

Analysis of Anies Baswedan's Political Communication Ahead of the 2024 Election Via Instagram Social Media @Aniesbaswedan

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ABSTRACT

Keywords

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This research analyzes the political communication constructed by Anies Baswedan through his Instagram social media. Political communication is an integral part of political activism aimed at conveying political messages to the public. In this digital era, social media has become a crucial platform for individuals. Branding is generally used in the context of marketing products or services, but it plays an important role for anyone with an interest in attracting an audience. The research method used in this study is qualitative content analysis, which involves analyzing and identifying the content of messages conveyed by the communicator. This research not only discusses Anies Baswedan's political communication but also analyzes how Anies Baswedan brands himself through Instagram social media, what factors contribute to the success of Anies Baswedan's personal branding through Instagram, and what image he builds to the public as a potential presidential candidate in 2024.

1. Introduction

The development of technology and information has had an impact on the emergence of various new media, providing more space for interaction. (Faradis, 2023) argues that social media is increasingly popular and influential in this modern era, bringing new opportunities for social revolution, especially in organizing political discourse. Meanwhile, according to Marshall McLuhan, technological advances have led to the emergence of a "global village" where the boundaries between space and time are no longer relevant. (Fahruji, 2023)

Social media is online content designed using publishing technology with wide-reaching and easily accessible coverage. The most important aspect of technology is the shift for individuals to read and share news, as well as seek easily accessible information (Prihatiningsih, 2017). The existence of social media can facilitate users in seeking information or entertainment without distance limitations and create cultural space.

Social media is the main focus of the topic to be discussed in this study, as it provides a broad and easily accessible platform for conveying political messages, mobilizing social organizers. Instagram social media is an easily accessible platform with various topics, and heading towards the 2024 elections, each candidate is engaging in various digital campaigns.

Campaigns conducted through Instagram social media can create branding or mobilize the masses to increase rights and support, thus forming public opinions. Media not only facilitates the public but also plays an active role in the arena itself; online campaigns vary in their objectives, with the mass media serving as a bridge in the political campaign process, thus politics and communication mutually influencing each other. However, fundamentally, candidates must understand the role of the media in achieving a goal; candidates view social media as aiding in the dissemination of information through content uploaded on personal social media accounts (Yolanda, 2020).

In essence, political communication involves strategies and approaches to convey political messages. Candidates or politicians use various media to convey their views. In Indonesia, political communication cannot be associated solely with the existing political system but plays a role in utilizing the political system for aggregation, socialization, articulation, and restructuring (Berger, 2014).

The development of social media facilitates political communication as a means of conveying messages and bridging two-way interactions between leaders and voters. Digital media, especially Instagram, has become the primary platform for politicians to campaign, with Instagram experiencing rapid development to provide opportunities for leaders. One example is Anies Baswedan, a presidential candidate for 2024 who uses Instagram to convey his campaigns. This research aims to understand the impact of Anies Baswedan's political campaign on Instagram in shaping political image, building public perspectives, and reaching potential voters. This study seeks to provide an understanding of the role of social media in the contemporary political arena in Indonesia.

Using the theory of : **Political Communication Strategy**. Political communication strategy is a communication process that occurs during democratic competition by a politician who aims to become a leader. According to Abdullah, political communication strategy is a plan that encompasses methods, techniques, and functional relationships between the elements of the communication process in order to achieve a goal (Abdullah, 2008). Factors involved in the political communication process include: (1) Political Communicator: a participant who can provide information about meaningful matters. (2) Political Message: a statement conveyed verbally or non-verbally, in written or unwritten form, covertly or overtly. The goal is for every political message to be conveyed and understood by the public. (3) Political Channel or Media: a means used by political communicators to convey messages, where a message to be conveyed is displayed on each political media. (4) Means or Political Target: the target audience expected to support the candidate. (5) Influence or Effect of Political Communication: the effect of political communication is expected to create an understanding of the government system and political parties that will undergo general elections. Susanto (2014) suggests otherwise, stating that "political communication strategy as a process in which mass communication is included in political communication and the elements within the political communication process have impacts on political behavior." Political communication strategy takes two forms: (1) Horizontal Position Communication Strategy: a balanced relationship between political communicator and audience, leading to sharing. (2) Linear Position Communication Strategy: one-way communication flow, typically vertical or authoritarian leadership.

2. Method

The research method used in this study is Qualitative Content Analysis. According to Rahmat Kriyantono, content analysis is a systematic method for analyzing the content of messages to be observed and analyzing the behavior of communicators in open communication (Apriliani, 2021). Content analysis provides a new perspective to inform practical activities, and as a technique, it requires several procedures.

The selection of using content analysis theory aims to identify patterns in the text related to Anies Baswedan's political campaign strategies on the Instagram platform. By identifying patterns in Anies Baswedan's political campaign content on the Instagram platform and identifying public responses to it during the presidential election, the main analysis in this study focuses on the messages and content uploaded by the Instagram account @aniesbaswedan.

In this research, Instagram serves as the research object used in the process of enhancing the self-image of politician Anies Baswedan. Data analysis in this study is supported by data collection through observation or analyzing content via the Instagram account @aniesbaswedan. This study focuses on identifying patterns in the content or messages uploaded in Anies's political campaign strategy on the Instagram platform. The content includes various elements such as images, text, videos, and visual elements. Additionally, it analyzes public interactions such as comments, likes, and various forms of audience responses to Anies's Instagram posts.

The aim is to gain an understanding of how political actors utilize social media to build personal branding. Data collection is conducted according to relevant time periods during the 2024 Presidential

campaign period. In this case, the author is a follower of Anies Rasyid's Instagram social media and is directly involved in the phenomenon being studied (Musfira, 2023).

3. Result and Discussion

Results and discussion can be made as a whole that contains research findings and explanations.

3.1. Presenting the Results

The use of social media in Indonesia is relatively high, encompassing all demographics including the elderly, Generation Z, millennials, and children. According to the Indonesian Ministry of Communication and Information (Kemenkominfo), the number of social media users worldwide was approximately 200 million in 1998. This number has been increasing steadily with the passage of time, reaching 1.07 billion users per year by 2010. The number of internet users in Indonesia is also significant, totaling more than 30 million out of the entire population of the country. (Azmi, 2022)

The growth of internet users in Indonesia, according to a survey by the Association of Indonesian Internet Service Providers in 2023, reached 78.19 percent, which translates to approximately 215,626,156 internet users. The survey indicates that internet usage in Indonesia experiences a significant increase every year. The behavior of Indonesian society in using the internet is primarily for seeking information when making purchases, and the chosen media for lifestyle purposes is social media. This is something that every company should pay attention to, as they start to consider internet usage as a means of corporate communication to disseminate information to a wide audience. (JPPI, 2023)

Therefore, political campaigns aimed at introducing oneself to the public now utilize social media because it can shape public perceptions. Additionally, as society becomes accustomed to digital media over time, people will increasingly become internet users. According to (Databooks, 2023), the number of Instagram users in Indonesia as of October 2023 is around 104.8 million, making Indonesia the fourth-largest country in terms of Instagram users worldwide. This can be considered an indication that Indonesian society relies on social media as a means of obtaining information and receiving messages.

This research obtained data through the official Instagram account of Anies Baswedan, a political actor who is one of the presidential candidates in Indonesia in 2024. The study examines political campaigns and public responses found in comments and likes on each post. Currently, the Instagram account @aniesbaswedan has 6.5 million followers, follows 193 accounts, and has made 5,102 posts in the vulnerable time of March 2024. As time passes, these numbers are likely to continue to grow depending on the context being experienced. The personal branding built by Anies Baswedan on his Instagram account often attracts public attention, with various positive responses being enthusiastically supportive of the number one presidential candidate.

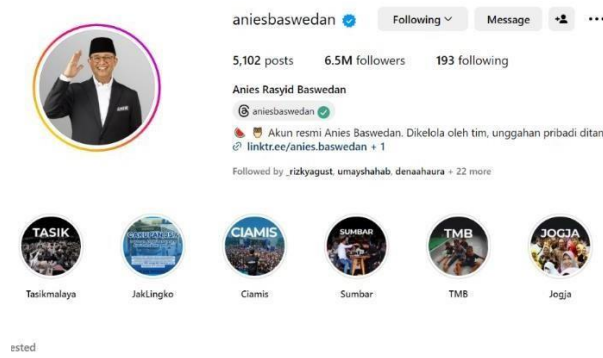


Figure 1. Anies Rasyid Baswedan's Instagram Account

Anies Rasyid Baswedan's Personal Branding as a Political Communication Strategy. This document appendix is the result of research using the designated method technique. The research involves several analytical steps, including evaluating responses from the public and the messages conveyed based on the content created by the Instagram account @aniesbaswedan.

The process of creating reputation and self-image is commonly referred to as personal branding. Personal branding can cultivate awareness and understanding of building relationships for people to like each other more. Personal branding can also refer to creating positive and inspiring relationships, and it can help individuals develop goals and careers. Building others' perceptions and enhancing or maintaining reputation can influence how one is perceived, involving creating a strong presence through social media platforms and utilizing offline resources.

Based on the research findings on Instagram @aniesbaswedan, there is a diversity of posts that have their own meaning and contain elements of political communication strategies to attract positive perspectives from the public. Anies's posts with a focus on positioning yourself are a strategy to identify unique characteristics within himself and differentiate himself from other candidates. This portrays Anies as someone with an academic background, tolerant, a leader of the people, religious, nationalist, and with achievements during his leadership in leading the capital city of Jakarta.



Figure 2. Nostalgic trip to Kracak Village, Ajibarang, Banyumas

Source:

https://www.instagram.com/p/CyLDuD_y1Iw/?igsh=ZGkxeDRnZnZ0N3Fl&img_index=2

Uploaded on October 9, 2023. The documentation above depicts Anies as a person with a high social spirit. His visit to the village where he did his community service during his college days brings back nostalgic memories. Anies interacts extensively with the residents of Kracak Village, Banyumas. He admires the rapid development happening in the village; however, the atmosphere remains the same as he remembered it before. The impression of this post is considered positive because Anies reconnects with the place where he pursued his education, which has contributed to his success until now.



Figure 3. Speaker at the Ancham event

Source :

<https://www.instagram.com/reel/CyzKGROyYYI/?igsh=MWV6aXBqdHJldGEwNg%3D%3D>

Uploaded on October 25, 2023. The documentation above depicts Anies as a speaker at the American Chambers of Commerce (AmCham) event, which is an association of trade professionals

from America. He engaged in dialogue using English. He shared ideas about his experience in developing Jakarta into what it is now. In his speech, he touched on good governance, which includes law enforcement, business certainty, and his future vision that must be continued to maintain national economic stability. Through this event, Anies's image becomes more apparent.



Figure 4. Visiting farmer groups in Sukabumi

Source : <https://www.instagram.com/p/CxeybIEyFbH/?igsh=MWEzNXBjdDJlaXBrYw==>

Uploaded on September 21, 2023. The documentation above depicts Anies as a people's person, showing his caring nature towards farmer groups. At that time, despite the continuous increase in rice prices, it did not reach the farmer groups in the Sukabumi region. From his posts, Anies is seen engaging in dialogue and listening to the stories of farmer groups who aim to improve the governance of the food sector for the sake of prosperity. This portrays Anies's image positively and is a political strategy used to win the hearts of voters to become supporters of Anies.

4. Conclusion

Based on the research conducted, it can be concluded that this study provides profound insights into the role of Instagram, not only as a communication channel but also as a key element in shaping public opinion towards someone who aims to build an image, such as Anies Baswedan. The role of the social media platform Instagram is highly functional and can influence political communication strategies, especially for political actors. Anies Baswedan has political communication abilities through his personal branding, which can be considered successful. He is able to showcase unique aspects to differentiate himself from other political actors. Anies has successfully branded himself as a grassroots leader, highly socialized with the aim of being seen by the public as a leader of Indonesia through the 2024 elections. The success of the campaign strategy on the social media platform Instagram provides an overview of social media, which has now become a platform for conveying and receiving messages, thus playing an important role in modern political processes.

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