

Contestation Between Buzzer Accounts In The Arena Of The 2024 Presidential Election On Instagram Social Media

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Abstract. Social media, especially Instagram, is a contest for buzzers in the 2024 presidential and vice presidential elections. In debates on social media, they are free to express their support in any way. Likewise content, but not necessarily hoax content, is sent to attract sympathizers due to the existence of an ITE law that prevents the spread of hoaxes, especially since this is an official buzzer account, likewise, in this election, which was attended by 3 pairs of candidates and vice presidents where there must be contestation from the three candidates who need an increase in electability to win this presidential election. This research method uses qualitative techniques, such as observation techniques, for data collection. Aim to see if the public is affected in the content created by the buzzer account. With this, the results of the study show that positive content is given from the 3 official buzzers, which apply the concepts of habitus, field, and capital, which cause the impact of buzzer dominance on Instagram social media does not have a strong influence on the results of the 2024 election, and it is the public's view of which leader will be chosen that is higher.

Keywords: Buzzer; Contestation; Instagram Social Media; Netizens; Presidential Election.

INTRODUCTION

Instagram is a social media-connected photo and video-sharing service app (Muhlis & Musliadi, 2022). As a large social media service provider, this buzzer practice allows it to run

easily. Because the mechanism that can interact with the public indirectly and can be seen by anyone makes information distribution easy to reach in this era of digitalization. In the current era of globalization, the internet or social media, such as Instagram, is a wide and influential place to socialize, so it can be used to gain public influence in democratic contests (Rasda 2023). This creates an online buzzer phenomenon on social media, especially Instagram. The term "buzzer" usually refers to individuals or groups that actively influence public opinion or create trends by using social media platforms. They have a large following and use their presence on the platform to spread a certain message, support or oppose an idea or figure, or promote goods or services. The buzzer on social media itself is the owner of an account that has a large number of followers or has great influence (Putri Handayani et al 2024). It's important to remember that social media users with a large following may not be buzzers. It usually refers to individuals or groups who actively use their power for a specific purpose, be it for personal, business, or social interests (Girsang and Sipayung 2021).

Generation Z, also referred to as Gen Z, is a group of people born between the mid-1990s and mid-2010s. Gen Z's birth time limit is unclear, but they are usually considered to be the generation that follows Generation Y, or Millennials (Nabila et al. 2023). Considered to be a highly digitally connected generation, accustomed to the use of technology in daily life, and having greater access to information than previous generations, Gen Z grew up and thrived in a digital age full of ever-evolving technology, such as the internet, social media, smartphones, and other online platforms. Of course, not all members of Gen Z will have the same characteristics, as will members of other generations. However, understanding these general traits can help understand the trends and dynamics that affect this generation in various areas of life, such as education, work, culture, and social.

As they grow up with extensive and active social media use, Generation Z has a special relationship with buzzers (Felicia and Loisa 2020). The following are some of the ways Gen Z is represented by buzzers: Buzzers can be a source of inspiration for Generation Z because they follow buzzers that they consider to have interesting content or that match their interests and values. These buzzers can be role models in various aspects of life, such as fashion, beauty, and social issues; Buzzers are often trendsetters and lifestyle drivers among Generation Z by introducing new products, recommending popular places, and promoting interesting things; Buzzers can also influence Generation Z in building their views on social, political, and cultural

issues because they often voice their opinions on a variety of topics; Buzzers who actively spread messages about social issues often receive positive responses from Generation Z, which can help increase awareness and understanding of social issues. Buzzers are often used by them to market goods or services to Generation Z. Buzzers with a large following can provide endorsements to specific brands, which can influence Gen Z's purchasing decisions and brand preferences. It is important for Gen Z to remain critical and selective in chatting with others.

Political democracy contestation is defined as a debate or dispute in democracy in politics (Hutabarat 2021), in addition to its understanding, it also has several aspects of political strategy that represent Gen Z against the Buzzer phenomenon, including: Debates, content and attributes that make the direction of the national political strategy that changes completely change completely. For example, Instagram accounts such as @aminmuda.official created in September 2023 are accounts to support the number 1 candidate pair Anis Baswedan and Muhaimin, then @prabowo.gibran2 created in May 2016 is a support account for the number 2 candidate pair, namely Prabowo Subianto and Gibran Rakabuming, and finally there is @TPNganjarmahfud is the supporting account of Ganjar Pranowo and Mahfud MD created in March 2015. These three accounts with thousands of followers compete with each other to get a good image for the public on social media, especially Instagram. Debates on social media are free to express their support in any way that is interpreted as debate itself is an argumentative activity between individuals or groups (Astutik, 2021). Likewise with content, but not necessarily hoax content is sent to reach sympathizers due to the existence of ITE laws that prevent the spread of hoaxes (Susanto et al. 2021).

The 2024 Presidential Election will be followed by 3 pairs of candidates and vice presidents where there must be contestation from the three candidates who need an increase in electability in order to win the presidential election this time. Democratic contestation as a political system that prioritizes public participation, pluralism, and the protection of human rights. Democracy allows the people to participate in the political decision-making process, both through general elections and through the representatives they elect, democracy itself in Greek is interpreted as demos and kratos which means government from the people (Hutabarat 2021). The dynamics that occur where various interests, perspectives, and political actors compete to influence political decisions are referred to as democratic contestation. It includes competition between political parties, interest

groups, social movements, and individuals in various political arenas, such as elections, public debates, street demonstrations, and political campaigns (Hanisa, Sunny, and Paradise 2023).

Competition in democratic contestation involves different ideologies, values, and interests, because of the diversity of society in freedom of speech, assembly, and organization in a democratic political system. Democratic contestation maintains political accountability because it allows citizens to criticize the performance of the current government and rulers and choose between a variety of political options. Democratic contestation gives voters the opportunity to express their choices and influence government actions and policies. Democratic contestation can also cause social and political conflicts, which are a form of new paradigms, understandings, and perceptions that are inseparable from a clash (Rahardjo in Fuadi 2020) as a result of competition between various political interests, which can lead to differences of opinion, hostility, or even social tensions. Understanding the democratic contestation process and how individuals and governments manage it to achieve democratic goals such as justice, equality, and common prosperity needs to be understood. Democratic contestation also refers to an ever-changing process in which various interests, perspectives, and political actors compete to influence political decisions made in a democratic system. Democratic contestation is a battle of ideologies, principles, and interests between various groups that struggle to gain public support and control political policies and institutions. This can take many forms, such as elections, referendums, demonstrations, political campaigns, public debates, and other forms of public participation.

Bourdieu's habitus arena postulates that a person's aspirations and subsequent actions are then adjusted to the perceived chances of success, also known as the "causality of possibility" (*causality of the probable*). Habitus can be a potential form in presenting habits on Instagram, how the buzzer then creates an environment and becomes part of it further. In the concept of habitus developed by Bourdieu there is the concept of capital or known as *Capital* and *Field* which can be understood as the accumulation of labor and is interpreted as a manifested form or a consolidated form that is realized. If taken personally or exclusively based on an agent or group of agents, it allows them to take social resources in a reconditioned form or living labor (Richardson in Munawwaroh 2022).

The concept of capital set by Bourdieu is not only from the economic side (*Economic Capital*), but also includes symbolic capital (*Symbolic Capital*), culture (*Culture Capital*), and social (*Social Capital*). While the Bourdieu and Wacquant fields are interpreted as battlefields

(*Battle Field*) or playground (*playground*), field is defined as a system of relationships between the position of specialized agents and institutions that fight for a common goal and play by the same rules (Morberg in Munawwaroh 2022). Vancil in (Munawwaroh, 2022) said that contestation presents problems from different and competing perspectives. First, see if each actor uses the same word or what they already have in mind. Second, including those who support and those who oppose. Third, finding the reason for the dispute can be used to deepen and sharpen the motive. Fourth, having the ability to see existing characteristics, history, and beliefs, as well as thinking about the values and policies that will be offered in competition.

According to Gustaf Kusno in (Rosita et al. 2024), the word "contestation" seems to be derived from the English word contestation. However, the word "contestant" has entered into it, which in KBBI in (Marzuki, 2024) means "elections, competitions, etc." Actually, contestation is an arena in which political parties compete, especially in legislative elections. This is based on the fact that legislators are the official representatives of society, as they make legislation that is felt directly by the community.

Democratic contestation shows the importance of a democratic political system that prioritizes pluralism and freedom of speech. It encompasses a wide range of interactions between political parties and each other and the government and society. In a broader context, democratic contestation is an important part of a healthy and dynamic political process in which ideological and interest conflicts result in discussion, negotiation, and change in the evolving political system, it also plays an important role in maintaining political accountability and helping to maintain the balance of power and encourage innovation and good change in society.

Previous research emphasized how regional head candidates conducted branding contests on Instagram and referred to the 2018 regional election actors in West Java (Imawan, 2019). Where personal branding is carried out by actors or actors who are running for the 2018 West Java regional elections on their personal Instagram accounts, this study uses a qualitative method with sampling by observation and interviews. The next research is buzzers on social media in regional elections and elections (Juditha, 2019), in this study, the profession as a buzzer on social media is considered quite promising because it has a high income. However, the presence of buzzers in the Regional Elections and Elections is always viewed negatively because it plays a role in marketing that introduces the branding of candidate pairs but also becomes an actor in the process of dissemination *Black Campaign* other potential spouses. So that the phenomenon of hoaxes, hate

speech, slander and other negative campaigns thrives due to the spread of messages carried out by buzzers.

The buzzer phenomenon and cyber warfare ahead of the 2024 elections: the perspective of Indonesian netizens (Yulianto, 2023). This study analyzes the buzzer phenomenon and also cyber warfare that occurs ahead of the 2024 election from the perspective of Indonesian netizens, this research uses a qualitative method with data taken through interviews with netizens who are opinion makers on social media. The research currently conducted is different from the three studies above, where the use of actors is a buzzer, not an election actor and is also not oriented *Black Campaign* Or in its sense, it is a black campaign that refers to negative things in the campaign such as spreading hoaxes, bullying or vilifying other couples (Thanzani 2022) as a branding strategy for the 2024 election.

METHOD

This research method uses qualitative values that orient realist or descriptive values, where the research aims to describe the habitus of buzzer accounts 01, 02, and 03 in Instagram social media during the 2024 Presidential Election. The scope of the object in this study is micro, where the research is only carried out on a few buzzer's Instagram accounts to represent buzzers 01, 02, and 03. The reason for the selection of the object is because Buzzer on Instagram is considered a massive influence on the increase in the electability of the pair of presidential candidates in the 2024 election. This study uses observation techniques in data collection. In making observations, the researcher conducted field observations and participant observations. Field observation was carried out by observing and reviewing conditions in the field, while participant observation was carried out by researchers by observing *Instagram media engagement*.

DISCUSSION

Implementing Bourdieu's theory shows the existence of data or factors in the Buzzer sample account on Instagram that indicate influence in the election of the President and Vice President. The Buzzer account uses three factors in the arena habitus theory to dominate the arena on Instagram: Habitus, Strategy (*field*), and Capital (*capital*).

Habitus Buzzer on Instagram

Instagram can have a negative connotation, which in practice this buzzer conducts an unfair competition to raise the image or bring down the image of its competitors such as spreading hoax news, attacking other camps in the comment column, and even the worst is personal insults, both verbal and non-verbal. At this election moment, the service of increasing electability is needed by political elites, both political parties, council elections (DPD, district/city DPRD, provincial DPRD, DPR RI), presidential and vice presidential elections so that with electability there are more and more sympathizers.

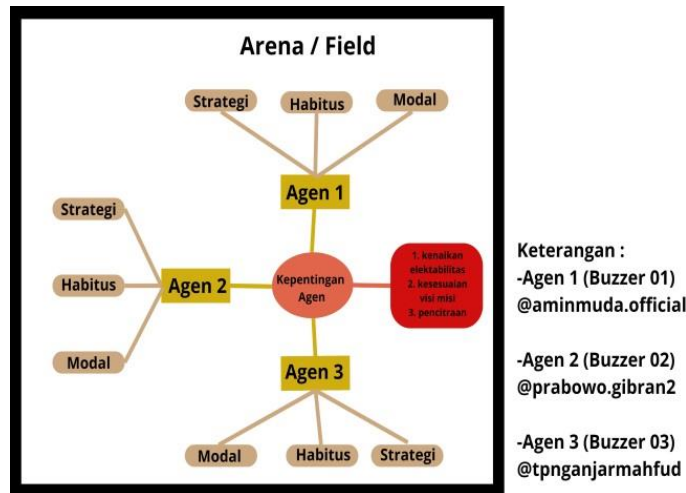


Figure 1 Bourdieu Field Diagram

Source: (Syakir, 2016)

This is what makes buzzers who design content must brand well and according to what the community wants. There are buzzers who do positive things to improve the image of a brand or someone without doing negative things to other parties that are done by official supporting buzzer accounts, because they cannot negatively attack other competitors for the reason of bringing a good name directly from the brand or someone who is supported. The quality of the content but also the competition between the buzzers of the presidential and vice presidential candidate pairs makes these buzzers have to maintain the image of the candidate pair being carried so that it remains good. The three official buzzer accounts representing the three pairs of presidential and vice presidential candidates such as @aminmuda.official as 01, @Prabowo.gibran2 as 02, and @tpnganjarmahfud as 03. And examples of habits that I want to show are the content of dialogue on change with young people carried out by the @ainmuda.official account, the content of joged

gemoy and the achievements of Prabowo-gibran carried out by the @prabowo.gibran2 account and the content of listening to the aspirations of small communities and the aspirations of legal injustice carried out by @tpnganjarmahfud account.

Buzzer Strategy In Instagram (Field)

Instagram as a football arena official accounts of the three buzzer accounts have limitations in dominating content, especially hoax news to attack one of the candidate pairs, because this official account is their limit to dominate the content posted to increase the image of their presidential and vice presidential candidate pairs. Field Bourdiou and Wacquant are defined as battlefields (*Battle Field*) or playground (*playground*), field is defined as a system of relationships between the position of specialized agents and institutions that fight for a common goal and play by the same rules (Made et al. 2020). Bourdieu classifies social life as a parable from the game of football. In the game consists of positions both individual and institutional, the arena itself is like a field where there are game boundaries so that these things can be shaped by the conditions in the arena.

Similarly, @aminmuda.official did as an official buzzer for 01 content of their content out of 533 posts consisting of young people's content that represents changes such as the program or goals of the candidate pair number 01. As for strengthening the relationship between sympathizers, the nobar or gathering activities together are informed through the @aminmuda.official account. This is why the engagement of this account is the largest of the other three official buzzer accounts at 9.64% with only the fewest followers among the others reaching 17,972. Meanwhile, @prabowo.gibran2 with the least number of posts, namely 427, the majority of its content is diversity poured into uniforms or greetings for religious and other cultural holidays. In addition to the diversity contained in the content of this account, it also highlights the performances of the candidate pair, namely Prabowo as the Minister of Defense and Gibran as the mayor of Solo, which is wrapped in concern for civil and non-civil society.

As for gemoy as a new identity for Prabowo, which is shown in many posts on @prabowo.gibran2, while his deputy is often shown as a comedic but competent person, one of which is the creation of the nicknames blimbing and samsul. As well as the emphasis on public assessment echoed by Prabowo Gibran, so that the public must pay attention to every content of himself or other partners so as not to make the wrong choice only based on *irresponsible* statements.

From @tpnganjarmahfud the content is mostly about the solidity of the duo of their candidate pair, namely Ganjar Pranowo and Mahfud MD and the solidity between 03 supporters. In addition, the vision and mission of this candidate has become a lot of posts on his homepage, with the largest number of post content, which reaches 1,594, making it an information place for those who want to know what programs they want to run from this candidate pair. Global engagement reached 5.59% below buzzer 01, namely @aminmuda.official, but the highest average gain of likes and comments reached 5,614 average likes and 143.58 average comments.

Capital Buzzer on Instagram (*Capital*)

Bourdieu's concept of capital includes economic capital as well as symbolic, cultural, and social capital.

Economic Capital

Table 1 Presidential Election Campaign Cost Report (Rupiah)

Candidate Pairs	Acceptance	Expense
Anies Muhaimin	49.341.955.140	49.341.955.140
Prabowo Gibran	208.206.048.270	207.576.558.270
Ganjar Mahfud	506.894.823.260	506.892.847.566

Source: kompas.com

Campaign fund reports for each presidential and vice presidential candidate. Among others, Anies-Muhaimin, with a receipt of funds of IDR 49,341,955,140 and expenditure of IDR 49,340,397,060 reported on February 28, 2024, Prabowo-Gibran with a fund receipt of IDR 208,206,048,243 and an expenditure of IDR 207,576,558,270 reported on February 29, 2024, and finally Ganjar-Mahfud with a receipt of IDR 506,894,823,260 and an expenditure of IDR 506,892,847,566 reported on February 29, 2024 (Farisa 2024). This shows that with the source of funds and large expenditures of funds allocated for campaign activities and adding to their image on social media by creating campaign content from Sabang-Merauke requires transportation costs, stage rental, making attributes, and inviting expensive guest stars of artists or bands for campaign content on Instagram.

Symbolic Capital

The supporter or buzzer of the movement to change the candidate pair 01 account @aminmuda.official made a caricature profile photo on which there is a photo of Soekarno and

Hatta and below it there are Anies Baswedan and Muhaimin with different colors in each background, showing that the change of the group in the past will be much different from the change of the young group in the present and emphasized by the tagline "young amin changes or extinction" also shows that if there is no change in the system The current government, the spirit of change from youth is very much needed in the government system.



Figure 2 Symbolic Islam from Anies-Muhaimin.
 (Source : @aminmuda.official)





Figure 3 Symbolic Gemoy and Samsul from Prabowo-Gibran.
Source : @prabowo.gibran2

In order to be *top of mind*, the supporting Instagram account of 02 @prabowo.gibran2 symbolizes their content with the word gemoy which refers to presidential candidate Prawdowo and the figure of Samsul or vegetable blimbing which embodies the representation of netizens to vice presidential candidate Gibran. In addition, it is also symbolic in the blue kemaja outfit that Prabowo-Gibran often uses as the identity of candidate 02.



Figure 4. Symbolic Sat-set Tas-tes from Ganjar-Mahfud.
Source: @tpnganjarmahfud

For the 03 Ganjar-Mahfud buzzer, namely the @tpnganjarmahfud account branding "satset" is aimed at Ganjar, which is interpreted as quick work when leading, and the "test bag" as proposed

by Mahfud MD, which is interpreted as a representative who works indiscriminately in the law. This symbolism is also attractive to young people using the slang language. Another symbolism is found in each photo that depicts the compatibility and synergy of these two candidates, complementing each other's visions and missions.

Culture Capital

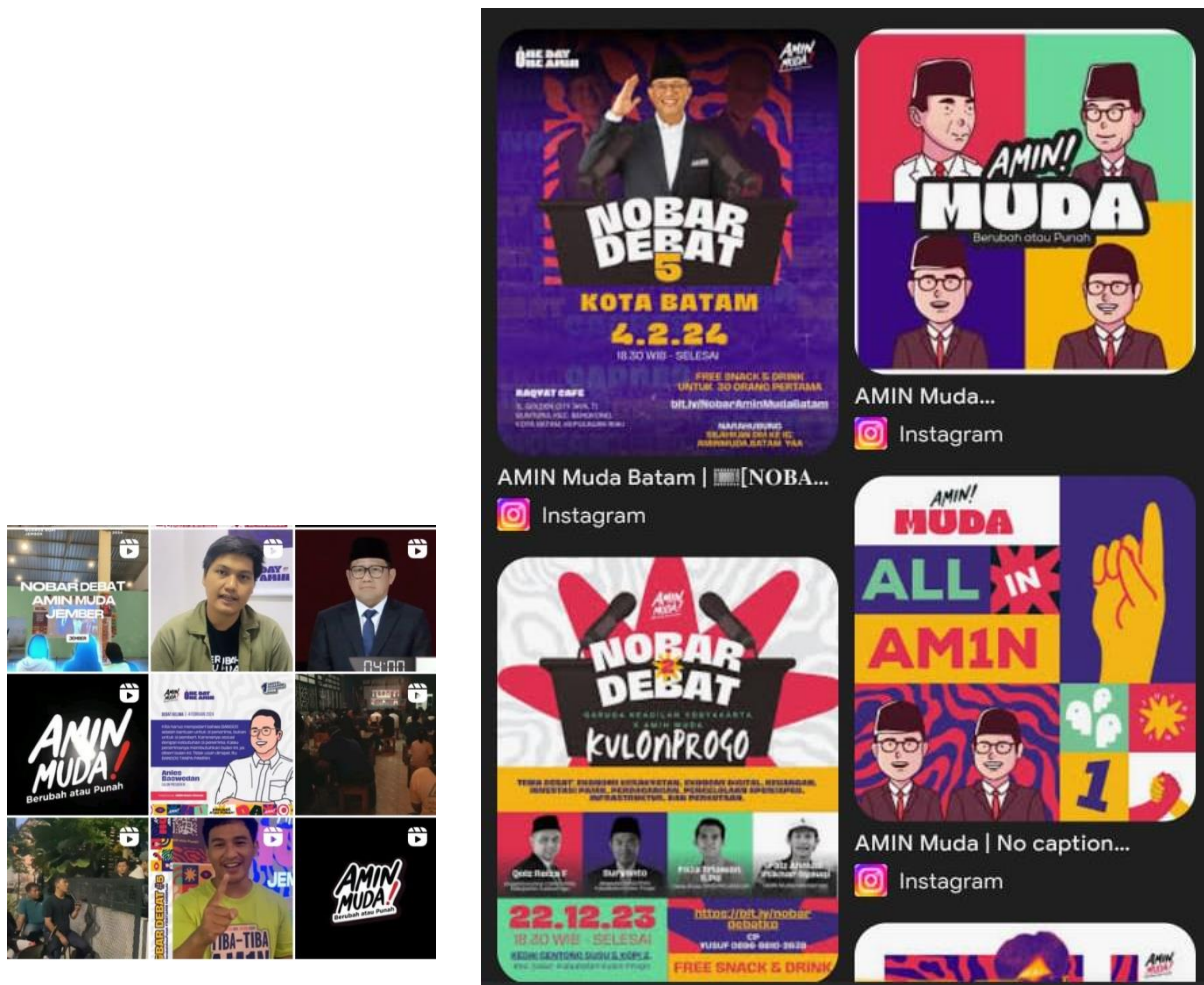


Figure 5. Cultural Capital of Young People from Anies-Muhaimin
Source: @aminmuda.official

The culture that the @aminmuda.official account wants to show is Change by being supported by young content or Gen-Z as a change representative. In addition, Islamic culture is also very thick in supporting 01, such as the use of amin as an abbreviation for their coalition and clothes with Islamic nuances.



Figure 6. Cultural Capital from Prabowo-Gibran
Source : @Prabowo.gibran2

While @prabowo.gibran2 brings a culture of religious diversity and contemporary culture that is displayed in their content, such as the celebration of other religious holidays, clothes that do not represent other religions, and use of national greetings. A modified jacket from the Naruto anime makes Gibran a young man who follows internet trends.

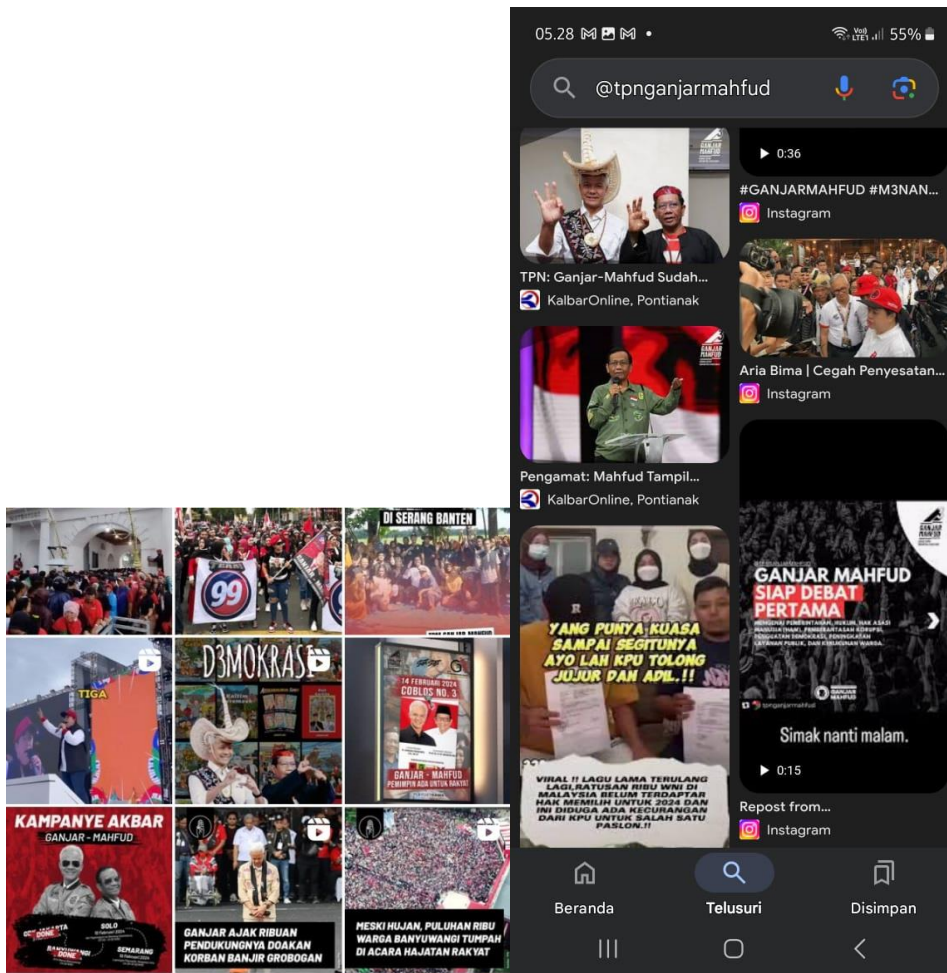
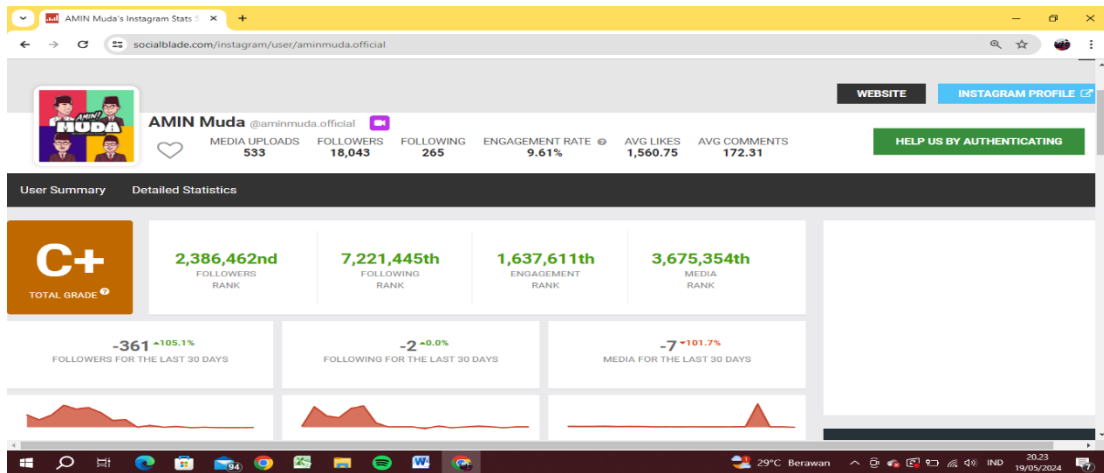


Figure 7. Cultural Capital from Ganjar-Mahfud
Source: @tpnganjarmahfud

For the O3 support account itself, namely the @tpnganjarmahfud account that pours culture in every matter of Ganjar-Mahfud's traditional clothing, whether it is traditional regional customs or the latest clothes such as shirts and jackets, in addition to cultural clothing in terms of behavior such as the principle of fast work, fair law, and solidity, it is a content weapon to increase O3's electability.

Social Capital

@aminmuda.official is a buzzer account that supports the pair of candidates Anies Rasyid Baswedan and Abdul Muhaimin Iskandar, which was created last September 2023. With 17,995 followers and 533 uploaded content as of May 23, 2024, this account is rated C+ by *social blade* as a global user with a statistic of 9.63% for engagement rating, an average of 1,560 likes and an average of 172 comments.



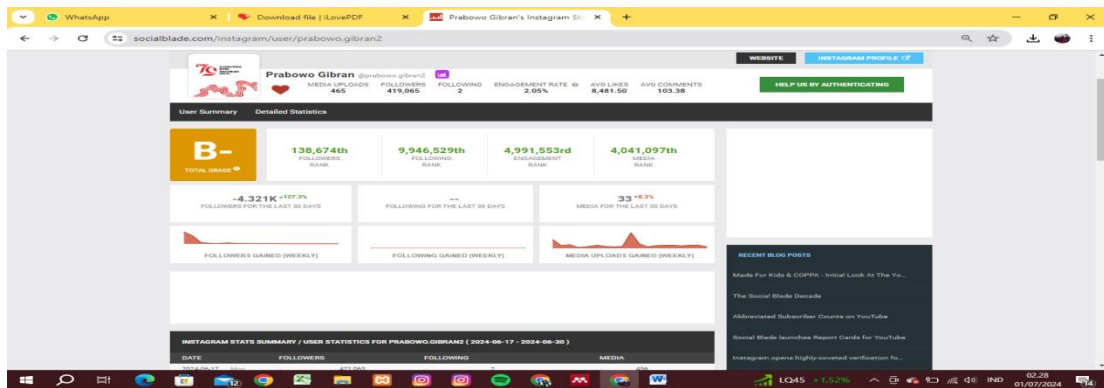
With the highest engagement value, the social capital of the @aminmuda.official account is also high, one of the factors is that this account often holds a watch together with the presidential and vice presidential candidates, so that the network of followers of this account is high.

Table 2. Global Instagram social media capital statistics

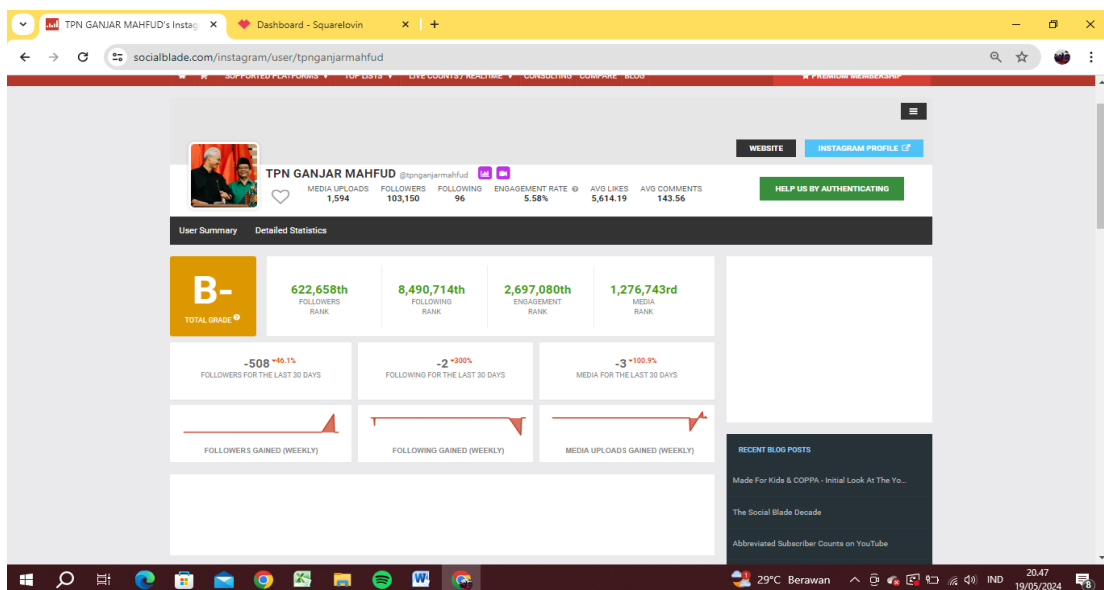
Nama Akun Buzzer	Jumlah Pengikut	Jumlah konten	Jumlah Rata-rata Like	Jumlah Rata-rata Komentar	persentase Engagement
@aminmuda.official	17.972	533	1.560	172,31	9,64%
@prabowo.gibran2	424.215	427	1.779	28,81	0,43%
@tpnganjarmahfud	103.026	1.594	5.614	143,58	5,59%

Source : *socialblade.com*

@Prabowo. Gibran2 is the official buzzer of the presidential and vice presidential candidate pair 02, namely Prabowo Subianto and Gibran Rakabuming Raka. This Instagram account was created in May 2016 and verified or blue tick in January 2024, reporting from social media statistical data *socialblade.com* the @prabowo.gibran2 account is rated globally B- with content uploads reaching 427, an average of 1,779 likes and 28.81 comments, making an *engagement rating* of 0.43%.



Silent majority as a supporting social strategy 02 where people attend the polling station not boisterously in the debate in the public space (social media), said Verdy to the CNNIndonesia.com (Willy Kurniawan, 2024). is a social strategy where supporters do not have much voice on social media, so it is not surprising that the 424,215 followers on Instagram make this official 02 buzzer account the most of the two 01 and 03 buzzer accounts, but *engagement* at least among other couples.



Finally, @tpnganjarmahfud are the official buzzers supporting 03, namely Ganjar Pranowo and Mohammad Mahfud Mahmodin. Created in March 2015 with 1,594 content uploads, this account is globally supported by *socialblade.com* B-. The number of followers is 103,026, the average likes are 5,614, the average comment is 143.56 which makes a rating *engagement* They at 5.59% were ranked second under @aminmuda.official. What is a factor in their social capital is the content of their concern for the small people and justice in the law, but this social capital becomes meaningless when *statement* PDIP and their presidential candidate Ganjar Pranowo rejected the 2020 world cup which had an impact on the 2024 presidential election (Hutajulu 2023).

CONCLUSION

On the basis of the buzzer account, it shows that Buzzer 01, the @aminmuda.official account, dominates the buzzer contest on Instagram with the highest *percentage of engagement* and the highest average comment reaches 172.31 per post, making this account dominate even though it has the least number of followers between the two buzzers. Other accounts that are dominated are @tpnganjarmahfud even though *the* likes are the highest, but the percentage of engagement and the average number of comments are still below @aminmuda.official, this can happen because the netizen factor still associates the dislike of the candidate pair carried out with the cancellation of the U-20 world cup. The @prabowo.gibran2 account, although the number of followers or followers is the most, which reaches 424,215, but the average number of comments, the number of content, and the percentage of engagement are far brought by @aminmuda.official and @tpnganjarmahfud. This can happen due to the silent *mejority* phenomenon of 02 voters not to be too active on social media.

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