Political communication patterns of the 2024 Indonesian Presidential Candidates via Instagram social media

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ABSTRACT

Based on the results of a survey on Indonesian presidential candidates for 2024, there are three leading names to become the next president. To gain support in the 2024 presidential election, presidential candidates need a strategy to gain public trust. The strategy is a political communication pattern through Instagram social media branding. The communication process that occurs in personal branding requires expertise, personality, and unique characteristics so that it will form a strong identity. Political communicators use a form of political communication to achieve a goal. The forms of political communication that are often used by communicators are divided into 7 forms, namely: Political rhetoric; political agitation; political propaganda; political public relations; political campaigns; political lobbying; and mass media. The Instagram posts of the three 2024 presidential candidates have different content. The three presidential candidates have their own political communication. This happens because the candidates upload Instagram content that is different from each other. Factors that influence the differences in political communication patterns of presidential candidates include the frequency of uploaded content types and caption writing.

1. Introduction

Ahead of the Indonesian presidential election, several survey institutes have conducted polls exploring who the people's preferred candidates are. In 2020, the Indonesian Political Indicator Survey Institute and the Indometer Survey Institute conducted a survey involving 1200 randomly selected respondents from all regions of the Indonesian province, mentioning three names that emerged, namely Ganjar Pranowo, Prabowo Subianto, and Anies Baswedan.(Akbar, 2020).
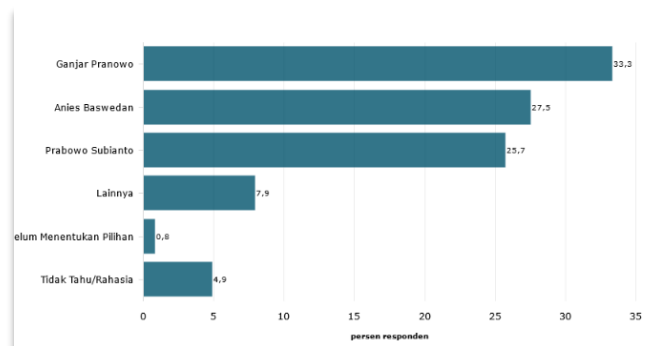

Fig 1. Electability of 2024 presidential candidates in a 3-name simulation for August 2022 according to the Center for Strategic and International Studies. (Source: databoks.katadata.co.id, 2023)

Of the three names, Prabowo Subianto is the chairman of Gerindra Party and has long expressed his readiness to run as a 2024 presidential candidate. During the party's national leadership meeting

on August 12, 2022 in Sentul, Gerindra officially declared Prabowo. The declaration was at the request of 34 regional governing councils (Adikara, 2022).

The second candidate to officially declare his candidacy for the 2024 presidency was Anies Baswedan, who at the time was still the Governor of DKI Jakarta. This figure was proposed by the Nasdem Party as a presidential candidate on October 3, 2022. According to Surya Paloh, chairman of the Nasdem Party, Anies' selection as a presidential candidate was the best choice for the party (Dirgantara, 2022).

The third candidate to officially emerge is Ganjar Pranowo. Ganjar is a cadre of the Indonesian Democratic Party of Struggle (PDIP) and still holds the position of Governor of Central Java. The public has started to raise his name as a presidential candidate on social media long after Prabowo and Anies have officially emerged. The official announcement of Ganjar as a presidential candidate by PDIP only took place on April 21, 2023, at Batu Tulis Palace, Bogor (Nariswari, 2023). Some time before the official declaration from PDIP, there were also other parties that had proposed Ganjar Pranowo as a 2024 presidential candidate. The party is the Indonesian Solidarity Party (PSI), a party that has not yet entered parliament.

To gain support to be elected president of Indonesia, of course, all candidates try to gain public sympathy and trust. From observation, they use Instagram as one of the media to build their image. From initial observations, all candidates carry out certain political communication patterns to gain public sympathy. This article discusses political communication patterns through Instagram. Prabowo Subianto's official Instagram is @prabowo, while @aniesbaswedan is Anies Baswedan's official Instagram, and @ganjar_pranowo is Ganjar Pranowo's official Instagram. All candidates use Instagram as a medium to build personal branding. In politics, presidential candidates need strong personal branding to gain a positive image and gain the trust and loyalty of the people. In an all-digital world, Instagram is one of the media that can build personal branding in order to win the hearts of the public (Tika, 2020).

From a literature search by researchers, scientific research and publications focus more on personal branding than political communication patterns. For example, Prakoso's (2015) research stated that Prabowo Subianto fulfilled eight personal branding concepts consisting of: specialization, leadership, personality, difference, visibility, unity, firmness, and good name. Meanwhile, research (Maulina & Muttaqin, 2020) concluded that Prabowo Subianto branding himself as a person who is firm, hard, a fighter, optimistic, and humorous.

Ganjar Pranowo's figure has also become the focus of researchers' research. In a study entitled Crisis and Leadership Communication: Framing Analysis of Ganjar Pranowo's Social Media during the Covid-19 Pandemic, the researchers mentioned that Ganjar Pranowo implemented crisis communication by running a transformational communication pattern, where as a public leader Ganjar Pranowo provides more examples and educates the public (Rahmanto et al., 2022). In another study related to the Wadas conflict, Ganjar Pranowo is said to have a positive and negative image. The positive image of Ganjar Pranowo is as a leader who is brave and willing to admit his mistakes and apologize to the people. Meanwhile, his negative image is that he does not pay attention to the small people because he allowed his citizens to be surrounded by police officers (Musyaffa & Romadlan, 2023).

Since the announcement and declaration of their willingness to become presidential candidates, the candidates have intensified their political communication with the public. The candidates' efforts are interesting to study, how are the political communication patterns of each presidential candidate through their Instagram media accounts? In this study, the researcher focuses on 7 days of the candidates' uploads on Instagram after their first statement of readiness as a 2024 presidential candidate.

This research has novelty because it focuses on examining the political communication patterns of 2024 Indonesian presidential candidates through Instagram social media. Through this research, the public can find out the political communication patterns of each candidate, so that they can understand how the Indonesian presidential candidates are. This research also describes the comparison of political communication patterns of the three presidential candidates through Instagram media.

2. Method

This research uses a qualitative content analysis method. Qualitative content analysis is a method for studying and analyzing communication systematically and objectively on visible messages. The content analysis method is a scientific analysis of the content of a communication message (Rumata, 2017). Content analysis aims to infer the meaning of texts through reliable procedures that can be replicated or applied in different contexts.

Because it is a content analysis, the source of data collection is documentation. Documentation is a record of past events in the form of writings, pictures, or monumental works of a person (Thalib, 2022). In this study, researchers took documentation in the form of online media news as well as Instagram photos and videos of the three presidential candidates within seven days after the declaration of the presidential candidate statement.

In order to get an in-depth analysis, researchers complement the data mining method with literature studies, namely studies related to theoretical studies and several references from scientific literature. Literature studies are carried out through several steps, namely 1). Prepare equipment, 2). Compiling a working bibliography, 3). Organizing time, 4). Reading and taking notes (Ramanda et al., 2019).

Political Communication

Political communication is the object of study of political science. Political communication is a statement in the form of a message in the communication process, where the message has political characteristics, namely related to the political power of the state, government, and the activities of communicators and communicants are actors of political activities. Political science discusses power to seek value and achieve goals that cause the orientation of political communication to be two things, namely achieving goals and anticipating (Shahreza, 2018). In political communication, there are several important aspects where each aspect has its own role. These aspects consist of five components, namely political communicators, political messages, media, audiences, and effects (Susanto, 2013).

Political communicators use political communication patterns to achieve a goal. The political communication patterns that are often used by political actors generally have 7 patterns, namely: political rhetoric patterns; political agitation patterns; political propaganda patterns; political public relations patterns; political campaign patterns; political lobbying patterns; and mass media patterns (Triwicaksono & Nugroho, 2021).

Political rhetoric pattern is a pattern of political communication where it involves the art of speaking that aims to influence each other. Many rhetorical patterns are identified when political actors speak to listeners through speeches. Addressing audiences creates public discourse through the art of speaking to persuade the public.

The second communication pattern is political agitation. This pattern often has a negative connotation, because agitation operates to stimulate people's emotions towards a political movement, both oral and written. Communicators indirectly mobilize people to support new ideas and ideologies.

The third political communication pattern is the pattern of political propaganda, which is a pattern in which political actors use suggestion to influence a person, or a larger community through propaganda activities. Political communicators who have the ability to make suggestions will create an atmosphere that will easily be exposed to suggestion.

The next political communication pattern is public relations, which is a communication pattern in which in political communication, political actors conduct public relations and establish reciprocity. The purpose of the public relations pattern is to create a trusting, harmonious, and open relationship with the community. This pattern is often referred to as an alternative to offset political propaganda which is considered to endanger socio-political life.

The next political communication pattern is the political campaign pattern. This pattern is a form of political communication within a certain period of time to obtain and strengthen political support from the community. In this pattern, political actors have a series of planned communications on an ongoing basis.

The sixth category of political communication patterns is political lobbying. This pattern is usually to obtain mutual understanding and agreement, namely an agreement to produce certain political decisions and attitudes.

The last category of communication patterns commonly found is the mass media pattern. The mass media communication pattern is a model of expanding the five senses as a means of delivering political messages to people who are not reached in other forms of communication. The expansion of the five senses in this case is to gain influence, shape, and change the political image for a wider community that cannot be reached by other forms of communication.

Personal Branding

Personal branding is a person's identity regarding the qualities and values that can create an emotional response to others. The communication process that occurs in personal branding requires expertise, personality, and unique characteristics so that it will form a strong identity that can remind a person in the community and other competitors (Meifilina, 2022).

To support personal branding activities, interactions between actors and audiences that occur on social media are highly prioritized. An active community will help personal branding actors gain a wide network of friends so that they are increasingly recognized by the public. There are three basic guidelines in designing strong personal branding, namely being distinctive, relevant, and consistent (Tika, 2020). The application of all three will accelerate the public in capturing and understanding one's personal branding. Therefore, consistency is the main requirement for personal branding in order to gain public trust.

Instagram Social Media

Social media is a medium that represents users in using an internet network from a person to interact and communicate with other users and form virtual social bonds (Puspitarini & Nuraeni, 2019). Currently, Instagram is one of the social networking media that can share photos and videos quickly. To use it, Instagram has several menus. The menus available on this media are; explore, reels, inbox, story, and search. In addition to the menu, Instagram also has an activity feature. In this feature, users can like or give likes to posts, comment or comment on posts, and share or re-share these posts.

3. Result and Discussion

3.1 Presenting the Results

Based on the results of research on posts for seven days after the declaration on three presidential candidates' Instagram accounts, researchers categorized the uploads in two main aspects, namely the format and frequency of uploads. Based on these categories, the political communication patterns of each candidate can be seen. Instagram posts of the three candidates as the research corpus are presented in Table 1 below.

Table 1. Frequency of Instagram posts of 3 presidential candidates after the declaration. (Source: researcher processed).

Day to	Prabowo Subianto	Anies Baswedan	Ganjar Pranowo
1	1 photo upload + text	1 photo upload + text	▪ 4 videos upload + text ▪ 3 photos upload + text
2	1 photo upload + text	▪ 1 video upload + text ▪ 1 photo upload + text	▪ 2 videos upload + text ▪ 1 photo upload + text
3	2 photos upload + text	1 photo upload + text	▪ 3 videos upload + text ▪ 1 photo upload + text
4	-	4 photos upload + text	▪ 3 videos upload + text ▪ 1 photo upload + text
5	2 photos upload + text	2 photos upload + text	▪ 1 video upload + text ▪ 1 photo upload + text
6	-	1 video upload + text	▪ 2 videos upload + text ▪ 1 photo upload + text
7	-	1 photo upload + text	▪ 1 video upload + text ▪ 1 photo upload + text

We selected the content of the three candidates' posts based on the number of likes and comments, indicating that their posts attracted more public engagement. After selecting the posts with the highest number of likes and comments, we examined them based on the format of the posts and the writing of the text. In uploads, captions contain descriptions related to photos and videos to explain and provide context for each post. Caption writing plays an important role in knowing the political communication patterns of each candidate.

3.2 Create a Discussion

Prabowo Subianto

Prabowo has an Instagram following of 5.4 followers. After declaring his readiness as a presidential candidate, Prabowo did not upload posts via Instagram every day. In the 7 days after the declaration from August 13, 2022 to August 19, 2022, @prabowo's instagram only posted uploads on days 1, 2, 3, and 5. On days 3 and 5, Prabowo made 2 uploads, so that Prabowo's total messages via Instagram amounted to 6 uploads.

All of Prabowo's Instagram posts are in photo format with short captions. There is not a single video upload. In one upload, Prabowo often attaches more than one photo where he mostly highlights selfies while carrying out his duties as a minister and attending various state events.

Prabowo's instagram selfie posts will be a tool in his self-branding activities as a well-integrated media strategy (Ardiyanti, 2018). The visual display on his Instagram shows a simple, assertive person, and has extensive relationships with several major figures. In table 2, researchers have mapped Prabowo's Instagram posts based on format, likes, and comments. The following in table 2 is a list of Prabowo's Instagram posts based on format, likes, and comments.

Table 2. Categories of @prabowo's Instagram posts after the declaration of presidential candidacy. (Source: researcher processed).

Day to	Content of Upload	Format		Like	Comment	Links
		Photo	**Video**			
1	Gerindra Party's National Meeting	1 photo	-	39.808	769	bit.ly/43bWFl8
2	Gerindra Party - PKB Collaboration	3 photos	-	26.730	387	bit.ly/46ySDG7
3	A mountain landscape photo with the caption 'siap berjuang untuk Indonesia'	1 photo	-	19.156	236	bit.ly/3NZ5BpF
	Prabowo received four honors from President Jokowi, the TNI Commander, and the Chiefs of Staff of the Army, Navy, and Air Force.	6 photos	-	91.646	1.562	bit.ly/3NVQSvA
4	No posts of any kind					
5	Photo of the red and white flag celebrating Indonesia's Independence Day	1 photo	-	51.133	383	bit.ly/3XB9Avz
	Commemorating Indonesia's 77th Independence Day at the Merdeka Palace	10 photos	-	116.79	877	bit.ly/3r37TuH
6	No posts of any kind					
7	No posts of any kind					

Based on the data in Table 2, Prabowo's Instagram posts that received the most likes and comments were posts made on the fifth and third days. In these posts, the number of likes is not directly proportional to the number of comments.

On the fifth day, Prabowo uploaded two Instagram posts, one of which received the most likes. The post that received the most likes featured 10 photos at the commemoration of the 77th Independence Day of the Republic of Indonesia at the Merdeka Palace. The post received 116,790 likes and 877 comments.

   On the fifth day of posting, Prabowo uploaded photos of himself with several popular political figures, namely with President Jokowi, Golkar Party Chairman Airlangga Hartarto, Coordinating Minister for Maritime Affairs and Investment Luhut Binsar Pandjaitan, and with Sinta Nuriah Wahid and Gus Dur's daughter (figure 2).

Fig 2. One of @prabowo's instagram posts five days after the declaration of presidential candidacy - August 17, 2022 (source: instagram.com/prabowo).

Caption: "*Memperingati Hari Kemerdekaan Republik Indonesia ke 77 di Istana Merdeka*."

   Prabowo's third day post on Instagram also received many likes and comments. The posts included six photos of Prabowo receiving four honors from the President of Indonesia, the Commander of the Indonesian Armed Forces, and the Chiefs of Staff of the Army, Navy and Air Force. The post received the second most likes at 91,646 after Prabowo's uploaded photo showing him celebrating the 77th Independence Day of the Republic of Indonesia. Although it received fewer likes than posts about activities to commemorate Indonesia's independence day, the number of comments on the third day's post received the most comments, totaling 1,562 comments from the public.

   From the content aspect, Prabowo's third day post is a form of public appreciation for Prabowo as a former military man. From the content analysis of the comments on this post, many people gave appreciation and congratulations on the awarding of 4 honors to Prabowo. The number of congratulations to Prabowo strengthens his branding as a retired soldier. One of the visual uploads related to the awarding is presented in figure 3.

Fig 3. One of @prabowo's instagram posts three days after the declaration of presidential candidacy - August 15, 2022 (source: instagram.com/prabowo).

Caption: "*Terima kasih kepada Presiden RI, Panglima TNI, dan Kepala Staf Angkatan Darat, Laut, dan Udara atas 4 tanda kehormatan yang diberikan kepada saya: Bintang Yudha Dharma Utama; Bintang Kartika Eka Paksi Utama, Bintang Jalasena Utama; Bintang Swa Bhuwana Paksa Utama.*"

   Prabowo often uses short text in the caption of each of his posts. In simple terms, Prabowo uses dense, informative and relevant narratives in his Instagram captions. Prabowo seems to be building an impression among the public as a figure who is blunt, straightforward, and easy to understand. This

can be seen from the use of short captions with a straightforward language style that is easy for the public to digest. Prabowo's political communication pattern presented on Instagram can be classified as a mass media type, which is a type where political communication is used to expand and strengthen Prabowo's self-image as a former military figure.

Anies Baswedan

Anies has 5.9 million followers on Instagram. After declaring his readiness as a presidential candidate, Anies uploaded 12 posts in a span of 7 days from October 4, 2022 to October 10, 2022. The content of Anies' Instagram posts mostly displays photos of work visits while still serving as Governor of DKI Jakarta.

All of Anies' posts on Instagram are more in photo format with multiple post types, namely posting a lot of material both photos and videos. In doing multiple posts, Anies uploaded 10 photos in one post. Through this multiple post, Anies posted interrelated photos, thus forming a kind of long story that gave the impression that Anies had and was involved in many events. The use of multiple posts is useful for telling experiences and knowledge to the public (Maha Putra & Dwi Astina, 2019). All of Anies' Instagram posts are presented in table 3.

Table 3. Categories of @aniesbaswedan's Instagram posts after the declaration of presidential candidacy. (Source: researcher processed).

Day to	Content of Upload	Format		Like	Comment	Links
		Photo	**Video**			
1	Anies monitors the revitalization process of Muara Angke Port Terminal	10 photos	-	58.213	990	bit.ly/436kESx
2	Congratulating the 77th birthday of the National Army	-	1 video	63.905	882	bit.ly/3PHRlmh
	Anies visited the Jakarta Recycling Center, an integrated waste awareness education center in Pesanggrahan, South Jakarta.	10 photos	-	18.384	197	bit.ly/44tXW89
3	On behalf of the Jakarta Provincial Government, Anies donated fire trucks to 14 local governments.	10 photos	-	58.288	1.486	bit.ly/3Xzq6wd
4	Anies Gathering to the Jakarta Fellowship of Churches in Indonesia DKI Region (PGIW DKI) Jakarta	10 photos	-	45.266	720	bit.ly/46sRS1z
	Anies visits the Archdiocese of DKI Jakarta for hospitality	10 photos	-	44.954	796	bit.ly/3CX2Dvh
	Gathering to the Fellowship of Indonesian Pentecostal Churches (PGPI)	10 photos	-	36.903	504	bit.ly/46AQpGA
	Anies visits the big family of the DPP Democratic Party and meets AHY	10 photos	-	171.487	4.262	bit.ly/3Xzqv1H
5	Selfie of Gembira Gembrong Village after renovation due to fire	9 photos	1 video	213.556	4.409	bit.ly/3CYgxxj
	Anies inaugurated Kampung Gembira Gembrong after the fire	10 photos	-	53.784	878	bit.ly/3NBJ68S
6	Giving a speech at the JakLingko Transportation Integration Tariff event	-	1 video	46.200	1.052	bit.ly/3NZjKTG
7	Anies inaugurated three River Overflow Spaces (RLS)	10 photos	-	50.534	709	bit.ly/3K5Wq4v

The post with the most likes and comments from Anies Baswedan's post was uploaded on the fifth day where he uploaded 9 photos and 1 video that told the story of Kampung Gembira Gembrong. In April 2022, Kampung Gembrong experienced a fire and made the settlement uninhabitable. But now, the village has been renovated and can be inhabited again. As the Governor of DKI Jakarta, Anies seems to want to build an image that he has succeeded in turning a disaster-affected village into a unique instagramable area. The term instagramable is a designation from Instagram users in the form of interesting photos so that it becomes a reference for other people to visit the place (Rakhma Fitriani et al., 2019). The video embed on the fifth day's post also shows before after pictures of Kampung Gembira Gembrong after the fire and after undergoing renovations. One of the photos of the village can be seen in Figure 4.

Fig 4. One of @aniesbaswedan's Instagram posts five days after the declaration of his presidential candidacy - October 8, 2022 (source: instagram.com/aniesbaswedan).

Caption*: "Selamat pagi dari Kampung Gembira Gembrong! Semoga hari teman-teman secerah warna-warni di Kampung Gembira Gembrong. #JakartaKotaGlobal #KampungGembiraGembrong #BaznasBazisDKIJakarta."*

If you look more carefully, the photo in Figure 4 has a text caption stating that the photo was taken from someone else's Instagram, namely @abaheshofi.khafidin and @alivikry. The text caption is also found on 8 other photos so that all the uploaded photos are other parties' documentation. This post received many likes from the public, which may come from followers of the photo owner's account.

The post that also received many likes and comments was the fourth day's post with a difference of 147 comments from the fifth day's post. The fourth day's post featured 10 photos containing a meeting between Anies Baswedan and Agus Harimurti Yudhoyono along with the DPP of the Democratic Party. One of the visuals of the fourth day's post can be seen in Figure 5, complete with a long text explaining the photo in question.

Fig 5. One of @aniesbaswedan's Instagram posts four days after the declaration of his presidential candidacy - October 7, 2022 (source: instagram.com/aniesbaswedan).

Caption*: "Alhamdulillah, hari ini bersilaturahmi ke keluarga besar DPP Partai Demokrat. Begitu hangat sambutan Mas Agus Yudhoyono dan teman-teman PARTAI DEMOKRAT. Insya Allah ini jadi penanda bahwa kita siap untuk jalan bersama.*

Keinginan untuk jalan bersama itu bukan keinginan dari puncak, keinginan jalan bersama adalah keinginan dari seluruh arah. Kita menginginkan Indonesia yang terus menerus memperbaiki, setiap fase kita terus melakukan perbaikan.

Demokrasi dijaga ketika institusi ditegakkan, ketika transparansi good governance dipertahankan. Kami melihat Mas AHY meneruskan tradisi baik itu yang dibangun pada masa SBY. Kita ingin agar tradisi itu terus terjaga. Tradisi menjaga demokrasi, menjaga sportivitas, menjaga kesetaraan di dalam semua aspek.

Pada diskusi hari ini kami membahas tentang bagaimana keberlanjutan atas apa yang sudah dikerjakan. Juga perubahan untuk kebaikan bagi semuanya. Dan ini tidak mungkin dikerjakan sendirian, ini harus dikerjakan berjuta-juta orang, bersama-sama.

Setelah silaturahmi dengan Partai Nasdem, sekarang kita silaturahmi juga dengan teman-teman Partai Demokrat. Insya Allah jalinan silaturahmi juga terjalin dengan PKS. Mudah-mudahan bisa membangun sebuah aliran baru ke arah Indonesia yang lebih baik.

Mas AHY yang kami hormati dan seluruh keluarga besar DPP Demokrat, kami menyampaikan terima kasih, apresiasi atas sebuah awalan baru yang amat mengesankan.

Insya Allah ini benar-benar memperkuat ikatan silaturahmi kita, memperkuat komitmen bersama kita, memperkuat ikhtiar kita untuk bisa sama-sama membuat Indonesia kita jadi lebih baik.

Unlike the fifth day's post, which had a village development theme, the fourth day's post had a political meeting theme, namely about Anies' cooperation with the Democratic Party. This post invited many public comments. The meeting built an image that Anies had the support of other parties as a presidential candidate. The caption on the upload is also a long narrative. In the script, Anies wrote a speech style through Instagram. In writing captions, Anies often uses denotation and connotation diction which creates various language styles such as metaphors that compare certain objects with other objects in the sentence to add to the uniqueness of the writing and pleonasm to add to the firmness of the sentence which in the end results in unnecessary repetition of words.

The communication patterns in all of Anies Baswedan's Instagram posts tend to be of the political rhetoric type. One example of a representative post is the fourth day post where Anies utilizes the art of speaking through writing on the meeting that took place with the Democratic Party. Anies Bawedan's long captions on Instagram show that Anies is good at composing words.

Ganjar Pranowo

Ganjar Pranowo is one of the presidential candidates who has been active on social media Instagram, even before PDIP declared him as a presidential candidate. After declaring his willingness, Ganjar counted 25 posts made from April 22, 2023 to April 28, 2023. In one day, Ganjar can post up to 7 times. The characteristic of Ganjar's uploads on his Instagram is the display of photos and videos where he displays his closeness to the people both when carrying out his duties as governor and personally.

On Instagram, Ganjar uses a lot of video formats. The large number of video message formats shows that Ganjar wants to build factual visuals that are more alive in the field. The positive aspects of video can see how the public and Ganjar's expressions and responses are more complete. With the video format, Ganjar no longer needs to write long captions because the video recording has explained the entire event in the post. In table 4, all of Ganjar's Instagram posts for 7 days after the declaration have been presented based on likes and comments.

Table 4. Categories of @ganjar_pranowo's Instagram posts after the declaration of presidential candidacy. (Source: researcher processed).

Day to	Content of Upload	Format		Like	Comment	Links
		Photo	**Video**			
	Eid al-Fitr 1444 Hijri greetings	-	1 video	22.877	547	bit.ly/3NFNVxM
1	Ganjar performs Ied prayer with the President at Sheikh Zayed Grand Mosque	1 photo	-	305.867	3.848	bit.ly/44cEAog
	Chatting with Gibran and Solo media friends	3 photos	-	144.246	1.244	bit.ly/44cEAog

	Documentation of Eid Prayer activities at the Sheikh Zayed Grand Mosque	-	1 video	37.111	657	bit.ly/44w8aoj
	Gathering activities with Gibran, media, and Ganjar supporters	-	1 video	78.030	1.101	bit.ly/43avln9
	Virtual Hari Raya Open House Poster	1 photo	-	49.731	921	bit.ly/3XzSyOo
	Distributing free sarongs at Rest Area KM 424 B Semarang	-	1 video	32.437	755	bit.ly/3XzWVJw
2	Halal bihalal in wife's hometown and purbalingga community	-	1 video	38.466	868	bit.ly/3XEnT2M
	Documentation of virtual Halal bihalal with the community	-	1 video	27.828	502	bit.ly/3O04ENU
	Halal bihalal on the second day of Eid in Kutoarjo	5 photos	-	117.868	1.395	bit.ly/3NYDAhO
3	A casual chat with Najwa Shihab	-	1 video	56.042	1.010	bit.ly/3CVYEPR
	Halal bihalal with the community in Tawangmangu, Central Java	5 photos	-	52.383	835	bit.ly/3XFgro2
	Ganjar meets elementary school friends	-	1 video	21.154	456	bit.ly/3XzXlzA
	Halal bihalal and friendship with the Susters	-	1 video	19.880	455	bit.ly/3JMvqXl
4	The behavior of young children when participating in halal bihalal	-	1 video	22.269	337	bit.ly/3JIyYdn
	Ganjar has a guest from Wamene during Halal bihalal	-	1 video	84.290	1.434	bit.ly/3pB4zqr
	Ganjar gets a visit from SMA N Tawangmangu students	-	1 video	24.331	739	bit.ly/3NXuNg1
	Ganjar meets foreign elders during morning exercise	-	1 video	204.155	4.255	bit.ly/3pxNIos
5	89th Harlah Poster for GP Ansor	1 photo	-	11.319	264	bit.ly/3NWgXL2
	Ganjar travels to Solo Safari	-	1 video	20.636	653	bit.ly/44916yp
6	Selfie with your wife after exercise	1 photo	-	131.005	1.495	bit.ly/44aVYd9
	Documentation of village infrastructure development from the Central Java Provincial Government	-	1 video	21.239	790	bit.ly/3pq9lqR
	Documentation of the talk show with Menparekraf	-	1 video	62.791	1.458	bit.ly/46sfrrj
7	Documentation of Ganjar checking the backflow situation on the kalikangkung toll road	-	1 video	28.033	485	bit.ly/46t01Df
	Information on village development budget in Central Java	2 photos	-	50.009	1.381	bit.ly/3NFK2ZA

On the first day of uploading, Ganjar posted 7 Instagram posts, one of which received a lot of likes, namely 305,867 with a total of 3,848 comments. The upload contains 1 photo format that shows Ganjar walking with President Joko Widodo during the Eid prayer.

On the first day's post, Ganjar displayed a photo of himself with the president after the Eid prayer. This photo seems to convey a message to the public that his candidacy has the support of President

Jokowi. The post received many likes and comments from the public, considering Jokowi is a figure that is widely admired by the public. The photo seems to say that the next president will be Ganjar Pranowo. Ganjar also expressed his gratitude for being able to perform Ied prayers in the caption of the first day's upload. The caption uses simple and easy-to-understand writing and has become

Ganjar's trademark on Instagram media. The visuals and captions of Ganjar's Instagram uploads on the first day can be seen in Figure 6.

Fig 6. One of @ganjar_pranowo's Instagram posts one day after the declaration of presidential candidacy - April 22, 2023 (source: instagram.com/ganjar_pranowo).

Caption*: "Allahu akbar Allahu akbar Allahu akbar. Laa ilahaillallahu Allahu akbar. Allahu akbar walillahil hamd. Alhamdulillah bisa melaksanakan Salat Ied di Masjid Raya Syekh Zayed bersama Presiden @Jokowi dan saudara-saudara masyarakat Kota Surakarta. Semoga kita benar-benar meraih kemenangan jiwa, lahir dan batin.*"

A post that also received a lot of public reaction was uploaded on the fourth day. The post used a video format containing Ganjar's activities while running but was interrupted by a grandmother who invited him to talk for a moment. The post managed to get the most comments totaling 4,255. In the video, the grandmother praises Ganjar several times and hopes he becomes the next President of Indonesia. Many agreed with the grandmother's words in the comment section, but not a few disagreed with them. Those who disagree consider the post a set-up to make Ganjar's image as a leader more visible. The visual of the fourth day's post can be seen in Figure 7.

Fig 7. One of @ganjar_pranowo's instagram posts four days after the declaration of presidential candidacy - April 25, 2023 (source: instagram.com/ganjar_pranowo).

Caption*: "Olahraga pagi di Tawangmangu. Ketemu mbah-mbah gemes.*"

Based on all posts on Ganjar's Instagram, Ganjar's political communication pattern can be categorized as a type of public relations political communication. In accordance with its purpose, this type of public relations political communication seeks to create a trusting, harmonious, and open relationship with the community (Shahreza, 2018). This relationship is seen with interaction with the community and direct communication between the communicator and the communicant. With the

many video upload formats on Ganjar's Instagram posts, it shows an open relationship with the public through factual visuals in the field.

4. Conclusion

The three 2024 Indonesian presidential candidates use different political communication patterns on their Instagram accounts. This difference creates its own image. Prabowo Subianto uses a mass media-type political communication pattern. In this communication pattern, Prabowo wants to form an image as a former military figure with a straightforward personality, which is reflected in captions that tend to be short, simple, informative, and straightforward.

Based on various messages through his Instagram, Anies Baswedan has a rhetoric-type political communication pattern. The use of diction and language style is an important marker factor to categorize Anies' uploads using political communication of the political rhetoric type. Anies uploads more photos with long narratives in the caption. The use of language style characterizes Anies in every Instagram upload and makes him a figure who is good at composing words.

Ganjar Pranowo uploads more video content that displays a more vivid visualization in the form of direct communication between Ganjar as a communicator and the people as communicators. Ganjar's political communication category on Instagram is categorized as a public relations type, where the communication illustrates a deeper and more harmonious relationship with the community. The interaction that occurs through video uploads gives a factual impression and image that Ganjar is very open to the community.

Knowing the political communication patterns of each candidate has profound implications for the public so that people can find out how the communication model of the three candidates to the people. Through knowledge of political communication patterns, it can also help provide consideration for the people to choose one of these candidates as the next president of the Republic of Indonesia.

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