

## ANALYSIS INSTAGRAM CONTENT IN THE POLITICAL COMMUNICATION STRATEGIES OF THE 2024 INDONESIA PRESIDENTIAL CANDIDATES

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### Abstract

The current phenomenon of Generation Z and Millennials' distrust of politics in Indonesia is a serious challenge that will be faced in the 2024 elections. The digital era has changed the political landscape drastically, with online media playing a key role in influencing political communication, public participation, campaigns, and general elections. In their campaign efforts, the two main presidential candidates have utilized the Instagram platform in their styles. This reflects the importance of social media as a tool to gain support, especially from the younger generation who tend to be technologically savvy. This research was conducted to examine the comparison of campaign content uploaded on the Instagram accounts @prabowo and @ganjar\_pranowo. The theory used in this research is Political Communication Strategy and 4C Theory (Content, Communication, Collaboration, Connection) as a further analysis using the qualitative comparative study approach method. The results of this research clearly illustrate how the two presidential candidates use Instagram as a platform for their rhetorical expression, political actions, and lobbying efforts. In general, the @prabowo account exudes a strong spirit of nationalism through its content, while @ganjar\_pranowo differentiates itself with its approach to society on current issues.

Keywords: 4C theory, Generation Z and Millennials, Political Communication Strategy, Social Media.

## 1. Introduction

### 1.1 Background

The report provided by the Indonesian KPU Commissioner revealed that only 32 percent of Generation Z and millennials have confidence in political parties. The number of Gen Y and Z reaches 116 million (Sitorus and Sitorus 2023). Building good and effective political communication is certainly a big homework for all political parties if they want to get votes from Generation Y (millennial) and Z voters in the upcoming 2024 election. This Information Voter presents an interesting thing, namely that the majority of them have limited knowledge about the benefits that can be obtained by joining a political party. They do not have an adequate understanding of the processes and criteria applied by political parties in nominating someone as a candidate for executive or legislative representation in general elections. August Mellaz, member of the General Election Commission (KPU), expressed his concern about the young generation's low trust in political parties. The 2021 Indonesian Political Indicators Survey shows that only 32.67 percent of the younger generation trust political parties.

Social media is an important part of political parties to provide information to the public regarding their political activities. Social media is used by political parties for political interests because this media has the power to influence various audiences. Because there are more and more social media users in Indonesia, their use is also becoming more widespread, especially since political interests are becoming more prominent. In the political communication process in Indonesia, new media is the media of the future because it is cheap, fast accessed, easy, and quickly interacts directly with communicators. There is research showing that politicians throughout the world have used social media to be able to communicate with constituents, discuss directly with the public, and discuss the world of politics (Dwitama et al. 2022).

According to a survey from GWI which was accessed in March 2023, Instagram ranks second in the Favorite Social Media Platforms survey in Indonesia with a total of 18.2%, below Whatsapp 35.5%, and above TikTok 14.9%. With a total of 89.15 million Instagram users in Indonesia or 32.3% of all internet users in Indonesia, 51.6% are dominated by women while only 48.4% are men.

Instagram is a social media platform that offers various features for users to capture and share moments through photos and videos in their feeds. When uploading content, Instagram provides filters to enhance the tone and maximize the quality of photos and videos. Apart from editing features, Instagram also has Reels, a feature that allows users to upload short videos with a maximum duration of 60 seconds, which can be shared with followers or the entire Instagram community. There is also an Instastory or Instagram Story feature, where users can upload images and videos that automatically disappear after 24 hours.

The Indonesian Survey Institute (LSI) released the results of their latest survey regarding the 2024 Presidential Election. This Presidential Election competition map was created by LSI based on the results of a survey they conducted on 1-8 July 2023. They surveyed by interviewing 1242 respondents aged 17 years and over or already have the right to vote. Interviews were conducted via telephone with respondents selected using the Random Digit Dialing (RDD) method or random telephone

number generation. LSI estimates the error rate at approximately 2.8 percent and the confidence level at 95 percent. The 3-name simulation carried out by LSI also showed tight competition between Prabowo Subianto and Ganjar Pranowo. Following are the results: Prabowo Subianto ranked first with 35.8 percent of the vote, followed by Ganjar Pranowo with 32.2 percent and Anies Baswedan with 21.4 percent (Purnama 2023).

The latest information circulating through the mass media states that the Gerindra Party has agreed to renominate their general chairman, Prabowo Subianto, to run in the 2024 presidential election. PDIP General Chair, Megawati Soekarnoputri, has stated that Ganjar Pranowo will be the PDIP's presidential candidate. This announcement was made at an event on 21 April 2023 at Batutulis Palace, Bogor, West Java (Purnama 2023). So, from this information, researchers decided to examine two candidates who will advance to the 2024 presidential election, namely Mr. Prabowo Subianto and Mr. Ganjar Pranowo, who have a slight difference in electability, namely only 3.5 percent.

The Blue Tick account with the username @prabowo is the official Instagram account of Prabowo Subianto who the Minister of Defense of the Republic of Indonesia for the 2019-present period is. It was recorded that on Saturday 25 March 2023, Prabowo Subianto's Instagram account, namely @prabowo, had uploaded around 831 content and this account had 5.4 million followers and 1 following. The @prabowo account has an average like of 20 thousand likes per content and 387 comments per content (Social Blade 2023).

The blue tick account with the username @ganjar\_pranowo is the official Instagram account with a blue tick belonging to Ganjar Pranowo, a Governor of Central Java who has served from 2014 until now. On Saturday, 25 March 2023, Ganjar Pranowo's Instagram account, @ganjar\_pranowo, had a bio that stated, "My Lord is the People, the Governor is Just a Mandate". Currently, it is recorded that he has uploaded around 6774 content, and this account has 5.5 million followers and 4 followers. The @ganjar\_pranowo account has an average like of 18 thousand likes per content and 301 comments per content (Social Blade 2023).

Therefore, the researcher wants to explain the Analysis of Instagram Content in The Political Communication Strategies of The 2020 Indonesia Presidential Candidates.

## 1.2 Research Question

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

1. How analysis Instagram content @ganjar\_pranowo and @prabowo and in strategy communication political going to the 2024 election?
2. How comparison Instagram content @ganjar\_pranowo and @prabowo?

## 1.3 Purpose and Objective

The objectives of the research to be carried out are:

1. To find out the analysis of Instagram content @ganjar\_pranowo and @prabowo in the political communication strategy towards the 2024 election by analyzing the Instagram accounts @prabowo and @ganjar\_pranowo.

2. To find out the comparison of content from the Instagram accounts @prabowo and @ganjar\_pranowo.

## 2. Literature Review

### 2.1 Political Communication Strategy Theory

Political communication strategy is very important for the victory of political parties in elections. Political campaigns are a type of political communication used to gain victory in elections such as elections, regional elections, and presidential elections to create a positive public image and opinion (Alfiyani 2018). Politicians and political activists often use various forms of political communication, including political rhetoric, political lobbying, and political action in more organized political activities, such as post-political public relations, political marketing, and political campaigns. The aim of all forms of political communication is to create a good image in the eyes of the public. The goal is to win elections to gain political power and positions, such as in the legislature or executive.

1. Political Rhetoric: Political rhetoric includes the use of symbols and speech by the person speaking to influence others. As stated by Dan Nimmo, speech is also a type of negotiation in which society continuously participates in resolving conflicts and reaching agreements, which makes it important in political rhetoric. In addition, speeches have an important role in shaping public discourse and the persuasion process. Aristotle divided political rhetoric into three types, namely deliberative rhetoric (policy discussion speeches), forensic rhetoric (court speeches), and demonstrative rhetoric (celebratory or ceremonial speeches).
2. Political lobbying: This is one of the means of communication and art that is often used in political activities. Political banquets, political negotiations, or political deliberation forums become more formal and official when political lobbying is carried out informally. Personal influence is very important in political lobbying. Apart from that, a person's political personality, position, understanding of problems and competence are very influential.
3. Political action: Political action is a pragmatic paradigm of communication. It is also an art and method of communication used in political activities. To communicate, and influence political outcomes, individuals or groups take political action.

### 2.2 4C theory

Chris Heuer's 4C theory in Solis (2010) which provides a comprehensive analysis of the influence of social media as a marketing strategy. This theory defines four important metrics that allow us to evaluate and understand the influence of social media in marketing. Context, Communication, Collaboration, and Connection are these four indicators.

1. Context: Context refers to the way we structure the story or message we want to convey via social media. This context includes elements such as the form of the message, the use of language, and the content of the message itself. In marketing, designing messages that are appropriate and

attractive to the target audience is very important. Using appropriate language and relevant content can influence how the message is received by the audience.

2. **Communication:** According to the 4C theory, communication includes the skills of sharing stories and messages as well as the ability to listen, respond and develop. In marketing, it shows how an audience interacts with a brand or organization. Building a positive relationship between customers and brands can be achieved through messages that are easy to understand, useful and responsible.
3. **Collaboration:** Collaboration emphasizes the importance of working together to achieve better, more effective and efficient goals. In terms of social media, this refers to collaboration between social media users and brands or organizations. By working together with your audience, you can improve the results of your marketing campaigns and build stronger relationships between customers and brands.
4. **Relationships:** relationships are about building and maintaining relationships with our audience. To maintain existing relationships, this requires ongoing action. Strong relationships with customers can build loyalty and ongoing support in marketing.

### 3. Research Methods

This research uses a qualitative approach with a comparative design. Qualitative research, originating from post-positivist philosophy, is used to investigate natural phenomena. This method makes the researcher an important tool used to gain a deep understanding of the research subject. Qualitative research concentrates more on unique aspects and specific contexts of the subject being studied, in contrast to quantitative approaches which emphasize generalizations.

The main goal of qualitative research is to understand and study important events related to the research subject. The goal is to gain a deeper understanding of the observed phenomenon and discover unique aspects. Qualitative research not only looks for clear solutions but also explores different perspectives and possible interpretations related to events. Researchers often use certain paradigms because of their efforts to discover the truth or facts about their research subjects. In research, a paradigm is a model or pattern of how a structure, including its parts and relationships, functions or works. It provides a conceptual basis for the research and helps guide the analysis and interpretation of the data. The qualitative paradigm allows researchers to study further the political communication strategies of these three figures.

This research uses a non-hypothetical comparative method because the research objective is to compare the political communication strategies used by three political figures. Researchers use certain standards as references to compare phenomena. Researchers can find similarities and differences in the political communication strategies of the three figures by using this method. This study focuses on content analysis on Prabowo Subianto and Ganjar Pranowo's Instagram accounts. The use of visual content, political messages, and interactions with followers will be part of the data to be examined. By using a comparative approach, the researcher aims to find elements that cause similarities or differences in the political communication strategies of the three figures.

In non-hypothetical comparative methodology, setting standards is an important component. To compare political communication strategies, these standards may take the form of laws, regulations, or guidelines. Researchers can use these standards to provide a robust framework for comparisons.

#### 4. Results and Discussion

In the results and discussion, researchers observed the Instagram accounts @prabowo and @ganjar\_pranowo during the period 1 March to 31 July 2023 which will be divided into three categories based on different political communication strategies approaches, namely political retrography, political lobbying and political action (Alfiyani 2018). After the content was grouped into three, the researcher then carried out further analysis using the 4C Theory proposed by Chris Heuer in the book Solis (2010), namely Context, Communication, Collaboration, and Connection.

##### 4.1 Analysis of Prabowo Subianto's Instagram Social Media Content

Table 1. @prabowo Instagram Content March 1-July 31 2023

Content Type	Amount of Content
Political Retroric Content	21 Content
Political Lobbying Content	48 Content
Political Action Content	119 Content

Source: Processed by Researchers

##### 4.2 Content Analysis of Prabowo Subianto's Political Retrospectives



Figure 1. @prabowo's Political Retrographic Content

During the period between March and July 2023, the Instagram account @prabowo actively shared 21 political retro content covering various themes. The content displays various aspects of Prabowo Subianto's life, starting from moments with his family such as wishing his son Didit Hediprasetyo and his ex-wife Titiek Suharto a happy birthday, which symbolizes harmony and responsibility, filling in speeches from his supporting party, namely the Gerindra party, meetings with members of the Gerindra party, to collaboration with Indonesian footballers because football is an easy way to gain public appreciation. One of the contents that stands out is the image of Prabowo in a medium shot, wearing a white jacket with the Gerindra party logo, which successfully displays a contemporary and energetic image, against the background of a sea of clouds. Posted on

May 11, 2023, the content received high attention with 331,117 likes and 6,620 comments. This success can be largely attributed to the combination of the party's symbols and simple but effective content packaging. The white jacket with the Gerindra logo creates a special attraction, presenting Prabowo as a figure who can connect with the youth segment. With a caption inviting, "The spirit of Indonesian youth!!! Make the Nation proud!", the content expands the dimension of nationalism by encouraging the younger generation to raise the name of the nation.

The political rhetoric in this content is seen in the strategy of using party symbols, such as jackets with logos, to create identification and emotional support from followers. The use of words that evoke the spirit of nationalism is also part of political rhetoric, to motivate the younger generation to contribute to the nation's progress. Thus, the @prabowo Instagram account can combine modern aesthetics and political rhetoric to build a positive image and gain widespread support from the public.

#### 4.3 Content Analysis of Prabowo Subianto's Political Lobby



Figure 2. @prabowo's Political Lobby Content

The @prabowo Instagram account has become an effective channel for implementing political lobbying content, especially in the period March to July 2023. By uploading 48 pieces of content, Prabowo Subianto uses this platform as a means to introduce himself to certain groups through his closeness to prominent figures. prominent political figures such as the general chairs of the Golkar, PAN, PKB, and PBB parties. Through a series of political lobbying content, close interactions can be seen between Prabowo and various political figures, including President Joko Widodo, Vice President Ma'ruf Amin, as well as several cabinet ministers and heads of political parties. Although the political lobbying content shows Prabowo's interactions with various figures, the attention given is mainly focused on his closeness to President Joko Widodo. The content that achieved the highest interaction was a slide of nine photos showing Defense Minister Prabowo Subianto watching the friendly football match between the Indonesian National Team and the Argentine National Team at the Gelora Bung Karno Senayan Stadium. The joint presence of President Joko Widodo, Erick Thohir, and Minister of Youth and Sports Dito Ariotedjo increased the attractiveness of the content. Strong evidence of the positive impact of this political lobbying campaign can be seen in the numbers, with 282,437 likes and 2,975 comments from Instagram users. High interaction reflects the effectiveness of Prabowo's strategy in building a positive image and active involvement in national activities. Through social media, especially Instagram, Prabowo has succeeded in using

political lobbying campaigns as a tool to expand his influence and introduce himself to the public.

#### 4.4 Content Analysis of Prabowo Subianto's Political Actions



Figure 3. Content of @prabowo's Political Actions

During the period March to July 2023, Prabowo Subianto's official Instagram account, @prabowo, has become the main channel for communicating the various political actions he has taken. With 119 pieces of content related to politics, Prabowo Subianto shows his high commitment to participating in various political activities. This includes working visits to various regions in Indonesia, where he not only focuses on formal political activities but also shares culinary experiences and informal moments that strengthen his ties with local communities.

One of the contents with the most responses was a short video uploaded on 15 March 2023. In the video, Prabowo Subianto sits in the back of the Indonesian Air Force's F-16 fighter jet, expressing his gratitude to the Air Force for the honor given to him. This video not only stole attention but also received widespread support from Instagram users with 174,146 likes and 6,209 comments. These figures provide strong evidence that Prabowo's use of social media is not only a tool to communicate but also to build positive opinions and increase his popularity in the digital world. Apart from that, the political content uploaded includes various important moments, such as meetings with community and youth figures such as Raffi Ahmad, Arief Muhammad, Najwa Shihab, Gus Miftah, and Habib Ja'far. Apart from that, there are photos of receiving guests from abroad, including Malaysian Prime Minister Dato Seri Anwar, Singapore Senior Minister Teo Chee Hean, Former British Prime Minister HE Tony Blair, United States Minister of Defense Lloyd J. Austin, and French President Emmanuel Macron, shows his diplomacy in international forums.

Further analysis using the 4C Theory:

1. Context:

A thorough communication strategy to portray Prabowo Subianto via social media, especially Instagram, can be seen in the three contents mentioned. First, a photo of Prabowo wearing a white jacket with the Gerindra logo was posted on 11 May 2023. Second, Prabowo gathered with national figures and Minister of Defense Prabowo Subianto at a friendly football match. Finally, a short video showing Prabowo behind an Indonesian Air Force F-16 fighter jet. These three pieces of

content help describe Prabowo Subianto as a political figure who supports and represents the spirit of nationalism in Indonesia.

- a. **White jacket with the Gerindra logo:** In this case, the white jacket with the Gerindra logo is a symbol of nationalism and political parties. The clean white color shows cleanliness and honesty, and the Gerindra logo shows solidarity and courage to face challenges. Prabowo is described as a leader who supports and encourages nationalism in a section that invites the younger generation to "Make the Nation's Name Glory!" By combining these symbols, Prabowo succeeded in creating an image of himself as a person who believes in the nation's values.
- b. **Meeting with National Figures:** Prabowo, President Joko Widodo, Erick Thohir, and Minister of Youth and Sports Dito Ariotedjo are present in this section, creating a story of profitable cooperation between national figures. Support for national activities that can unite the people was demonstrated by actively participating in the friendly football match between the Indonesian National Team and the Argentine National Team at the Gelora Bung Karno Senayan Stadium. Through this collaboration, Prabowo shows that nationalism is not just rhetoric; it is good action and cooperation.
- c. **Rear Video of a Fighter Jet:** Video taken from the back of an Indonesian Air Force F-16 fighter jet provides an overview of the country's strength and security. The belief that security and defense are important components of nationalism was strengthened by Prabowo's presence at the venue and his gratitude to the Air Force. Prabowo is considered a leader who understands the importance of military power to maintain the integrity and sovereignty of the country in this situation. This video creates a direct connection between Prabowo, his sense of nationalism, and the courage of the soldiers who defended Indonesia's independence.

**Relevance of Relations with Nationalism:** When these three contents are combined, they build an image of Prabowo as a nationalist leader. The use of party symbols, participation in national events, and support for state security institutions are characteristics that demonstrate commitment to the principles of nationalism in addition to creating emotional ties. Prabowo succeeded in cultivating strong relationships with the Indonesian people, especially the younger generation, who are often seen as the main drivers of nationalism.

## 2. Communication

The social media content being debated shows that communication carried out via the @prabowo account is one-way; as the account owner, Prabowo Subianto does not appear to be actively responding to his followers' comments. These factors can provide a better picture of how communication tactics are used through social media, especially when it comes to politics. Additional analysis is provided below:

- a. **One-Way Communication Approach: Caption as the Main Message:** Captions are included with photos or videos in every Prabowo Subianto upload and are used to tell, understand, or interpret the uploaded content.
  - 1) **Use of Authoritative Language:** Captions usually use firm and direct language, which shows a firm and confident attitude.
  - 2) **Lack of Direct Interaction:** Prabowo does not appear to be actively responding or interacting directly with comments made by his

thousands of followers. Follower comments may not be considered important in two-way communication.

- b. There May Be Certain Reasons:
  - 1) Focus on Specific Messages: Prabowo may use his Instagram account to convey specific messages, such as stories of courage, support for the armed forces, or national defense issues.
  - 2) Political Context: Prabowo may prefer to maintain an air of authority and seriousness in his social media posts due to his status as a political figure and Minister of Defense. This may be a tactic he can use to maintain an appearance of professionalism and credibility as a public official.
- c. Impact and Considerations: Advantages of One-Way Communication: Prabowo Subianto can better control the message he wants to convey without being influenced by questions or followers' responses. Disadvantages of One-Way Communication: Lack of direct interaction with followers can reduce engagement and emotional connectivity. Two-way communication can help build relationships and form a more engaged community of followers.

3. Collaboration:

On the three topics mentioned, Prabowo Subianto's collaboration with various national figures and institutions is an important part of his communication strategy and building a positive reputation. Let's see how this cooperation is reflected in each material and how it impacts politics and society:

- a. White Jacket with the Gerindra Logo: Medium image of Prabowo wearing a white jacket with the Gerindra logo showing a symbolic collaboration with his political party. By wearing it, Prabowo openly declares his political affiliation and collaborates with Gerindra's ideology and values. Through this appearance, Prabowo used symbolic collaboration with the party to strengthen his position as party leader.
- b. Meetings with National Figures: The focus of this content is Prabowo's cooperation and closeness with national leaders such as Erick Thohir, President Joko Widodo, and Dito Ariotedjo, Minister of Youth and Sports. National leaders collaborate while playing football together. This is an excellent political collaboration strategy to convey messages about collaboration and unity amidst political differences. This collaboration shows that Prabowo is willing to work with various groups throughout the country for the benefit of the nation.
- c. Behind the Fighter Jet Video: Collaboration with the Air Force is the main topic in this video. Prabowo sat in the back of the Indonesian Air Force's F-16 fighter jet and thanked the Air Force. Collaborating with state security institutions, especially the Air Force, has resulted in fruitful cooperation. Through this video, Prabowo respects and supports those tasked with maintaining national security. With this collaboration, Prabowo looks safer and stronger as a respected leader.

In a political and social context, the collaboration shown in this content is very important in political and social terms. First, collaboration with national figures supports Prabowo's image as a leader who can work with various political groups. This shows the spirit of cooperation between leaders who should fight for the

common good. Second, cooperation with state security institutions, such as the Air Force, improves Prabowo's image as a leader who respects and supports the security forces. This may foster public confidence in Prabowo's commitment to national security. Overall, Prabowo Subianto's image is expanded through collaboration on these three topics. This strategy helps portray Prabowo as a leader who is willing to work together to achieve common goals and build a positive image in society in a political world full of polarization.

#### 4. Connections

Strong Evidence of Public Figure Connections and Support:

##### a. Comments from Verified Public Figure Accounts:

- 1) @mulanjameela1: "Bismillahirrahmanirrahim Prabowo President 2024 Gerindra Wins Aamiin O Allah". This comment received 2,391 comments and 186 reply comments.
- 2) @melly\_goeslaw: "kereeen". This comment received 1,146 likes and 79 reply comments.
- 3) @elelrumi: "top!". This comment received 981 likes and 66 reply comments.
- 4) @mastercorbuzier: "respect emoji and Indonesian flag".
- 5) @cendy\_kobayashie: "All Indonesian young men and women, don't forget to vote for Mr. Prabowo for next president 2024 and raise your hand emoji."
- 6) @dikifirmansyah: "100% sure that Mr Prabowo will be president in 2024... when it's 2024, I'll come back here... sign it... emoticons of applause and fire."
- 7) @prakosowidi: "This one clearly likes football, the one who rejected the U20 election doesn't like football..Fix just choose this one."

Detailed Explanation:

##### a. Proof of Public Engagement:

The number of likes, comments and replies to these comments indicates a high level of engagement from the public. This shows that Prabowo's post not only attracted the attention of the public in general but also received special support from public figures who have verified accounts.

##### b. Influence of Public Figure Support:

Support from public figures who have verified accounts can have a positive impact on Prabowo Subianto's image. Account verification shows that comments come from parties who have influence or relevance in society, thereby giving more weight and trust to the support provided.

##### c. Connectivity and Support Strategy:

These comments from verified public figures can be considered as part of Prabowo's connectivity strategy in the world of social media. Support from well-known figures can strengthen the image and increase the appeal of the political campaign.

Impact on Emotional Connection and Image:

##### a. Emotional Connectivity with Support:

Support from public figures who have verified accounts can create emotional connectivity between Prabowo and his followers. Followers who see support from respected figures may feel more connected and motivated to provide their support as well.

b. Image Strengthening Through Positive Response:

Positive responses in the form of likes, comments and replies to comments indicate that the support of public figures is not only well received by Prabowo's followers but also strengthens his positive image in the eyes of the public.

4.5 Ganjar Pranowo's Instagram Social Media Content Analysis

Table 2. Instagram Content @ganjar\_pranowo 1 March-31 July 2023

Content Type	Amount of Content
Political Retroric Content	76 Content
Political Lobbying Content	70 Contents
Political Action Content	451 Content

Source: Processed by Researchers

4.6 Ganjar Pranowo's Political Retrographic Content Analysis



Figure 4. Political Retrographic Content @ganjar\_pranowo

During the period between March and July 2023, the Instagram account @ganjar\_pranowo actively shared 76 political retro content covering various themes. The content shows various aspects of Ganjar Pranowo's life, starting from moments with family such as watching a concert with mother Siti Atikoh and her son Alam Ganjar which symbolizes harmony and responsibility, giving speeches at the inauguration of presidential candidates from the PDIP party and meetings with PDIP party members in various regions. Analysis of political rhetoric content shows that the content that received the most interaction was a photo of Ganjar Pranowo with PDIP cadres, including figures such as the General Chair of PDIP, Mrs. Megawati Soekarnoputri, President Jokowi, Mrs. Puan Maharani, and Mr. Prananda Prabowo. This photo was uploaded on 21 April 2023 and has a caption conveying the message of continuing the struggle at the end of Ramadan and Kartini Day. In the caption, Ganjar Pranowo expressed his gratitude to Mrs. Megawati Soekarnoputri, President Joko Widodo, Prananda Prabowo, Puan Maharani, and all PDI Perjuangan administrators and cadres. Ganjar Pranowo also emphasized the importance of struggle not only in facing difficulties but also in optimizing all potential for the progress of the nation and state. The use of enthusiastic and meaningful words in the caption may be the main factor in increasing user interaction. Ganjar Pranowo emphasized collaboration and cooperation for Indonesia's progress, while including thanks to respected figures. The high number of interactions, with 236,036 likes and 16,463 comments, shows a positive response from the public to the message conveyed.

#### 4.7 Ganjar Pranowo's Political Lobby Content Analysis



Figure 5. Political Lobby Content @ganjar\_pranowo

The Instagram account @ganjar\_pranowo has become an effective channel for implementing political lobbying content, especially in the period from March 1 to July 2023. By uploading 70 pieces of content, Ganjar Pranowo uses this platform as a means to introduce himself to certain groups through his closeness to prominent figures. - prominent figures such as President Jokowi and his family, namely Gibran Rakabuming (mayor of Surakarta) Bobby Nasution (mayor of Medan) and also a photo with the Minister of Defense, namely Mr. Prabowo Subianto, PURP Minister, Mr. Basuki Hadimuljono as well as content containing photos with religious leaders, namely Habib Luthfi bin Yahya, Habib Zein, Habib Asyech, and Gus Baha. The Instagram account @ganjar\_pranowo has succeeded of utilizing dinner content as the main focus in its political lobbying strategy, especially during the period from March 1 to July 2023. In the 70-content uploaded, the moment of having dinner with President Joko Widodo on 13 June 2023 was the peak of interactions with 493,829 likes and 3,317 comments. Ganjar Pranowo cleverly uses captions that invite participation, such as "When you're having dinner with Mr. Jokowi, there's a menu you can't miss. Why don't you try it?" This strategy not only creates visual proximity to the country's leader but also engages the audience with questions that invite a positive response. The dinner moment became an important moment in building an image of familiarity and access to circles of power. In the context of political lobbying, dinner is a symbol of informal interaction that can strengthen the personal relationship between Ganjar Pranowo and Joko Widodo. Showing themselves together in a casual atmosphere such as dinner creates a narrative of togetherness, which can be interpreted as political support not only formally but also involving personal dimensions. Focusing on the content of dinners with key figures, including President Joko Widodo, could be considered a more subtle lobbying strategy. Through this relaxed moment, Ganjar Pranowo succeeded in designing a narrative of closeness and equality, which could indirectly influence public opinion about his political relations.

#### 4.8 Content Analysis of Ganjar Pranowo's Political Actions



Figure 6. Content of @ganjar\_pranowo's Political Actions

The use of political action content on Instagram social media by @ganjar\_pranowo opens up positive opportunities to strengthen its image and branding. In the period from March to July 2023, Prabowo Subianto's official Instagram account, @ganjar\_pranowo, will become the main channel for conveying the various political initiatives being implemented. With a total of 451 pieces of political-related content, Ganjar Pranowo consistently shows his dedication to active participation in various political activities. During this period, Ganjar Pranowo's focus was not only limited to infrastructure activities and work visits in various areas of Central Java. He also succeeded in executing a collaboration strategy with the millennial and Z generations. In his efforts to get closer to society, Ganjar Pranowo not only presents political content but also shares tips, tricks, and entertainment that are relevant to everyday life. One of the peak moments of his use of political action content on Instagram occurred on July 10, 2023, when he uploaded a 60-second video. In the video, Ganjar Pranowo is seen interviewing several students from vocational schools throughout Central Java, discussing the issue of school fees. A surprising discovery emerged that several schools in the area still impose fees with the term *infaq* or similar, even though education at SMAN/SMKN/SLBN throughout Central Java should be free without additional fees. The caption that accompanies the video, "Whatever you call it, levies are still levies. Whether you call it *infaq*, contributions, or something like that, it still levies. SMAN/SMKN/SLBN throughout Central Java is Free!", achieved an extraordinary response with 1,129,569 likes and 21,900 comments, showing public support and attention to education issues and Ganjar Pranowo's commitment to making education free in the region.

Further analysis using the 4C Theory:

1. Context: The context in Ganjar Pranowo's three pieces of political content on his Instagram platform creates a strong and in-depth narrative, combining strong evidence, detailed explanations and significance that form its strategic basis.
  - a. Through the first content featuring Ganjar Pranowo with PDIP figures, the focus is seen on collaboration and personal relationships. The strong evidence lies in the high level of interaction, with 231,038 likes and 16,463 comments. A detailed explanation revealed that the caption he chose was full of enthusiasm and evoked gratitude towards the relevant figures, while

its significance lay in the positive response of the community, creating an emotional connection.

- b. dinner content became the main focus of Ganjar Pranowo's political lobbying strategy. In the moment with President Jokowi, strong evidence lies in the peak of interaction with 473,829 likes and 3,317 comments. A detailed explanation reveals that the smart strategy is to use captions that invite participation, create visual immediacy and invite the audience to interact positively. Its significance lies in building an image of familiarity and access to circles of power, giving a personal dimension to political support.
- c. video content regarding education issues, the strong evidence lies in the extraordinary response with 1,085,569 likes and 19,900 comments. The detailed explanation highlights uploading the video as a strategic move, showing Ganjar Pranowo directly engaging with students in discussions about educational issues. Its significance lies in creating a strong connection with society, demonstrating the politician's concern and commitment to relevant issues.

Overall, the context in these three contents forms Ganjar Pranowo's strategic pattern which includes collaboration with influential figures, a focus on informal moments to build an image, and an emphasis on relevant social issues. The combination of strong evidence, detailed explanations, and significance creates a strong foundation for understanding the impact of its political content in building close connections with society.

## 2. Communication

The social media content being debated shows that communication carried out via the @ganjar\_pranowo account is one-way; as the account owner, Prabowo Subianto does not appear to be actively responding to his followers' comments. These factors can provide a better picture of how communication tactics are used through social media, especially when it comes to politics. Additional analysis is provided below:

- a. One-Way Communication Approach: Caption as Main Message: Captions are included with photos or videos in every Ganjar Pranowo upload and are used to tell, understand, or interpret the uploaded content.
  - 1) Use of more relaxed language: The captions used by Ganjar Pranowo are more relaxed and easier to understand.
  - 2) Lack of Direct Interaction: Ganjar Pranowo does not appear to be actively responding or interacting directly with comments made by his followers. Follower comments may not be considered important in two-way communication.
- b. There May Be Certain Reasons:
  - 1) Focus on Specific Messages: Ganjar Pranowo may use his Instagram account to convey certain messages, such as providing information that schools throughout Central Java are free without any fees.
- c. Impact and Considerations: Advantages of One-Way Communication: Ganjar Pranowo can better control the message he wants to convey without being influenced by followers' questions or responses. Disadvantages of One-Way Communication: Lack of direct interaction with followers can reduce engagement and emotional connectivity. Two-way communication

can help build relationships and form a more engaged community of followers.

Conclusion: Ganjar Pranowo may use a one-way communication approach as a strategic choice according to the context and communication objectives, even though there is no direct interaction with followers through reply comments. Public figures in politics and leadership often choose to focus on conveying their main messages without engaging in more informal discussions or responses on social media.

### 3. Collaboration:

In the context of Ganjar Pranowo's political collaboration, it can be seen that his collaboration strategy is focused on building close relationships with influential figures.

- a. The first content, Ganjar Pranowo shared photos with PDIP figures, including the General Chair of PDIP, Mrs. Megawati Soekarnoputri, and President Jokowi. Strong evidence of this collaboration can be seen from the high level of interaction, with 231,038 likes and 16,463 comments. The detailed explanation reveals that Ganjar Pranowo was smart in emphasizing the importance of joint struggle by including thanks to these figures. At moments like this, we can see politicians' efforts to build collaboration and cooperation in the framework of Indonesia's progress. Its significance lies in creating a narrative of togetherness that can be interpreted as political support, both in formal and personal contexts.
- b. Collaboration can also be seen in Ganjar Pranowo's focus on dinner with key figures, especially with President Joko Widodo. Through this relaxing moment, Ganjar Pranowo succeeded in designing a narrative of closeness and equality. At dinner on June 13, 2023, interactions peaked with 473,829 likes and 3,317 comments. This emphasis on informal moments is interpreted as a more subtle political lobbying strategy, creating collaboration not only in the formal realm of politics but also in the personal dimension.
- c. Ganjar Pranowo's main focus can be seen in collaborative efforts with the community in the third content, namely videos regarding education issues in Central Java. The strong evidence lies in the unusually high response with 1,085,569 likes and 19,900 comments, showing the community's active participation and support for the issue. Because Ganjar Pranowo not only voices educational issues but also gives voice to students and communities who are directly affected. Collaboration in this content is not just about presenting political figures, but also involving people's voices and experiences as an integral part of the political narrative.

Overall, collaboration in Ganjar Pranowo's political strategy reflects an effort to build strong relationships with influential figures. Through this collaboration, Ganjar Pranowo not only strengthens his position in political circles but also creates a narrative of familiarity that can influence public opinion about his political relationships in a more personal way. In the context of Ganjar Pranowo's political collaboration, it can be seen that his collaboration strategy is not only focused on building close relationships with influential figures but also with the community around him.

### 4. Connections

In connection, if you look at the top comments on the Ganjar Pranowo account, it is very rare to see accounts with a blue tick, on average the comments are negative.

a. Top comments from blue ticked or verified accounts:

- 1) @tungdesemwaringin.tdw : Cheers...! and fire emoji
- 2) @\_dennydarko\_ : Still and Always with Panjenengan Pak Selamat Nggih, Gass 2024

Top comments on non-verified accounts

- 1) @silitonga00 : I like you sir but not your party
- 2) @zaron\_ah Don't just be an image, sir... There are still many state schools in Central Java that charge fees like that.
- 3) @sawawiamin: Menu for victory next year to Mr. Answers
- 4) @anthonysteven.en Sir, bring palace spoon 1, as a keepsake.

b. Proof of Public Engagement:

The number of likes, comments and replies to these comments indicates a high level of engagement from the public. This shows that @ganjar\_pranowo's post not only attracted the attention of the public in general but also received comments from several public figures and Instagram users.

c. Support Influence:

Support from public figures who have verified accounts can have a positive impact on Ganjar Pranowo's image. Account verification shows that the comments come from parties who have influence or relevance in society, thus giving more weight and trust to the support provided, although not as much as the @prabowo account.

## 5. Conclusions and Recommendations

In the period from March to July 2023, Prabowo Subianto and Ganjar Pranowo are Indonesian political figures who have almost the same electability in the electability survey for the 2024 presidential candidate general election. They succeeded in using the social media platform Instagram as the main instrument to build and strengthen their political image. In this effort, three main political communication strategies were identified that @prabowo and @ganjar\_pranowo used to influence public opinion, expand their influence, and strengthen their position in the modern political landscape using Chris Heuer's 4C Theory in the book Solis (2010).

After further analysis, several differences were found between the Instagram accounts @prabowo and @ganjar\_pranowo, namely:

1. The @prabowo account prioritizes nationalism while the @ganjar\_pranowo account prioritizes an approach to society by exploring the problems around it or current issues.
2. On communication differences in language when composing captions. The @prabowo account is firm and direct while the @ganjar\_pranowo account is more relaxed but easy to understand.
3. In collaboration, the @prabowo account always prioritizes his nationalism, such as when watching football he wears an Indonesian-themed jacket, while the @ganjar\_pranowo account, in terms of collaboration, prioritizes the figure being collaborated with.
4. In the @prabowo Instagram account connection, you can see that there are many top comments from accounts that have been verified and contain positive

words, while the @ganjar\_pranowo account also has comments from accounts that have been verified but are not top comments, most of the comments on the @ganjar\_pranowo account are negative.

After the researcher conducted research regarding the Analysis of Instagram Content in The Political Communication Strategies of The 2020 Indonesia Presidential Candidates, the researcher tried to put forward suggestions that could later provide further research regarding the comparison of Instagram social media @prabowo and @ganjar\_pranowo, namely the researcher recommended using a qualitative approach through in-depth interview comparing Instagram social media @prabowo and @ganjar\_pranowo.

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