Ganjar Pranowo's Branding Politics Through Instagram Media in the 2024 Presidential Election Contestation

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Abstract: This research is motivated by the use of social media by political actors to build political branding which is one of the strategies to increase the electability of one of the presidential candidates in the 2024 presidential election contest, namely Ganjar Pranowo. The purpose of this research is to find out the political branding displayed by Ganjar Pranowo on Instagram social media as a political media in strengthening his electability in the Contestation of the 2024 Presidential Election of the Republic of Indonesia. The method used in this research is a qualitative research method with a descriptive approach. The data collection technique in this research uses observation and documentation. The results showed that political branding carried out on Instagram @ganjar_pranowo, consisting of 4 categories, namely policy, person, party, and presentation.

Keywords: Branding, politic, political media

INTRODUCTION

Ahead of the election for the President of the Republic of Indonesia in 2024, there is turmoil in society regarding the appropriate person to lead Indonesia for the next five years. There are several candidates who are ready to contest, including Ganjar Pranowo who is being promoted by several parties, namely, PDIP, PPP, Perindo and Hanura. Then Anies Baswedan who was promoted by the NasDem, PKB and PKS parties, and Prabowo Subianto who was promoted by the Gerindra, Democrat, Golkar and PAN parties. The Unitary State of the Republic of Indonesia adheres to a democratic system, so that candidates for State Leadership are not obtained from generation to generation, but through an election mechanism by the people, or alternatively by general elections. To create democracy, elections are the key to the real form used by Indonesian citizens as a means of declaring their sovereignty towards the state and government, elections are held directly, publicly, freely, confidentially, honestly and fairly in the Unitary State of the Republic of Indonesia based on Pancasila and the Constitution. 1945 Foundation (Khusna, 2021).

Even though democracy is already known in various countries, in its application it has its own mechanisms for implementing these principles, including, 1) direct democracy, 2)

indirect democracy, 3) presidential democracy, 4) parliamentary democracy, 5) authoritarian democracy, 6) democracy participatory, 7) Islamic democracy, 8) social democracy (Khusna, 2021). Indonesia is a country that adheres to a Presidential Democracy system, where the highest center of government power is in the president who is not responsible to parliament but is responsible to the people (Wahyudin et al., 2019). 2 (two) indicators of democracy in a country can be seen from how much public participation there is in democratic parties, as the highest power rests with the people (popular sovereignty). The higher the level of political participation, it shows that the people take part in following and involving themselves in citizenship, but the lower the level of participation, it shows that the people lack a sense of citizenship and there are problems in their civic activities (Nasution, 2017). From the public's disinterest in the democratic party in a country, there is another attitude that is apathetic and is categorized as white. The white group is a form of individual or community distrust of potential leadership candidates contesting in their area or the absence of candidates who meet community criteria (Nasution, 2017).

Quoted from the kpu.go.id page "There are three types of voters when voting in the General Election, namely voters registered in the Permanent Voter List (DPT) who are voters who have been recapitulated by the District Election Committee (PPK) and validated by the Regency KPU /City. Then Additional Voters (DPTb) are voters who are already registered but are constrained from voting at designated Voting Places (TPS) and are given the right to vote at other TPS and Special Voters (DPK) are voters who have a residency identity but are not registered in the DPT and DPTb. In fact, in every democratic party, voters are awaited at the polling place (TPS) to exercise their voting rights." of the three types of voters above, there are voters who can be called novice voters, they are new participants who have never or have never participated in a general election for the first time in their lives (Gunawan, 2023).

In carrying out general elections, contesting candidates are required to carry out campaigns, where political actors carry out planning with the aim of creating confidence in the public in a structured and massive manner. This is a form of political communication that is often found during political contestation (Fatimah, 2018). Not infrequently in the campaign process there are incidents that are not within the established regulatory channels (Fatimah, 2018). General Election Commission (KPU) Decree Number 1621 of 2023 which regulates all types of campaigns, in these regulations there are 9 (nine) types or forms of campaigns, including: 1) Public Debate, 2) Other activities that do not violate statutory regulations, 3) Installation of props in public places, 4) Distribution of campaign materials to the public, 5) Distribution via print media and electronic media, 6) Broadcasting via radio and television, 7) Limited meetings, 8) General meetings, 9) Face to face or dialogue (KPU). Political campaigns are very important in introducing candidates to the public (Fatimah, 2018).

In today's digital era, candidates take advantage of developments in digital technology. Technological developments have had quite a high impact, especially on the massive development of the internet, the internet is always improving from speed to easy access so that the internet has become a means of communication. Especially in the media industry, social media founders compete with each other in the fast flow of communication in the current era of technological development, especially for conventional media. Political communicators take advantage of the presence of new media to form political personal branding to build the public's perception of themselves. Kaplan & Haenlein (2010) argue that it requires large costs to pursue branding, social media provides a solution for someone to promote themselves as a brand with a cheaper allocation (Rahmah, 2021).

Quoting from the Indonesiabaik.id portal, based on survey results from the Indonesian Internet Service Providers Association (APJII), the total number of internet users in Indonesia in the third quarter of 2023 reached 215.6 million or 78.19 percent of the population (Nurhanisah, 2023). This number increased by 2.67 percent from the previous period with a total of 210.03 million users. Of the 215.6 million internet users in Indonesia, most use the

internet to surf social media such as Whatsapp, Youtube, Instagram, Twitter, Facebook and others. So that the power of social media is starting to be utilized by political actors to increase trust and build an image in the eyes of the public (Nurhanisah, 2023). As an ideal means of communication with the community, by knowing what the community wants and desires. By influencing, inviting and informing on social media based on what people share on social media.

There are several social media nowadays, including: Twitter, Instagram, Facebook, Youtube, etc. Instagram is one of the largest social media in Indonesia, as reported by the dataindonesia.id page, Instagram users in Indonesia reached 106 million with age ranges of users including, 12.2% of users aged 13-17 years, 37.8% of users aged 13-17 years. 18-24 years old, 29.7% of users aged 25-34 years, 12.6% of users aged 35-44 years and the remainder are users over the age of 45 years (Rizaty, 2022).

Of the several candidates for President of the Republic of Indonesia, namely, Ganjar Pranowo, Prabowo Subianto, and Anies Baswedan, they each have their own characteristics in interacting with the public using social media. However, of the three presidential candidates, researchers chose Ganjar Pranowo who uses Instagram in his political communication activities. Ganjar has 6.1 million followers and a total of 7,377 posts with the tagline in his Instagram Bio entitled "My Lord is the People, the Governor only has a Mandate", which gives an elegant impression as a community leader.

The massive number of voters surfing social media has made Ganjar Pranowo use Instagram as one of his political media. It is a challenge because when talking about young voters, there is Gibran who is a candidate for Vice President of the Republic of Indonesia accompanying Prabowo Subianto. And Muhaimin Iskandar, Candidate for Vice President of the Republic of Indonesia, accompanied Anies Baswedan, who is a well-known religious figure in East Java, the region with the largest number of votes in Indonesia.

So it is a challenge for Ganjar to build political branding to increase electability in the upcoming 2024 presidential election. Reporting from CNN.com on 21 November 2023, attached is Ganjar Pranowo's electability from several survey institutions, including: Poltracking: 30.1%, Charta Politica: 36.8%, and Indicator politics: 27,8%. Then how is the political branding displayed by Ganjar Pranowo through Instagram social media as a political media in strengthening his electability in the Contestation of the Presidential Election of the Republic of Indonesia in 2024? This research answers that big question.

METHOD

Qualitative research is a type of research used to reveal meaning. This meaning can come from a text, image, video, or behavior and phenomenon. Thus, qualitative research is a type of research that aims to express meaning descriptively, either in the form of words or verbally (Sugiyono, 2015). The qualitative method makes the researcher the key instrument, with data collection techniques carried out in a triangulated manner, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization (Abdussamad, 2021).

This research uses qualitative research methods, by observing activities and documenting. For additional information that can support research data, data analysis techniques are carried out, through data collection, data reduction, data presentation, and verification or conclusions

RESULTS AND DISCUSSION

Kotler (2009) states that Branding is the giving of names, terms, signs, symbols, designs, or a combination of the above components made to form a brand with the aim of easily determining goods, services or groups of sellers in order to distinguish goods or services from competitors. Another definition of branding is not only the name of a good or

service, but everything that is connected to what is visible from a brand, starting from the name, logo, visual characteristics, image, credibility, character, impression, perception (Ainurrafiqin, 2021). Political branding is a political strategy for branding consumers to build a political image.

Scammell (2007) argues that due to the importance of increasing consumer demand and establishing relationships easily, a good brand is needed for company names and candidates or products, a modern tactic to equate political candidates like a product (Joyce Sandra, 2013). The strategy built in political branding is to create a perception of either an individual or a party, so that it can be recognised by a wide audience, with a positive view. So that individuals or political parties get public attention, which can increase more votes during elections (Miqdad & Rahmatunnisa, 2023).

In this study, we take categories based on the research background. When referring to the concept of political marketing, as well as political branding, it should have the following categories, policy, person, party, and presentation. policy includes policies that are raised, whether it is policies and work programmes that are featured. person is a candidate or figure that is displayed, and the support of community leaders. Party discusses the ideology, vision and mission. And also Presentation which discusses the symbol or medium of communication (Miqdad & Rahmatunnisa, 2023).

Political branding is formed from people's subjectivity towards politicians. To strengthen the image, it does not only rely on the candidate's personal elements, but there are also categories such as personality, including the relationship between originality and personal values, the appearance of hairstyles to clothing, and key political messages consisting of expectations, public support, and political ideology. Political branding often incorporates the emotional side, to create cues for voters to choose more easily. With more interactive and constructive communication, branding can have the potential to build relationships with people who have not previously been interested in politics (Fatayati, 2019).

One possible medium for branding is social media (Putri et al., 2022). Social media is a means that can be used by various groups of society to communicate between individuals on the internet network. The nature of social media is fast and practical and has a wide reach, so that it can be used by several politicians in promoting and branding their politics. Activities carried out by political communication actors on social media aim to build political branding, as Ganjar Pranowo does on his Instagram social media @ganjar_pranowo.
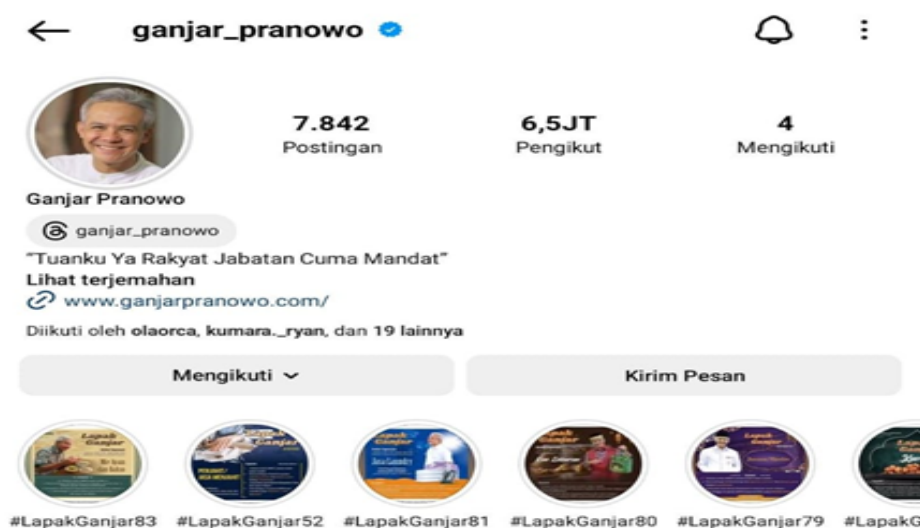

Figure 1. Instagram profile @ganjar_pranowo

Based on the appearance of @ganjar_pranowo's Instagram profile above (figure 1), there are several things that can be explained, namely as follows: uploads, followers, and following, as of the date the researcher conducted the research, namely January 13 2023,

Ganjar Pranowo's Instagram uploads have reached 7,842 posts, with 6.5 million followers, and 4 accounts he follows. The website link in Ganjar Pranowo's Instagram profile, there is a website aimed at people who want to be greeted, invited, followed, and received input or opinions.

On Instagram @ganjar_pranowo, his Instagram bio says "Tuanku Ya Rakyat, Jabatan Cuma Mandat", previously used during Ganjar's time as Governor of Central Java. The bio is not a political tagline or slogan, but Ganjar's values, soul, enthusiasm and guide in leading a government. Highlights On Ganjar's Instagram account, there are several highlights that Ganjar used to help Micro, Small and Medium Enterprises during his tenure as governor of Central Java and after the Covid 19 pandemic which were very beneficial for Micro, Small and Medium Enterprises amidst limited community mobility.

Based on data obtained from the campaign period from 28 November 2023 to 28 December 2023, political branding was formed, including:

Table 1. Research data findings

Political Branding	Number of Posts
Educational Equity	14
Community	13
Religious Harmony	11
Equitable development	9
Supporting MSMEs	8
Prospering Farmers	8
Improving young people's skills	7
Economic Improvement	7
Cultural Preservation	7
Improvement of Health Facilities	4

The use of social media is a very important need in today's life, because it makes it easy to interact and share information. In its use, someone must have a purpose in using social media. One of them is the political actor in the contestation of simultaneous general elections and joint presidential elections, on February 14 2024. Every political actor uses social media as a political medium with the same goal but in different ways. Social media can be a medium for interaction with supporters, it can also be used to convey information to a wide audience about the current or past activities of political actors, and social media can also be used to build political branding for followers and audiences who are new to the actor.

Political branding is the activity of using strategies to build a political image for the recipients of the message. The strategy built in political branding is to create a perception, be it an individual or a party, so that it can be known to a wide audience, with a positive view. Ganjar Pranowo uses this to utilize social media to build his political branding. Instagram is one of Ganjar's political media for branding his politics. Starting from the beginning of the campaign period on November 28 2023, Ganjar started uploading content on Instagram, and then consistently uploading content on Instagram, with his personal account @ganjar_pranowo. The personality of a candidate is the most important thing in current politics as seen by the public, with several criteria held by the public. So a charming and perfect political branding strategy is very necessary. The persona that is displayed must of course have minimal problems.

The most dominant political branding broadcast by Ganjar Pranowo is the branding "Equitable education" where all Indonesian citizens have the same rights to receive education, as we know that education in Indonesia is not equal. Then continued with the "Community" branding. This branding gives the impression that Ganjar's political image

looks close to the community in several of his posts on Instagram so that his followers can see how much Ganjar cares about the community. Then there is the branding "Religious Harmony" where Indonesia is a country that has a variety of religions, thus giving the impression that Ganjar is not only focused on one religion but on various religions in Indonesia which prioritize high tolerance. As well as the branding "Equitable Development" also emerged, where development in Indonesia is still lacking, development in urban and rural areas is not balanced, and development in the eastern part of Indonesia which still looks quite lagging behind compared to the western part of Indonesia, especially the island of Java, which has very modern.

In the science of political branding, there are several things that must be displayed to form good political branding, including: policy, person, party, and presentation. These four elements are the elements that form the basis of the strategy for creating content on Instagram, making what is conveyed in a post not just content to attract the audience, but the messages to be conveyed can attract sympathy from the audience, in this case votes in the general election. So that the content is not focused on audience consumption as usual, but can enter the audience's subconscious, indirectly the audience is interested in choosing the candidate.

The first category, policy or what is often called policy. As a presidential candidate, of course you must have a view or concept regarding public policy and a superior work program, which must be conveyed to the public. Among the branding above that falls into the policy category are Economic Improvement, Improved Health Facilities, Equal Education, Equal Development.

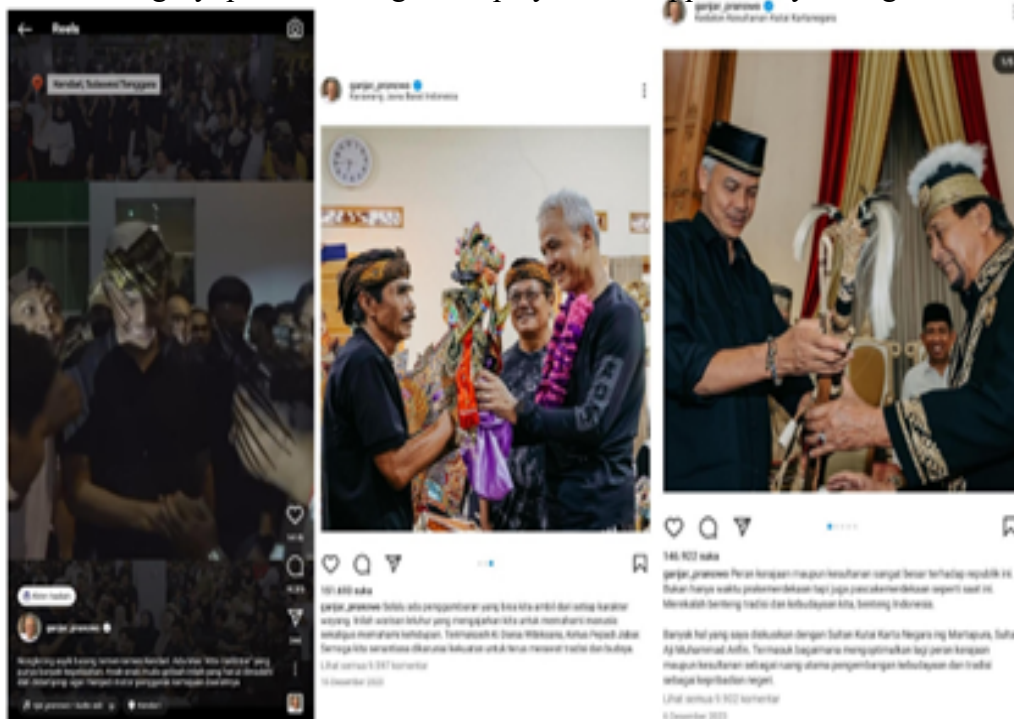The next category, person is a figure displayed and supported by the figures.

Figure 2. Branding Person Ganjar Panowo

You can see the figure in his political branding. It can be seen on Ganjar's Instagram (picture 2) that he is building branding to the public, how open he is to young people in Indonesia in the discussions he has held. Ganjar Pranowo in his Instagram builds his political branding of concern for indigenous peoples and culture in Indonesia. there was a lot of support from figures from religious leaders, traditional leaders, to young people.

The next category is party, namely the vision and mission as well as the ideology that appears in Ganjar Pranowo's Instagram post, including Branding Religious Harmony, Cultural Preservation, Prosperity of Farmers, Improving Young People's Skills. What is expected is the vision and mission and ideology that emerged in forming Ganjar Pranowo's branding.

The final category is presentation, namely the category regarding symbols and communication media. In achieving this goal, it is very important to convey it to the community. The medium that emerged to include this category is "Community" branding where the medium used is directly meeting with the community interacting with each other. This medium is indeed what anyone uses in carrying out political branding during the election contestation, and the symbols contained in Ganjar's Instagram content .
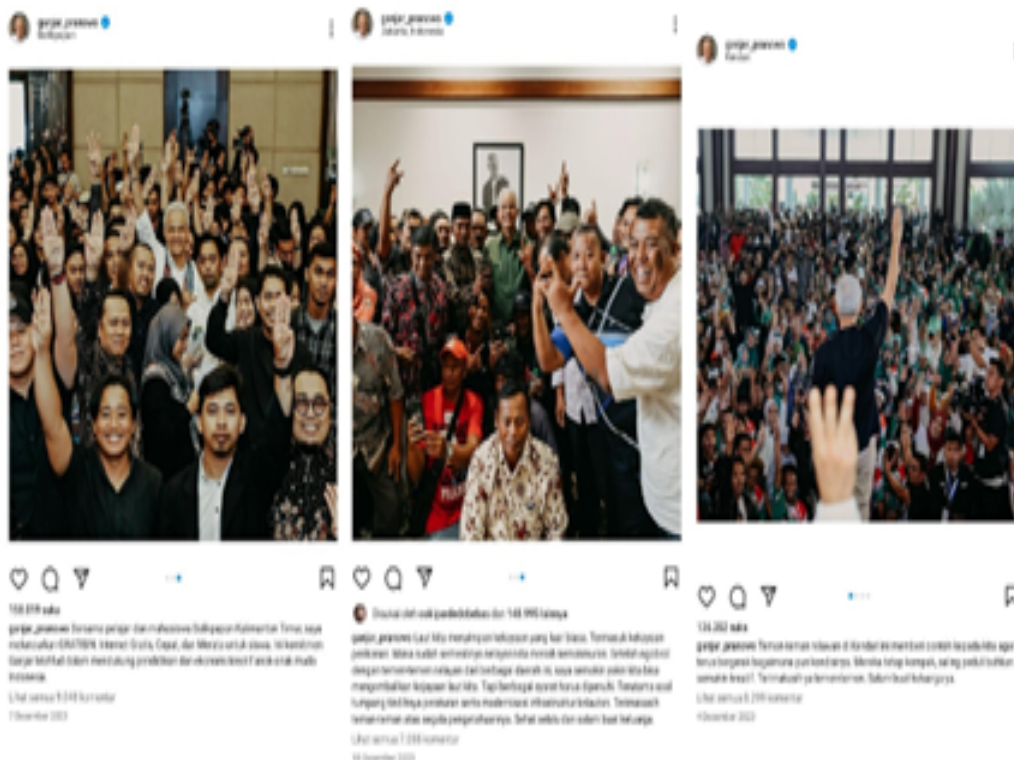

Figure 3. Three-finger greeting symbol

Because in the 2024 election contest for President of the Republic of Indonesia, Ganjar Pranowo and Mahfud MD as candidates for President and Vice President of the Republic of Indonesia received serial number 3 (three), so each post often displays the three-finger symbol.

CONCLUSION

Based on the results of research entitled "Utilization of Social Media as Political Media in the 2024 Indonesian Presidential Election Contest (Political Analysis of Ganjar Pranowo Branding on Instagram @ganjar_pranowo)", analysis of political branding was carried out on Instagram @ganjar_pranowo, on posts or uploads for the period 28 November 2023 to 28 December 2023, shows that Ganjar Pranowo really uses Instagram social media to build his political branding strategy in the 2024 presidential election contest. And political branding is carried out in the categories of policy, person, party and presentation.

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