in-depth interviews with key informants, namely LA as Chairman of the DPP Nasdem Party for young and millennial voters and informants, NA as a social media activist, AE as vice chairman of the Nasdem Student League, and MAB as a student. The results obtained from this study are that the construction built by the Nasdem Party has a motive and purpose to increase the number of voters of the Nasdem Party in the next presidential election by attracting the attention of young people and millennials (Ramadan, 2023).

The 2024 presidential and vice presidential elections are a topic highlighted by the public, including young voters, which can be called Gen Z. The use of Instagram media by three presidential candidates to launch self-introduction and election campaigns became a reference for Gen Z voters in providing comments and assessments. Fitri et al. (2023) researched to determine the behavior of Gen Z voters in the 2024 Presidential Election, using ethnographic qualitative methods and descriptive analysis. The findings of this study show that Gen Z's behavior in responding to the 2024 presidential election includes two behaviors, namely rational and irrational. Gen Z's rational behavior is displayed by assessing the vision and mission of the presidential candidate's spouse and their track record of achievement. In contrast, the irrational behavior of Gen Z voters is shown by giving ratings to the presidential candidate pair based on exciting content or popularity despite the lack of substance. Therefore, these findings contribute to the development of user-based discourse that can deconstruct the dominance of discourse by rulers. This aligns with Islamic communication values of 'freedom of action,' which guarantees that individuals accept or reject a discourse.

The phenomenon of *personal branding* is increasingly evident on Instagram. Instagram is becoming one of the most popular digital platforms for building *personal branding*. Many users allow *personal branding* built by someone to reach a broad audience. The platform is also based on visual, audiovisual, and follower interaction. One of the political figures who uses Instagram to build *personal branding* is Ganjar Pranowo, the governor of Central Java who will also run as a presidential candidate in the 2024 Presidential Election (Pilpres). Maria's research (2023) aims to describe *the personal branding* built by Ganjar Pranowo through @ganjar\_pranowo's personal Instagram account. The research method uses a descriptive qualitative approach, namely in-depth research, and the resulting research data is descriptive to provide an understanding of matters related to the research subject, Ganjar Pranowo. In this study, we see the phenomenon

of *personal branding* built by Ganjar Pranowo on Instagram social media. Meanwhile, data collection techniques through observation of Ganjar's uploads on @ganjar\_pranowo's personal Instagram account. The study results show that Ganjar's branding on Instagram social media contains eight laws proposed by Montoya and Vandehey. Ganjar's efforts to build *personal branding* have created a positive perception of him. This is reflected in the comments of netizens on Ganjar's post. The strength of the eight *personal branding* laws that Ganjar has built on Instagram is his capital to compete in 2024.

Political Communication is one of the most essential elements that must exist in political actors because political Communication can build the image of political actors in the eyes of the

public. Moreover, the presidential election in Indonesia will take place in about two years. The media and the public have often discussed various issues regarding who will be the running mate in the 2024 Presidential Election. Various names of political figures are predicted to run in 2024. Various responses and public opinions regarding political actors also vary; some support voluntarily, and some even openly disagree with the issue of political actors who intend to run for the 2024 Presidential election. One example of such a political actor is Anies Baswedan. Anies is one example of a political actor who often uses social media to convey his political Communication. Social media was chosen because it is the most accessible platform for two-way Communication. Therefore, we will analyze Anies Baswedan's political communication style on social media and public opinion provided by the community (Azmi, 2022).

According to Santosa and Rahmawati (2023), ahead of the 2024 election, Indonesian Political Opinion (IPO) found that several names have the most significant possibility in public opinion as candidates for Indonesian president, the two highest of which are Anies Baswedan and Ganjar Pranowo. This becomes more convincing when the political party cadres carry both political figures and then both actively conduct campaigns. The campaign was also carried out on Instagram, one of Indonesia's social media with the most users. Anies Baswedan and Ganjar Pranowo built their political image on Instagram. This study uses qualitative content analysis methodology on Anies Baswedan and Ganjar Pranowo's Instagram content from November 2022 to February 2023. The results of this study found that Anies Baswedan built a political image as a leader who worked hard and had various work achievements when he served before, while Ganjar Pranowo had a political image as a popular leader by numbering the people as the primary orientation for policy-making and work programs.

## **CONCLUSION**

The 2024 Presidential Election is a presidential election that uses social media to convey their ideas and ideas. One of the vast users is Instagram. The difference in the effectiveness of the Instagram application in campaigns still needs to be tested further. However, Instagram social media can be an effective means of political socialization by selecting information and digital literacy, especially in responding to various political discourses and issues related to the 2024 Presidential Election.

## **BIBLIOGRAPHY**

- Arnanda, A. N. (2023). Political Branding Akun Instagram@ Anies Baswedan Dalam Isu Pilpres Indonesia 2024. *Scientia Journal: Jurnal Ilmiah Mahasiswa*, 5(4).
- Azmah, S. F. N., Ansoriyah, S., & Mayumi, I. (2023). Analisis Wacana Kritis Fairclough dalam Wacana Pilpres 2024 (Studi Kasus Berita di Instagram@ Pinterpolitik). *Jurnal Penelitian Pendidikan, Psikologi Dan Kesehatan (J-P3K)*, 4(2), 45-53.
- Azmi, F. A., Amiel, B. Y., Balqis, A., Nabila, I. M., & Arindah, F. (2022). Komunikasi Politik Anies Baswedan dalam Membentuk Opini Publik Melalui Media Sosial Menjelang Pemilihan Presiden 2024. *PARAPOLITIKA: Journal of Politics and Democracy Studies*, 3(2), 121-141.
- Faradis, N., Al Fauzah, N. A., & Al Anshori, M. I. (2023, November). Media Sosial dan Persepsi Publik: Analisis Strategi Kampanye Digital Calon Presiden Indonesia 2024. In *Prosiding Seminar Nasional Ilmu Ilmu Sosial (SNIIS)* (Vol. 2, pp. 643-652).
- Febrianti, I. (2022). *Penggunaan Instagram sebagai Media Pembentukan Citra Politisi Jelang Pemilu Pilpres 2024* (Doctoral dissertation, Universitas Pelita Harapan).
- Fitri, A. N., Fitri, F., Fabriar, S. R., Rachmawati, F., & Hilmi, M. (2023). Gen Z voter behavior in the 2024 presidential election: A virtual ethnographic study on the Instagram accounts of presidential candidates. *Islamic Communication Journal*, 8(2), 285-302.
- Hakim, W. (2023). Adu populisme politisi jelang pilpres 2024.
- Kurniawan, I., & Susanto, A. (2019). Implementasi Metode K-Means dan Naïve Bayes Classifier untuk Analisis Sentimen Pemilihan Presiden (Pilpres) 2019. *Jurnal Eksplora Informatika*, 9(1), 1-10.
- Maria, O. (2023). Analisis Personal Branding Ganjar Pranowo melalui Media Sosial Instagram. *Jurnal Penelitian Inovatif*, 3(2), 525-536.
- Neefertiti, Y. C. (2023). *Personal Branding Ganjar Pranowo Menjelang Pilpres 2024 (Analisis Isi Akun Instagram@ Ganjar\_Pranowo Periode 21 April–31 Mei 2023)* (Doctoral dissertation, UPN Veteran Jawa Timur).
- Raja Komen. 2023. Penggunaan Instagram Sebagai Kampanye Politik di Indonesia. <https://rajakomen.com/blog/penggunaan-instagram-sebagai-kampanye-politik-di-indonesia-815b85a3e5.php#:~:text=Penggunaan%20Instagram%20sebagai%20Kampanye%20Politik%20di%20Indonesia%201,3%203.%20Citra%20Menentukan%20Keberhasilan%20Kampanye%20di%20Instagram>
- Ramadhan, R. H. (2023). *Kontruksi Penggunaan Media Sosial Instagram Partai Nasdem Dalam Kampanye 2024* (Doctoral dissertation, Universitas Satya Negara Indonesia).
- Santosa, R., & Rahmawati, A. (2023). Komparasi Political Branding Anies Baswedan dan Ganjar Pranowo melalui Instagram Menjelang Pemilu 2024. *JIIP-Jurnal Ilmiah Ilmu Pendidikan*, 6(12), 10285-10291.
- Sulastri, A. N., & Khoirotunnisa, P. (2023). Personal Branding Anies Baswedan dalam Membangun Citra pada Pilpres 2024 di Instagram. *JPW (Jurnal Politik Walisongo)*, 5(1), 73-84