

ANALYSIS OF THE PRABOWO-GIBRAN CAMPAIGN MODEL IN THE 2024 PRESIDENTIAL AND VICE PRESIDENTIAL ELECTIONS

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Abstract

The 2024 elections in Indonesia have received considerable attention, especially in relation to the campaign strategies carried out by various political candidates. The purpose of this study is to analyze and describe the campaign trends of the Prabowo-Gibran pair in the 2024 elections. This research uses qualitative methods with data collection techniques through interviews and literature studies. Based on the interviews, this researcher found that the "Gemoy" image promoted by Prabowo Subianto's campaign team during the presidential election was the main goal to change people's perception of Prabowo from a tough and strong figure to a warm, funny, and warm figure. This strategy was popular among young voters and mothers who were the main targets. The use of social media, particularly TikTok and Instagram, was able to generate "funny" projects and encourage the participation of volunteers and sponsors in the creation of projects. In terms of effectiveness, this strategy can be considered very successful, as it can increase the effectiveness of Prabowo's appeal in the eyes of young and productive voters and women. This shows that in modern politics, the key to gaining a lot of support in a short period of time is in an easier and more fun way. This research uses Leon Ostergaard's campaign model theory. Leon Ostergaard's campaign model can be applied in the context of the Prabowo-Gibran campaign by following three systematic and directed stages: pre-campaign, campaign implementation, and post-campaign. By using the theory, the research can find out how the campaign strategy of the presidential candidate pair (Prabowo-Gibran) is effective in increasing public awareness, participation, and support, as well as understanding the complexity of political competition in elections in Indonesia. The results of this study show that it answers problems related to the trend of political campaign models carried out by Prabowo-Gibran in the 2024 Presidential and Vice Presidential Elections and the interest of the younger generation. Researchers hope that this research can provide reference recommendations with the same campaign model material and trends so that it can be reused in the next presidential and vice presidential elections with the delivery of a clear vision and mission narrative.

Keywords: Campaign model, Election 2024, *Gemoy*, Prabowo-Gibran.

1. Introduction

1.1 Background

The characteristic of a democratic country is how much the state involves the community in planning and implementing general elections. Because political participation of the community (voters) is an important aspect of a democratic state structure (Liando, 2016). General elections have become a global phenomenon. In both developed and developing countries, elections are the best means of facilitating a peaceful change of power (Award 2017). General elections, hereinafter referred to as elections, are an important element in realizing a democratic country. Countries that adhere to democracy consider elections to be a benchmark for democracy itself because with elections democracy in a country can run (Suci, 2019).

In the general election process that occurs in various countries, including Indonesia, the election of the President and Vice President is a 5-year momentum that is considered very interesting as part of the leadership rotation. (Kurniawan & Mutiah, 2023). The General Election of the President and Vice President, hereinafter referred to as the Election of the President and Vice President, is a general election to elect the President and Vice President in the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia. (DPR, 1999).

The year 2024 will be a political moment where elections for the President and Vice President, the People's Representative Council, the Regional Representative Council, the Regional People's Representative Council and regional elections will be held simultaneously (Isaliani & Firdaus, 2020). Referring to the General Election Commission Decree Number 1632 of 2023 concerning the Determination of Candidate Pairs for the 2024 General Election for President and Vice President, three pairs of candidates will participate, including; (01) Anies Rasyid Baswedan-Muhaimin Iskandar, (02) Prabowo Subianto-Gibran Rakabuming Raka, and (03) Ganjar Pranowo-Mafud MD.

Of the three presidential and vice presidential candidate pairs for the year that have been determined, the candidate pair Prabowo Subianto and Gibran Rakabuming Raka received more attention from the start before the declaration until the election took place. Prabowo Subianto is a politician, businessman, and high-ranking Indonesian military officer. Currently, he serves as Minister of Defense in President Jokowi Dodo's cabinet and chairman of the Greater Indonesia Movement party. Prabowo, who decided to enter the world of politics, has failed to become president three times since the 2009, 2014, and 2019 general elections.

As someone who started his career as a soldier and became the Commanding General of the Special Forces Command (Kopassus), Prabowo Subianto is highly respected. This makes Prabowo known as a firm, serious and tough figure (Sihabudin et al., 2023). Apart from having the support of supporting parties which tend to be more numerous than the other two candidate pairs, Prabowo Subianto and Gibran Raka Bumung have a campaign strategy that is quite attractive to the sympathy of the public from various circles (Prakoso et al., 2023).

In political campaigns, the most significant thing is the messages conveyed by candidates. Each tries to bring a certain theme or topic to offer to the community. Some of us may be more familiar with political promises. This could be true, because it is part of the message in political campaigns, although it doesn't always mean that (Fatimah, 2018). According to Law Number 7 of 2017 concerning General Elections, in article 1 point (35), an election campaign is the activity of election participants or parties

appointed by election participants to convince voters by offering a vision, mission, program, and/or self-image of election participants. (Setyo, 2014). Political campaign activities are a form of political communication carried out by a person or group of people or political organizations within a certain time to obtain political support from the community (Rauta, 2016).

In the 2024 election, the campaign models created for each candidate are very attractive and visual, which is really liked by Generation Z and the Millennial generation. The 2024 election is targeted at Generation Z and also the millennial generation, especially those aged 17-21 years. Generation z in the 2024 election who are registered on the permanent voter list number 46,800,161 or around 22.85% (Tamtomo, 2023). Candidates for the 2024 political campaign trend are increasingly using social media as a tool for the booming use of social media. Political groups and politicians in Indonesia quickly realized the potential of this social networking site as a communication channel that could be used for political tools and purposes. This is reinforced by data from Hootsuite (We are Social) which states that social media users in Indonesia have reached more than 170 million people or around 61.8 percent of the total population of Indonesia as of January 2021 (Ulinuha Muhammad Firdaus, 2016).

Different from previous election years, in the 2019 election there were two candidates for president and vice president. Polarization of issues, including identity politics, has become a narrative in winning the 2019 presidential election electoral contest, a public division whose damage has damaged the fabric of nationality (Syarwi, 2022). Popular campaign trends are used to attract the sympathy of many people by raising sympathy by throwing rhetorical slogans. Prabowo confronts the people with the elite where the people are considered to be the majority group controlled by a handful of amoral and corrupt elites (Ritonga, 2020). In the 2024 Presidential and Vice Presidential Election, Prabowo Subianto's campaign trend strategy paired with Gibran Rakabumi Raka has an interesting and modern political campaign trend that tends to target Generation Z and the millennial generation.(Pambudi. S, 2022).

One of the interesting political campaign model trends of the Prabowo and Gibran couple is the *Gemoy* trend which is used in the 2024 election political campaign trend strategy. Researchers see that the *Gemoy* campaign model trend is one of the attractors for the Gen Z generation and the Millennial generation in attracting votes to win the 2024 election.

. Generation z and the reason why the *Gemoy* trend is simple, attractive, adaptive, and can make it easier to use digital technology.

The word *gemoy* has become popular since 2021 because the Tiktok account which succeeded in making a remix of the song, the account @bayulinho which is now inactive, made a parody of falling in class. In the parody, his friend is seen helping while massaging a sprained leg. This is where the word *gemoy* began to be popularized. Even though it managed to get into FYP (For Your Page) on Tik Tok, electro music started to be forgotten over time. Until February 2021, a Tiktok user known as "*Culametan Met Met*" successfully attracted the attention of netizens. He also popularized the word *gemoy* which was starting to disappear. Until now, the word *gemoy* seems to have stuck in the minds of the public and has been widely used in the form of news reports in the mass media (Sihabudin et al., 2023).

Gemoy's attachment to Prabowo Subianto, who was previously considered fierce, firm, and fierce, is not without reason. This happened because he often danced at several events shown in the media. The change in behavior to become more relaxed also

made him known as a pleasant person. Until some time ago, photo illustrations of Prabowo in Artificial Intelligence (AI) appeared on social media which were also considered very cool. The cool image attached to Prabowo Subianto as Minister of Defense and chairman of the Great Indonesia Movement Party (Gerindra) is widely discussed by everyone, especially on social media. On Instagram, for example, the hashtag #prabowogemoy alone has five thousand posts and has become a trending topic on X.

This *Gemoy* campaign trend further strengthened the good image and increased the electability of the candidate pair Prabowo and Gibran so that they succeeded in winning the most votes in the 2024 Presidential and Vice Presidential Elections. Based on this description, this research will specifically analyze and describe the trend of Prabowo's campaign model- Gibran uses the Ostergaard campaign model theoretical approach developed by Leon Ostergaard (Hariyani, 2018). Ostergaard's campaign model has several stages which include; (1) Pre-campaign, (2) Campaign management, and (3) Evaluation of problem solving.

1.2 Research Question

Based on the background that has been described, the problem formulation that the researcher puts forward is:

1. How Prabowo-Gibran's pre-campaign emergence began?
2. How did the *gemoy* trend become trending and favored by Indonesians?
3. How are the strengths and weaknesses of Prabowo-Gibran's *gemoy* trend evaluated?

1.3 Purpose and Objective

The objectives of the research to be carried out are: to convey information on the Prabowo-Gibran *gemoy* trend as a political campaign model trend strategy and can make a reference for political campaign model trends in the next general election.

2. Literature Review

2.1 Theory of Political Campaign Model

Leon Ostergaard's Political Campaign Model emphasizes the importance of scientific support in social change programs. According to Ostergaard, a campaign without scientific support will not have significant effects in addressing social problems. The model consists of stages such as problem identification, campaign implementation to influence knowledge, attitudes, skills, and behavior change, and problem reduction. Ostergaard divides the campaign into pre-campaign, campaign management, and post-campaign stages. The pre-campaign stage involves identifying the issue and defining the problem. This campaign model is considered scientifically rigorous and applicable to various types of campaigns, including political campaigns. Although Ostergaard did not directly analyze political campaigns, his contribution to understanding campaign models has impacted the analysis and implementation of more effective campaigns (Damiarti et al., 2019).

3. Research Methods

This research uses a qualitative approach with the aim of exploring and analyzing Prabowo-Gibran campaign model trends in the 2024 Presidential and Vice Presidential Elections. This is in line with what Creswell stated. Qualitative research is a means of exploring and understanding the meaning that individuals or groups give to social or human problems (Creswell & Creswell, 2018). The choice of this method was based on the consideration that the problems raised would be more appropriately described in a qualitative descriptive manner

The data collection technique in this research is observation and literature study using several sources related to campaign model trends in the 2024 Presidential and Vice Presidential Elections. As for the data analysis techniques used in this research are data reduction, data presentation and drawing conclusions. As expressed by King, Kohen and Verba (King et al., 1995). Based on the results of the interview, this researcher found that the image of "*Gemoy*" promoted by Prabowo Subianto's campaign team during the presidential election was the main goal to change people's perception of Prabowo from a tough and strong character to a warm, funny and loving one. character. This strategy was popular among young voters and mothers, who were the main target. The use of social media, especially TikTok and Instagram, was able to generate "funny" projects and encourage the participation of volunteers and sponsors in the creation of projects. In terms of effectiveness, this strategy can be considered very successful, as it can increase Prabow's appeal in the eyes of young and productive voters and women. This shows that in modern politics, the key to getting a lot of support in a short time is an easier and more fun way.

4. Results and Discussion

4.1 Pre-Campaign Election for President and Vice President

Candidate Pair (Paslon) number 2, Prabowo Subianto and Gibran Rakabuming Raka have several strategies as an effort or step in building the pre-campaign self-image of Prabowo Subianto and Gibran Rakabuming Raka. The campaign period for the Presidential election in Indonesia begins on 28 November 2023-10 February 2024. Based on the results of research in the field, it shows that there are at least several strategies used by Prabowo-Gibran Pre-Campaign for the Presidential election of the Republic of Indonesia, which include:

Politainment (Entertainment Politics)

One of the main strategies implemented by the Prabowo-Gibran candidate pair is the concept of *Politainment*, which is a combination of political and entertainment elements. With this approach, they succeeded in creating a relaxed and simple campaign, making it easier to understand by the millennial generation and Gen Z who were their main targets. Through utilizing social media as a primary tool, the pair succeeded in strengthening engagement and engagement with young voters, which had a significant impact on election results. The aim of the *Politainment* concept is to convey the vision and mission of the candidate pair in a fun and positive way. This allows them to reach a wider audience and gain greater support from a generation that is closely connected to social media (Muh, 2023). By packaging their political messages in an entertaining and engaging format, Prabowo-Gibran succeeded in attracting the attention of young voters and motivating them to become actively involved in the political process.

Figure 1. Morning sound website



Source:(Suarapagi, 2024)

One concrete form of this *Politainment* strategy is through the Suarapagi.id Platform. This platform not only aims to monitor Prabowo-Gibran's vote at the polling station, but also functions as a political education tool for the younger generation, especially millennials and Gen Z.(Suarapagi, 2024). Through Suarapagi.id, they have not only succeeded in mobilizing support, but also provided a deeper understanding of their vision and mission to potential voters.

Gibran's Personal Branding

Gibran Rakabuming Raka has taken very detailed steps in utilizing new media platforms such as TikTok, Instagram, and YouTube to build his personal branding. In his efforts to build a strong connection with young voters, Gibran actively presents interesting and relevant content on these various platforms. Her content is not only creative but also authentic, reflecting her personality and the values she wants to convey to her audience. Apart from using social media, Gibran also took concrete steps in presenting himself directly to residents. Through routine *blusukan* activities, he has the opportunity to directly interact with the community, listen to the issues they face, and respond directly to the complaints and aspirations they convey. This approach not only strengthens Gibran's image as a leader who cares and is directly involved with people's lives but also creates a strong emotional attachment with young voters.

Figure 2. Gibran's Personal Branding



Source:(Kumparan, 2023)

The results of the analysis of findings in the field show that Gibran's personal branding is a political approach to building his image. Gibran's branding has had a positive impact on people's behavior as it attracts votes for the 02 presidential and vice

presidential candidates. Apart from that, Gibran's advancement as a vice presidential candidate can have a positive influence so that young people can lead this country.

Prabowo's "*Gemoy*" charm

Figure 3. The charm of "*Gemoy* Prabowo



The results of research in the field show that Prabowo Subianto's Success Team has taken a very detailed approach in creating a new persona which they call "*Gemoy*" to describe the former general. They carefully crafted Prabowo's image as a charming grandfather, highlighting the childlike and youthful side of his personality. It's important to note that the use of artificial intelligence (AI) in this process adds a new dimension, making it possible to create more vibrant and authentic digital personas.

The concept of "*Gemoy*" itself is aimed at creating an adorable and adorable impression that is in line with Prabowo's character in the context of the campaign. This approach proved effective, because the "*Gemoy* Effect" experienced a significant increase in the electability of the Prabowo-Gibran pair among Generation Z and millennials. The change from 36.9% to 41.6% shows that this strategy is not just an effort to attract the attention of the younger generation, but is also able to have a concrete impact in increasing support for the candidate pair. Apart from that, the digital application of the "*Gemoy*" persona also strengthens Prabowo and Gibran's presence in the realm of social media, which is a very vital area in reaching and interacting with young voters.

Response from the Community

The results of research in the field show that innovative campaign strategies such as *politainment* and personal branding adopted by Gibran Rakabuming Raka have received widespread support from the young generation in Indonesia. Their active involvement on social media platforms, delivery of political messages in a relaxed and positive manner, and creativity in building close relationships with young voters have made the Prabowo-Gibran pair one of the ones that receive the most support from this segment.

Figure 4. Community Response to the *Gemoy* Trend



Source:(Pinterpolitik, 2024)

The campaign team's approach of focusing on issues relevant to young voters, as well as their ability to adapt to the trends and preferences of this generation, has won them great sympathy and support. The impact of this strategy is also reflected in the quick count results, electability and trends which continue to show significant progress for the Prabowo-Gibran pair (Pinterpolitik 2024). The growing support from young voters, which significantly influences election results, is a clear indication of the success of the campaign strategy they implemented. Through an inclusive and adaptive approach, this couple succeeded in gaining solid support from various segments of society, thus making them one of the contestants to be reckoned with in the presidential election.

4.2 Prabowo-Gibran Candidate Pair Campaign Trends

The General Election Commission announced the start date of campaign activities for each candidate pair starting from November 28 2023 to February 10 2024 for 75 days. Each of the presidential and vice presidential candidates created interesting political campaign model trends as their political campaign strategy to win the 2024 election. Campaign according to Venus (Inter 2004) is an organized action that combines communication procedures with the aim of persuading, influencing, motivating, and impacting society within a certain period of time. The *gemoy* trend is a gimmicky trend for candidate pair 02 Prabowo Subianto-Gibran Rakabuming Raka as a political campaign brand in winning the 2024 election. Explain a little about this *gemoy* trend. The *gemoy* trend was first discovered by Indonesian netizens, one of the pictures of Prabowo Subianto who was enjoying dancing with his silat dance

The term *gemoy* is a modern slang word which means cute and adorable. Prabowo Subianto is a person who is known as a firm and responsible leader. Behind that, he is a funny and adorable figure who likes dancing and often demonstrates his silat dances because he is one of the heads of IPSI (Indonesian Pencak Silat Association) and also has a military background. whose personality is firm and responsible. The term *gemoy* was processed by the National Campaign Team for candidates Prabowo and Gibran to become trending in the public media. The National Campaign Team's *gemoy* trend is very suitable for candidate Prabowo Subianto-Gibran Rakabuming Raka as a political campaign trend during the 2024 election campaign activities. Apart from that, Prabowo and Gibran's national campaign team created a campaign song entitled *ok gas*.

The results of research in the field show that the *gemoy* campaign trend was created by using artificial intelligence (AI) on social media to attract Indonesian people to choose candidate pairs 02. This digital *Gemoy* campaign is what makes Indonesian people, especially the millennial generation and generation Z, increasingly like it and cute. Then Generation Z posted a *gemoy* campaign through the trend of *Jedag Jedug* TikTok, which was increasingly enthusiastically published on social media. In the 2024 election, the target is the millennial generation, namely voters born in 1981-1996 with 33.6% and generation z, namely voters born in 1997 and now with 22.85% (Maarif 2023). This is what the Indonesian people, especially the millennial generation and generation Z, are enthusiastic about in voting in the 2024 election.

This trend was packaged attractively by the campaign team to target young voters or Gen Z, which in the end, Gen Z voters chose candidate pair 02 Prabowo and Gibran. Then Generation Z thinks that this *gemoy* trend is very fun without looking at other factors. Then Generation Z became a FOMO (fear of missing out) society just

because prospective partner 02 likes dancing and being cheerful, even though you need to know that Generation Z should look at the aspirations of conveying ideas from prospective partner 02 Prabowo and Gibran. This *gemoy* gimmick trend is what increases the electability of other potential partners. In the Indonesian Survey Institute (LSI), survey electability rose 43.3% through the influence of the *gemoy* trend (Yulika 2023). This then caused Prabowo's image to improve, where Prabowo Subianto and Gibran Rakabuming Raka had a bad track record but because of the influence of this *gemoy* gimmick, the record trend of the 02 candidate pair was covered by the public media.

Figure 5. *Gemoy* Trending Image AI Digital Campaign



Source:(Prasetyo, 2024)

The results of research in the field also show that there are at least two campaign activities of Prabowo Subianto and Gibran Rakabuming Raka that are interesting for researchers to discuss. Prabowo Subianto and Gibran Rakabuming Raka's grand campaign on January 27 2024 with the theme Voices of Indonesian Youth to Win Prabowo and Gibran's Victory, created by Prabowo and Gibran's campaign team.

In this big campaign activity, the campaign team saw that because this activity was very relevant to young people, especially the vice presidential candidate 02 came from a young person, namely Gibran Rakabuming Raka. Apart from that, the team must reduce the strength of criticism and strengthen their enthusiasm in supporting candidate 02 Prabowo-Gibran (Indraputra, 2024). According to the researchers, this was a very interesting grand campaign activity because it was presented by supporters of 02 young people and influencers who participated in enlivening this grand campaign activity. Young people are also enthusiastic and support Prabowo-Gibran to become the 8th President and Vice President of the Republic of Indonesia. This is the beginning of a new breakthrough for young people to elect Prabowo-Gibran because apart from that, the Prabowo and Gibran pair are the leadership figures sought by the younger generation and their vision and mission are also in line with young adult.

Figure 6. Grand Campaign 02 Prabowo-Gibran The voice of young Indonesians to pick up Prabowo and Gibran's victory



Source:(Penerusnegeri.id, 2024)

Next, the Prabowo-Gibran grand campaign will be held on 2 February 2024 at Istora GBK Senayan, Central Jakarta. This campaign features a 3D creative campaign with attractive and visual visuals and this activity also provides entertainment to watch 2 fun futsal matches played by influencers and also vice presidential candidate Gibran Rakabuming Raka. Researchers see that this grand campaign gives a positive aura and the audience also enjoys this grand campaign activity. This grand campaign does not contain any intimidation elements and it aims to entertain supporters of the 02 Prabowo-Gibran candidate pair and also support the Indonesian futsal economy.

Figure 7. Grand Campaign 02 3D and 2 Fun Match futsal



Source: (Entertainment, 2024)

Based on the findings in the field, it can be analyzed that the two major 02 Prabowo-Gibran campaign activities contain creativity and visuals that are liked by young people. This trend has a positive impact on the millennial generation and Generation Z so that the political campaign situation for the 2024 election remains cheerful even though the situation is heating up. This grand campaign increased the electability of votes for 02 Prabowo-Gibran. Output results of Prabowo-Gibran's 02 campaign victory. *Gemoy's* trend can be said to be working together across teams in the National Campaign Team and other volunteers. For us at the Fanta National Campaign Team, the two strategies we are implementing are roadshows and canvassing through karetmuda.id and digital campaigns. Our digital campaign does not only highlight *Gemoy's* message. But it also incorporates many other creative campaigns, including through memes that are commonly understood by Gen-Z. In total, our engagement in air campaigns and online media unique views reached 16.7 billion. We also successfully held more than 350

activations and collaborations in 63 regions, 17 provinces, and 46 districts/cities in Indonesia (Hasmi, 2024a).

The results of the post-campaign Kompas R&D survey and the 2024 quick count vote results show that Prabowo Subianto-Gibran Rakabuming Raka received significant support throughout Indonesia. Exit poll analysis shows that the Prabowo-Gibran pair is leading across the archipelago, with more than 50% of the vote in almost all of the Indonesian archipelago except Aceh and West Sumatra. Specifically, they reached 52.3% on Java Island, 54.7% on Sumatra Island, and 51.6% in Bali-Nusa Tenggara. Their support exceeds 60% in Sulawesi, Kalimantan and Maluku-Papua. In terms of each province on the island of Java, Prabowo-Gibran also received the most votes, even winning in Central Java. Prabowo Subianto-Gibran Rakabuming Raka received great support throughout Indonesia after the 2024 campaign due to various factors such as the "*Gemoy*" campaign trend and various other political movements such as the rise of billboards and advertisements showing 3D *gemoy* characters.

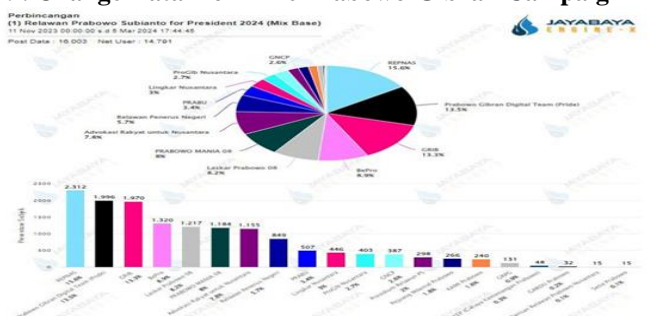
Figure 8. *Gemoy* Trend Graph During the 2024 Election Process



Source: Aerospace 2024

From the picture above, it can be analyzed that there has been a significant increase in the popularity of the Prabowo-Gibran pair which can be seen from after the people's party took place, especially in December 2023 until the end of the election. In this period, they have further strengthened their electability above 58%, and positioned them as winners in a one-round election scenario.

Figure 9. Change Data from The Prabowo-Gibran Campaign The Success Team



Source:(Trianto, 2024)

In the context of general elections in Indonesia, campaign teams are often Success Teams (Timses), which are teams formed by the owner of a party or celebration event to support the success of the event. Timses has an important role in political campaigns, especially in the context of general elections in Indonesia. They are usually responsible for campaign strategy, coordinating activities, providing campaign facilities and infrastructure, as well as various other aspects related to winning the proposed

candidate, being involved in organizing political meetings, socializing candidate programs, distributing campaign materials such as billboards, banners, brochures, and so on. They may also engage in campaign fundraising and communications strategies to influence voters. This campaign team has an important role in coordinating campaign activities, being a liaison with election authorities, organizing campaign events, and distributing campaign materials in accordance with the regulations set by the General Election Commission (KPU). The responsibilities of the National Campaign Team (TKN) have been regulated in Law number 7 of the year 2017 Article 269 Article 4 which states, the President as referred to in paragraph (2) is tasked with arranging all campaign stage activities and is responsible for the technical implementation of the campaign (Meiliana, 2018).

Teams are usually led by a chairman or campaign manager who has experience and expertise in politics and winning strategies. They work together with volunteers and other teams to achieve the campaign goals set by the candidate or political party they are promoting. It is important to note that teams and volunteers differ in the way they are formed. Teams are formed from the top (top to down) by the agenda or activity owner directly in accordance with the prepared budget. Meanwhile, volunteers come from the bottom (bottom to up), namely community groups with the same vision and mission background who are willing to support the celebration event without financial compensation. The complete composition of the Prabowo-Gibran National Campaign Team (TKN) for the 2024 presidential election has been officially announced. The complete list of the Prabowo-Gibran success team includes various roles such as Pembina (Advisor), Steering Committee (Director), Advisor (Advisor), Expert Council (Expert Council), TKN General Chair (General Chair of the Campaign Team), and many more. This team consists of figures from various backgrounds, including political, military and religious leaders. Some important names in the campaign team are Habib Luthfi bin Yahya, Wiranto, Aburizal Bakrie, Airlangga Hartarto, Agus Harimurti Yudhoyono, Sutanto, and others. The announcement was made by the Prabowo-Gibran TKN Secretary, Nusron Wahid, in Kemang, South Jakarta (Firdaus, 2023).

In the period 11 November 2023 to 6 February 2024, the Jayabaya Bigdata device operated by the ASR (accurate surveyor research) institution recorded activities in cyberspace. The data collected includes 10,038 posts from 9,311 netizens. Based on this data, there were a number of volunteer groups active in the conversation, and the presentations were as follows: 1) REPNAS (National Prabowo Volunteers) 22.4%, 2) Prabowo Digital Team (Pride) 11%, 3) BePro 11%, 4) Advocacy People for the Archipelago 9.8%, 5) GRIB (United Indonesian People's Movement) 7.7%, 6) State Successor Volunteers 6.4%, 7) Laskar Prabowo 08 5.7%, 8) PRABU (Prabowo Not Jokowi) 4.5%, 9) PRABOWO MANIA 08 4.5%, 10) Prabowo's Love National Movement 4.1%, 11) PS Volunteer Presidium (Prabowo Subianto) 3.1%, 12) Lingkar Nusantara 2.6%, 13) Prabowo's Millennial Fighters 2.4%, 14) ProGib Nusantara 2%, 15) WE Prabowo 1.4%, 16) Prabowo Gerindra Volunteer Movement) 1%, 17) Setia Prabowo 0.2%, 18) Substation Prabowo 0.1%, 19) Prabowo Archipelago Volunteer Front 0.1%, 20) Prabowo's Light of Victory) 0.1%.

Out of the 20 Prabowo-Gibran campaign success teams, 3 Prabowo-Gibran campaign success teams were discussed on social media, namely; 1) National Prabowo Volunteers, where Repnas was ranked first with a significant percentage, namely 22.5%. The great support from these volunteers shows the solidity and high activeness of this group in voicing Prabowo Subianto's aspirations in cyberspace, 2) Prabowo Digital Team

or Pride which is also one of the dominant volunteer groups. With a percentage of 11%, these volunteers during the campaign period always showed their skill in utilizing digital media to spread positive messages related to Prabowo Subianto, 3) BePro which was in third place with the same percentage as the Prabowo Digital Team with 11%. The existence of BePro reflects that the diversity of volunteer groups plays a role in supporting Prabowo Subianto, and their activity on social media should be taken into account (Trianto, 2024).

4.3 Evaluation and Handling of Problems in the Prabowo-Gibran Campaign Process

In the 2024 election campaign process, it is necessary to evaluate the trends of the 2024 election campaign. In the process, the *gemoy* trend certainly has advantages in political campaign strategies for winning the 2024 election. According to the researcher's analysis, the advantage of this *gemoy* trend is that it is motivated by the strong factor of support from the 6th President of the Republic of Indonesia, Susilo Bambang Yudhoyono, and also the support of the 6th and 7th Presidents of Indonesia, namely Joko Widodo. Apart from that, Prabowo is a firm and responsible leader who has provided real work for the Indonesian homeland and is accompanied by Gibran Rakabuming Raka who is a young leader who wants to make Indonesia a golden Indonesian country. This trend is driven by society, so we benefit from organic public enthusiasm. In other words, people's liking and fondness for the figures of Pak Prabowo and Mas Gibran is genuine and not artificial. This is a big asset for us to continue and amplify positive messages that can convince voters, especially young voters (Hasmi 2024b).

With this cool trend, the campaign team is very clever in processing this trend to be interesting and creative to attract the millennial generation and generation z to give their voting rights to candidate pair 02 Prabowo-Gibran Rakabuming Raka. In the 2024 election, the vote share of the millennial generation and Generation Z will reach 55% of the vote. The downside of this *gemoy* trend process is that Prabowo's hobby is dancing and performing his silat movements without conveying his aspirations for ideas for work programs if elected as President. This will result in people being fomo about cool trends without looking at other things. The challenge we experienced was the very short campaign time, namely only 2.5 months. This duration is different from the campaign period in previous elections. Ultimately, we had to juggle a lot of activations in a day, and a lot of content management in a matter of hours. At the same time, we also have to think about plans for the following days, and prepare reports as learning material and team accountability (Hasmi 2024c).

5. Conclusions and Recommendations

Basically, a campaign is an effort that aims to influence the decision-making process of voters in general elections. Talking about getting votes, the author's analysis of the strategy used in promoting presidential candidate pair 02 through the *gemoy* campaign, there is an assessment that the *gemoy* campaign trend increasingly shows that campaigns can change as time goes by. where currently the technological era and after the passage of society 5.0 is dominated by young people. So this campaign also shows creative things by opening up many participation opportunities for young people to take part in it. The target for young people's votes in the 2024 election must be to reach 55%.

Then the 02 Success Team (Timses) of course immediately took the opportunity to attract the participation of young people through media consisting of the music remix "oke gas" to accompany *Gemoy's* dancing movements, 3D creative advertisements, as well as attractive billboards and infographics. The aim is so that young people can take part in the 2024 elections in a happy manner. The success of this trend cannot be separated from the support of the 6th Indonesian president Joko Widodo, and the 7th Indonesian president Susilo Bambang Yudhoyono by enlivening the "*Gemoy*" campaign. As researchers, we conclude that the *Gemoy* Trend is one of the campaign strategies that was influential in Prabowo-Gibran victory. Candidate Pair 02 implemented strategies pre-campaign to portray a peaceful election, including Politainment, Gibran's use of TikTok and other platforms for personal branding, and Prabowo Subianto's team crafting the "*Gemoy*" persona meticulously. The *Gemoy* trend continues to increase starting after the campaign until the voting stage on February 14 2024, so it can be concluded that the active involvement of Candidate Pair 02 on social media platforms, the delivery of political messages in a relaxed and positive manner, as well as creativity in building close relationships with young voters have made the Prabowo-pair Gibran is the one who has received the most support through this trend.

The impact of this strategy is also reflected in the quick count results from various survey institutions which show the electability of votes and significant support for the Prabowo-Gibran pair. Evaluation of this campaign trend analysis is that the campaign should convey a good, formal and standard narrative. It is not a narrative of a trend that is less educational and even worrying for society because the influence given to young people is only a temporary thing through something that is currently being talked about, noticed, worn, or utilized by many people. Because it is our hope that young people will continue to participate in all political and government processes in this country, all parties who are of legal age are obliged to dedicate themselves by spending a little time, contributing to the nature of nationalism through their ideas and movements directly or indirectly to influence and oversee government policy. In the future, it is hoped that in the election campaign process we can strive for strategies accompanied by better narratives.

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