



Ganjar Pranowo's Storytelling and Political Image on Social Media

Nani Nurani Muksin^{*1}, Astriana Baiti Sinaga¹,
Hendra Hidayat¹, Daniel Handoko¹, Amin Shabana¹

¹ Universitas Muhammadiyah Jakarta, Jakarta, Indonesia

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Abstract

Politics is not socially empty. Therefore, politicians must also find the right strategy to increase popularity and electability. One way that can be used is the use of social media. Social media is now widely used by political actors as a means to absorb aspirations in the political field. One of the social media that is currently widely used as a political tool is TikTok. As of April 2022, there are 99,072,000 TikTok users in Indonesia or 51.1% of the Indonesian population aged 18 years and over. This article aimed to explore how Ganjar Pranowo built his self-image through his TikTok account @ganjarpranowofc and what storytelling strategies were used in that image. A qualitative approach with a content analysis method is used in writing this article. There are 252 videos from the TikTok account @ganjarpranowo were analyzed from January to May 2022. This article uses the political image category approach described in Liebhart and Bernhardt's research (2017) as a basis for analysis. From this research, Ganjar Pranowo simplifies political issues in his imagery efforts. In addition, there are indications of three storytelling strategies used in political imagery on the TikTok account: the biographical strategy, the incumbent strategy, and the Kagama chairman strategy.

Keywords: Social Media; Storytelling; Political Communications; Political Image.

Introduction

APJII data shows that internet penetration in Indonesia reached 7.02% in June 2022 (APJII, 2022). This data is directly proportional to the increase in social media users in 2022 by 21 million (12.6%) to 191.4 million people or 68.9% of Indonesia's population (Kepios, 2022). One of the supporting factors for the high absorption of Internet and social media users in Indonesia is the development of gadgets using advanced Internet technology that are very affordable. In addition, the spread of the Internet network is increasingly evenly distributed throughout the region.

The Internet and social media use in political communication has grown and become more significant since the 2014 Indonesian Presidential Election. Candidates are using social media as a tool to strengthen their political narratives. Since then, almost all types of social media have been used by political actors to communicate (El Qudsi & Syamtar, 2020; Wahyudi, 2018). Including the Governor of Central Java for two terms, Ganjar Pranowo.

Social media with official account status used by Ganjar Pranowo include Facebook, Twitter, Instagram, and YouTube. On January 27, 2020, the TikTok account @

*Author Correspondence: Nani Nurani Muksin, Email: naninuranimuksin@umj.ac.id



ganjarpranowofc (not an official account) appeared (Eliya & Zulaeha, 2017; Rahmah, 2021). As of August 6, 2022, the TikTok account @ganjarpranowofc recorded 3.1 million followers, uploaded 944 videos, and collected 56.4 million likes.

This article chooses Ganjar Pranowo as the subject of analysis because of his stable electability level in the top three positions. According to the Indonesian Survey Institute (LSI) on September 4, 2022, Ganjar Pranowo occupied the top position with 24.5% electability, followed by Prabowo Subianto with 21.3% and Anies Baswedan with 19.3% (Kompas, 2022).

Meanwhile, in the previous month, the results of a survey released by three institutions, namely the Central Java Charta Politica Survey on June 24-30, 2022, showed Ganjar Pranowo's electability of 71.5. At the national level, the results of an Indopol survey conducted from June 24 to July 1, 2022, put Ganjar Pranowo in first place with 24.55%. Meanwhile, the National Survey Institute (LSN) on 10-24 June 2022 placed Prabowo in first place with 29.5% of the vote. In second place was Ganjar Pranowo, with 20.9%, and Anies Baswedan, who pocketed 18.5% of the vote (Kompas, 2022).

When writing this article, TikTok is a social media platform that political actors widely use to absorb aspirations in the political field. Indonesia is ranked second in the world for TikTok users (Kepios, 2022). As of April 2022, 99,072,000 smartphone users have a TikTok social media account. This number reaches 51.1% of the Indonesian population aged 18 years and over, with 66% of users female and 34% male (Kusumawardhani & Sari, 2021; Wibowo & Yudi, 2021).

TikTok has an advantage over other social media. Video content on TikTok is easily integrated with other platforms, such as Instagram and YouTube, for a wider audience reach. The content format on TikTok uses unique storytelling. Comments and likes on TikTok are a two-way communication medium that allows political actors to get closer to audiences and facilitate the delivery of political aspirations (Pratiwi et al., 2021).

With increasing users, TikTok has become a new strategic tool for political actors and their media teams to promote political narratives (Jalli, 2022). TikTok provides unique features that allow political propagandists to reach a wider audience. The FYP (For Your Page) feature, which does not only rely on the number of followers but focuses on the content itself, is key in this regard. This feature allows political opportunists to create engaging audio-visual content to drive political narratives. However, this model also has the potential to amplify information bubbles and influence users' viewpoints, as TikTok will promote similar content to them.

The impact of social media is also being felt in Malaysia to spread the political image of the actors in the 14th general election. Facebook and Whatsapp play an important role in spreading political narrative information to win the hearts and minds of the voting public (Mohamed, Instagram and Political Storytelling among Malaysian Politicians during the 14th General Election, 2019) and (Salman, Salleh, Yusoff, & Abdullah, 2018).

Social media has successfully supported presidential and regional head election campaigns in various countries thanks to political involvement through content and

interaction, such as Austrian president-elect Alexander Van Der Bellen (Liebhart & Bernhardt, 2017), who utilizes digital storytelling on Instagram as an image political formation in his campaign strategy. Another success also emerged from Ridwan Kamil's campaign when he headed for the seat of Governor of West Java by utilizing digital storytelling via Instagram (Iqbal, 2021).

During the Covid-19 period, TikTok also became one of the supporters of the success of the hand washing movement campaign. It is because TikTok provides an excellent processing algorithm. TikTok users are provided with videos that suit their preferences and needs accurately. Users are also free to share videos on TikTok through various channels. TikTok also has a unique marketing method that focuses more on the content in it (Hasiholan, Pratami, & Wahid, 2020). In other words, the main issue is using digital storytelling to enhance political image.

Digital storytelling is telling stories using digital technology involving one or more audio, visual and audio elements. Research on digital storytelling in Indonesia still needs to be completed. According to Lambert, digital storytelling is the concept of constructing a digital storytelling model and how to use new media to create a story (Lambert, 2013). Digital storytelling is usually used in education to study learning processes or methods.

Some research that explores the role and function of storytelling is as follows; Atchley, in the 1980s, introduced the concept of digital storytelling (Seyfi & Soydas, 2017), namely the use of digital tools such as images, films, and music used in storytelling studies. Digital tools like pictures, photos, films, and music are used in storytelling learning. Digital storytelling can include stories generated

through digital tools, involving various forms of participation or network inter-activity (Jenkins, 2017), and stories delivered via digital platforms or stories consumed on digital platforms (Liebhart & Bernhardt, 2017).

Storytelling strategies are sustainable because they provide meaning to those who produce messages and those who consume them (Jenkins, 2017). Political rhetoric is never separated from storytelling (Hunt, 2015). Telling stories in political rhetoric can help potential voters connect with abstract political ideas. Audiences are connected to political actors as much as to books and films; they want to get involved with an interesting story (Weber, 2016).

In this context, when using social media for political communication and image formation, politicians do not only post based on intuition but, like a writer, they deliberately design a narrative that is conveyed through every image or video they upload (Mohamed, 2019).

This algorithm is also reinforced by Moesslang's research, as cited in Schlegel (2021), which shows that marketing experts know the power of the phrase "facts tell, stories sell" in building successful campaigns.

Both voice and perspective attributes do not determine voters' choices (Swanson & Nimmo, 1990). However, voters selectively perceive parties, candidates, issues, and events in campaigns, assign meaning to them, and, based on that make choices. Through the process of interpretation, they not only consider long-term attributes and developments, i.e., an image that is formed gradually, but they also form a short-term image of the subject of the campaign.

Storytelling shapes voter perceptions. Storytelling strategies include the formation of personal and political narratives, such as through biographical strategies showing proximity to locations, family history, genealogy, or personal photos with symbols relevant to the target audience. This strategy changes the political actor's visual appearance, political attitude, or response to an issue, emphasizing the actor's non-political personality. Storytelling strategies are effectively used in direct elections such as presidential or regional head elections.

This article was written to analyze how Ganjar Pranowo built his image through his TikTok account @ganjarpranowofc and the storytelling strategy used in this image.

METHOD

This article is based on research that uses a descriptive qualitative approach with content analysis methods. This research is focused on the TikTok account @ganjarpranowofc. Data was collected through in-depth interviews and content observation.

The videos analyzed are content uploaded to the TikTok account @ganjarpranowofc from January to May 2022. There are 252 videos grouped based on the political image displayed: 1) the image of the Governor, as many as 186 videos, and 2) the personal image of 66 videos. This grouping of political images refers to the research analysis framework (Liebhart & Bernhardt, 2017) and understanding of the relationship between political image and voter perceptions (Swanson & Nimmo, 1990).

Then, to explore the images displayed in the two groups of images, three videos were selected to represent governor images (codes

G1, G2, and G3) and three videos to represent personal images (codes P1, P2, and P3). Selection is made based on the largest number of spectators. Content analysis was carried out of the six selected videos to describe the messages contained in the content.

Data triangulation was carried out through in-depth interviews with Ganjar Pranowo and his social media team to obtain a thorough picture of Ganjar Pranowo's political imagery strategy through social media, especially TikTok.

RESULTS

Ganjar Pranowo has several official social media accounts, including Instagram (@ganjar_pranowo), Twitter (@ganjarpranowo), Facebook (Ganjar Pranowo), and YouTube (Ganjar Pranowo). He stated that he deliberately used his name, not the account name of a government agency, on these accounts with the aim that the public would be more interested in the persona of Ganjar Pranowo as a featured figure.

Meanwhile, the TikTok account @ganjarpranowofc is not an official Ganjar Pranowo account but an account made by Ganjar Pranowo fans. This truth was revealed by Ganjar Pranowo himself during an interview on August 10, 2022, as follows:

"I do not have a TikTok account. FC at @ganjarpranowofc probably means fan club. I started my social with Facebook, Twitter, Instagram, and YouTube. I do not make content on TikTok. That is why it is called FC. Maybe that person idolizes me, and he takes many pictures from my social media." (Pranowo, 2022).

However, in the coverage of www.jateng.Suara.com on January 25, 2022, it was stated that Ganjar Pranowo uploaded a video showing himself as Peter Parker, a character

in the Spider-Man film.

"The video uploaded by Ganjar has also attracted the attention of netizens. Ganjar himself uploaded the video on his TikTok social media account @ganjarpranowofc. Ganjar himself needs to understand who made the video. He is looking for the video's creator by uploading it on TikTok. I got this video but did not know who made it. Please tag the account. I want to thank him." (Budi Arista Romadhoni , 2022).

The video content uploaded to the @ganjarpranowofc account appears to be a documentation of Ganjar Pranowo's daily life, both when he served as Governor and as a civilian. In research on the Ganjar Pranowo Public Relations Team, it was stated that

and leave comments to share with other users via the "share" button on various platforms.

Based on an analysis of video content uploaded to the @ganjarpranowofc account in January - May 2022, there are 252 video content with the number of viewers/viewers varying from 55,800 to 20,700,000. The number of video likes is 1,217 to 2,300,000. The total number of views, likes, favorites, shares, and comments, as shown in Table 1.

The video content uploaded to the @ganjarpranowofc account describes two sides of Ganjar Pranowo's role, namely: views regarding his position as Governor of Central Java; and appearances related to his

Table 1. Quantification of @ganjarpranowofc TikTok Videos for January - May 2022

	January	February	March	April	May	Total
Number of Videos	58	44	45	58	47	252
Total Views	71.764.300	29.994.500	25.800.200	60.426.900	64.667.500	252.653.400
Total Likes	5.751.297	2.343.901	1.758.585	5.441.026	5.307.719	20.602.528
Total Comments	141.641	64.525	29.642	62.518	46.977	345.303
Total Favorites	89.202	32.686	18.859	81.567	118.134	340.448
Total Shares	85.075	36.161	30.307	56.575	120.427	328.545

Source: TikTok account @ganjarpranowofc (proceed), 2022

there were three teams responsible for documenting Ganjar Pranowo's activities, namely the Public Relations Team, the Situation Room Team, and the Puri Gedeh Team (Putra & Raharjo, 2020).

The Public Relations Bureau and the Situation Room Team report the Governor's protocol activities. The Puri Gedeh team played a role in packaging Ganjar Pranowo's image as Governor and private person/civilian. This image package is a video uploaded to various communication channels (websites, social media, and news in the mass media).

The TikTok application offers interaction, where viewers can provide support through likes, save videos with the favorite button,

role as civil society, including as the head of the family and Chairman of the Gadjah Mada University Alumni Family (KAGAMA).

- 1) Of the 252 video content analyzed, they were grouped into twenty political image categories, namely:
- 2) Close to the community: visual image showing Ganjar Pranowo interacting with the community, shown by being friendly and joking.
- 3) Interaction with children: visual images showing Ganjar Pranowo interacting and having direct dialogue with children.
- 4) Violence against children and women: The visual image shows Ganjar Pranowo emphasizing the issue of violence against children and women and campaigns to

- prevent it.
- 5) Aspiration and dialogue forum: a visual image shows the dialogue process with the community to capture people's aspirations and complaints.
 - 6) Diversity: visual image depicting Ganjar Pranowo being involved in other cultural and religious activities.
 - 7) Emergency Response: visual image showing Ganjar Pranowo responding to emergencies, such as viewing disaster locations, providing assistance, visiting refugees, and disaster mitigation.
 - 8) Social empathy: visual images that show empathy for others, such as giving donations and helping those in need
 - 9) KAGAMA: visual image depicting the activities of Ganjar Pranowo as Chairman of KAGAMA.
 - 10) Family: visual image depicting Ganjar Pranowo's activities with his family, such as traveling, gathering, or showing photos of the past.
 - 11) Daily life: visual image depicting Ganjar Pranowo's daily activities that have nothing to do with his role/work as Governor.
 - 12) Motivation: a visual image featuring Ganjar Pranowo giving advice or motivation to the audience.
 - 13) Political views: Visual images showing Ganjar Pranowo's political views are usually conveyed in speeches and interviews/dialogues.
 - 14) Development Achievements: visual image shows development achievements in Central Java Province.
 - 15) Protocol: visual image showing Ganjar Pranowo as Governor, attending special events.
 - 16) Meeting: visual image showing Ganjar Pranowo as the Governor chairing or attending the meeting.
 - 17) Celebrities: visual images that show Ganjar Pranowo's interactions with celebrities, such as having lunch together, interviews, podcasts, or video memes with world celebrities.
 - 18) Arts, music, and sports: visual imagery showing Ganjar Pranowo's support as a person and Governor for arts, music, and sports.
 - 19) Inspection: visual image showing Ganjar Pranowo as Governor carrying out inspections of activities, projects, events, and aid distribution without the inspection target knowing.
 - 20) Spiritual: visual image depicting Ganjar Pranowo as Governor or as a civilian doing spiritual activities such as pilgrimages, giving lectures, listening to studies, and connecting with religious leaders.
 - 21) Micro, Small, and Medium Enterprises (MSMEs): visual image depicting support, promotion, and program information related to MSMEs.

As shown in Figure 1, in the period January - May 2022, the videos uploaded were dominated by political imagery videos close to the people (59 videos), videos carrying out work inspections (21 videos), videos of daily activities as civilians (19 videos), spiritual imagery videos (16 videos), and imagery videos showing development success (15 videos). The rest consists of 122 videos covering various categories such as; family, social empathy, protocol, sports music art, aspirations and dialogue forums, celebrities, interactions with children, political views, diversity, emergency responses, motivation, KAGAMA, MSMEs, meetings, and violence against children and women.

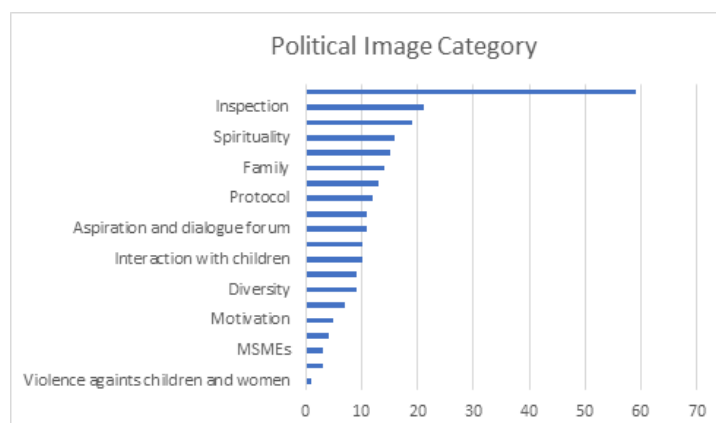


Figure 1. Quantification of Political Image Categories in Content January - May 2022

The video content on the account uses popular music, dominated by Javanese music and *dangdut koplo*, according to the preferences of the TikTok audience, who like audio-visual entertainment. Music usually reinforces the message in the video, both text and rhythm.

After grouping the 252 video content into 20 categories of political imagery, analysis

and sorting were carried out into two parts: videos with the political image of Ganjar Pranowo as Governor (186 videos) and videos with political imagery as a civilian/private person (66 videos).

Governor Political Image Content

Of the 186 video content featuring Ganjar Pranowo's role as Governor, there are

Table 2. Quantification of the number of views and shares of video content on the governor's image.

Political Image	Number of Videos	Number of Views	Number of Shares
Close to the people	47	49.454.100	42.801
Inspection	21	46.310.300	17.881
Development achievements	15	4.985.300	3.572
Spiritual	13	10.520.100	56.695
Social empathy	12	2.817.300	1.707
Protocol	12	3.095.100	2.393
Aspirations and Dialogue forum	11	17.036.700	6.319
Interaction with children	10	4.914.100	2.113
diversity	8	3.741.500	5.786
Political views	8	2.181.700	1.931
Emergency responses	7	1.766.200	1.250
Daily	6	924.900	527
Art, music, and sports	5	1.067.300	448
Meeting	3	19.013.000	29.866
MSMEs	3	2.492.000	4.815
Motivation	2	140.300	124
celebrity	2	1.043.600	486
Violence against children and women	1	70.300	25
TOTAL	186	171.573.800	178.739
Average view & share per video		922.440	961

Source: TikTok account @ganjarpranowofc (proceeded), 2022

18 categories of political image (see Table 2). The table shows that political images close to the people dominate (47 videos or 25.27% of all governor image content in January – May 2022), with 49.4 million views and nearly 43 thousand shares. Furthermore, there are videos of inspections/inspections on development projects and distribution of aid (21 videos or 11.29% of all governor image content) with 46.3 million views and nearly 18 thousand shares. The Governor's political image that shows development achievements also appears in 15 video content or 8% of all governor image video content.

Civilian/Private Political Image Content

The political image displayed by Ganjar Pranowo as a civilian/private citizen is grouped into 11 image groups in Table 3. The table shows that political imagery related to family comprises 14 videos or 21.21% of the entire content of civilian/private imagery in January - May 2022 and has been viewed 12.84 million times and shared more than 15 thousand times. The personal image close to

the family is then followed by videos of daily activities (13 videos or 19.7% of all personal image content), viewed 20.2 million times and shared by netizens more than 26 thousand times. Meanwhile, 12 video content (18.18% of all personal image video content) featured an image of him as Governor.

In the civilian/personal image group, there is an interesting finding that the average number of views and shares of these videos is relatively higher than the Governor's videos. This data shows that video content with the persona of Ganjar Pranowo as a civilian is more interesting to watch and share (worth sharing). The celebrity theme is the main driver of the virality of Ganjar Pranowo's persona on TikTok. Even though only eight videos were uploaded, it has been successfully shared more than 42 thousand times.

Meaning of Political Image in Video Content

In this study, 252 videos uploaded by the TikTok account @ganjarpranowofc in January - May 2022 became the research object. For

Table 3. Quantifying the number of views and shares of civil citizen image content videos.

Political Image	Number of Videos	Number of Views	Number of Shares
Family	14	12.844.500	15.621
Daily	13	20.266.600	26.223
Close to the people	12	11.474.700	21.522
celebrity	8	22.503.300	42.579
Art, music, sports	6	8.851.500	41.310
Kagami	4	820.000	312
Motivation	3	2.615.000	1.630
Spiritual	3	483.600	170
Political views	1	607.700	183
Social empathy	1	353.700	201
diversity	1	259.000	55
TOTAL	66	81.079.600	149,806
The average of views & share per video		1.228.479	2.270

Source: Research primary data, 2022

political image analysis, the six videos were selected based on the highest number of viewers, consisting of three videos reflecting the Governor's political image (codes G1, G2, G3) and three videos reflecting the political image of civilians/personally (codes P1, P2, P3). The selected video content is also related to previous issues and events. Details of the six videos, as shown in Table 4.

immediately to follow up on the action. The results were successful, as reported by www.jatengprov.go.id on Friday, April 15 2022, with the title "Ganjar Examination of SMAN (Public Senior High School) Tawangmangu, Building Looks Better".

Ganjar Pranowo also posted a video about the school building, which he said met

Table 4. Selected Videos for the Meaning of Ganjar Pranowo's Political Image

Code	Date	Image Group	Theme	Views
Governor Image				
G1	January 30th 2022	Inspection	Checking the building which does not meet infrastructure specifications	20,700,000
G2	May 10th 2022	Meeting	Meeting with teachers	16,100,000
G3	April 6th 2022	Close to the people	impromptu visit to residents' homes	15,900,000
Private Image				
P1	February 21st 2022	Celebrity	Lunch with Reza Rahadian	9,000,000
P2	January 30th 2022	Daily life	Enjoy the scenery	8,600,000
P3	May 19th 2022	Art, Music, and Sport	Chatting with MU Fans	7,600,000

Source: Primary research data, 2022

In video G1, Ganjar Pranowo inspects the location of the Tawangmangu High School construction project, Karanganyar Regency. Ganjar came to high school without showing his symbol as the Governor of Central Java. The examination is one of the imaging efforts related to the Declaration of Bureaucratic Reform. Ganjar argues that imagery seeks to show one's political image. This political image is shown by proving the existence of irregularities in the project. The proof is not using special tools to ensure the quality of the building according to specifications. Ganjar Pranowo only kicked the hardboard and formed two holes. The contractor polishes the hardboard to make it look like siding.

False walls made of hardboard were uncovered, and contractors were called in

the specifications on his TikTok account on April 16, 2022. On the official website of the Central Java Provincial Government, there is a quote about the building that Ganjar Pranowo investigated three months earlier (Bidang Ikp, 2022). The website reports that Ganjar Pranowo received reports that details found to be problematic during an inspection last January have been fixed.

"I have received several reports. The top was messed up, but it is level, and the patchwork has been coated. So it is better. Everything is repaired so that the workmanship is better." Ganjar Pranowo in www.jatengprov.go.id (Bidang Ikp, 2022).

In the G2 video, Ganjar Pranowo is seen having a meeting with the teachers. His attendance had been prearranged, and the teachers were waiting in the meeting room.

No critical issues were discussed, and no news websites were reported in the context of the meeting. The video only shows the friendly and humorous image of Ganjar Pranowo.

In the G3 video, Ganjar Pranowo visits residents' homes and meets students from SMA 12 Gunung Pati, Semarang. This impromptu visit was carried out according to the Governor's protocol, seen from the batik clothes worn and the KTP (ID Card). This formal activity is related to the policy of launching a program to eliminate school fees for state SMA/SMK/SLB students with a budget of IDR 860.4 billion. In a press conference reported by www.jatengprov.go.id on December 27 2019, Ganjar Pranowo said:

"We will waive education fees for SMA/SMK and SLB (Special Needs School) students next year. Hopefully, with this program, efforts to realize superior human resources in Central Java will quickly materialize." Ganjar Pranowo in www.jatengprov.go.id (Bidang Ikp, 2019)

Ganjar Pranowo's dialogue with students emphasizes program implementation, such as the question, "Do you pay for school?" When the student said it was free, Ganjar Pranowo laughed, "Oh yes, that is right." To emphasize how much he oversees the program's success and smooth running, which costs more than eight hundred billion rupiahs, Ganjar Pranowo said, "Yes, if you pay the fees for public high schools, I will blame the teachers."

In the news on the official website of the Central Java Provincial Government (Bidang Ikp, 2019), Ganjar Pranowo words are written, "We will monitor, do not let tuition fees be free, but schools still ask for other fees." This statement shows Ganjar Pranowo's commitment to ease the burden on parents in education costs. The video reflects Ganjar

Pranowo's efforts to fight for the right to education.

In the three videos on the Governor's political image (G1, G2, and G3), Ganjar Pranowo wants to show himself as a governor who works. This image is seen more clearly in the G1 and G3 videos. In video G1, the Tawangmangu SMAN (Public Senior High School) construction inspection repaired the school building. The examination gave the impression that Ganjar Pranowo's decisive action was part of successful oversight in advancing development programs and eradicating corruption.

In the G3 video, Ganjar Pranowo ensures that the tuition-free program runs well. It was proven when visiting residents' homes. The answer or response given by a student shows that the program is successful. The uniqueness of this program is the return of tuition fees to students who have already made payments. As reported by www.seputarmuria.com, on January 15 2020, SMAN 3 Pati returned 232 student tuition fees in Rp. 75,155,000-. The head of SMAN 3 Pati stated the reason for the refund:

"There have been instructions from the education office regarding this refund. Therefore, we immediately carry it out according to the Governor's directives and the direction of the Head of Service." Sudarto, Principal of SMAN 3 Pati Pati (Seputar Muria, 2020).

Videos P1, P2, and P3 are related to the Ganjar Pranowo image. The P1 and P3 videos are not political; they only relate to celebrities and football club fans. In contrast, the P2 video is still a series of events with inspections at Tawangmangu High School.

In the P1 video, Ganjar Pranowo looks familiar and close to national celebrities and follows trending issues that are currently

popular. When the P1 video was uploaded, a viral web series entitled "Putting Kites" with the main actor Reza Rahadian. Ganjar Pranowo related this momentum by associating himself with the character "Mas Aris" played by Reza Rahadian. The video got a high response from the audience with many views, likes, and shares. His mimic on "Mas Aris" can help improve the TikTok @ ganjarpranowo account online.

Video P2 is a series of events with inspections at SMAN Tawangmangu (video G1). After carrying out the inspection, Ganjar Pranowo took the time to visit Kemuning Village, which was proclaimed a tourist village. As reported by www.jatengprov.go.id, on January 30 2022, Ganjar Pranowo visited Kemuning Village with the Bandiyem Group Motorcycle Club.

In that village, Ganjar Pranowo received information directly from the Head of Kemuning Village, Widyoko. Since 2014, the village government and the youth in Kemuning village have mapped and identified village potential that can be developed. From the results of the mapping, an idea emerged to develop tourism. The beginning of tourism carried out by residents was to go along the river using used tires or tubing. At that time, efforts were also made to prevent people from throwing garbage into the river.

Ganjar Pranowo expressed his appreciation for the success of efforts to establish a tourism village which was a local youth initiative. Ganjar invited other village heads to follow Widyoko's success.

"If you want the village to progress, you can learn village management here. Making beautiful village tours and prioritizing cooperation for the community's prosperity." Ganjar Pranowo (Bidang Ikp, 2022)

In the P2 video, Ganjar Pranowo mentions "mesakke opo?" which means "What is the trouble?" This sentence comes from a modern Javanese song entitled 'Ojo Nangis' by Ndarboy Gank, which is currently trending.

In the P3 video, Ganjar Pranowo is visiting a place, and on his way, he is intercepted by a resident wearing a Manchester United (MU) football club shirt. The resident asked to take a photo with Ganjar Pranowo as a fellow MU fan. It was seen that the two of them joked about MU's poor performance in several matches.

The P3 video is part of the same strategy as the P1 video, namely showing closeness to the community, raising current issues, and talking about the largest fan base in Indonesia (in 2013, it was estimated that the number of MU fans in Indonesia reached 40 million people). The video also received a high response from the audience, with many views, likes, and shares.

The results of observations of 252 video content uploaded to the account, some of the videos are counter-opinion attempts on issues that hit Ganjar Pranowo, such as the "Wadas" and "Central Java poverty rate". By showing the video during a dialogue and face-to-face with the demonstrators, Ganjar Pranowo wants to get rid of the issue that he does not care about the problems of the people in Wadas, and as an effort to stop hoax news about the number of poverty figures. Counter-opinion efforts as digital literacy involve introducing alternative facts to compare information. The spread of hoax news can be addressed through three critical approaches: institutional, technological, and literacy (Febriansyah & Muksin, 2020).

DISCUSSION

The political imagery strategy carried out by Ganjar Pranowo on his TikTok account @ganjarpranowofc is a political image close to the people. The purpose of this strategy is in line with the plan of the @ganjarpranowofc Media Team, which is to introduce the figure of Ganjar Pranowo to a wider audience.

The Media Team packaged the content to highlight Ganjar Pranowo's political image as a working governor; such as the content of Ganjar Pranowo carrying out inspections, daily activities, and development achievements. Content is selected and packaged to be uploaded to the account to form a political image.

The messages in the video are packaged in such a way as to show the persona of Ganjar Pranowo, who is close to the community, does real work, balances world life with spirituality, shows social empathy, is friendly to diversity issues, issues about children and is responsive to current issues. The uploaded video also shows the figure of Ganjar Pranowo, who enjoys his work as a governor who serves the community.

Storytelling political communication carried out by Ganjar Pranowo through TikTok plays a role in reducing uncertainty and conveying prospective public policies. Reducing this uncertainty includes reducing conflicting information that is spread in the community, such as Wadas issues and corruption in school construction.

Ganjar Pranowo, with the tagline "Mboten Korupsi, Mboten Ngapusi" (No Corruption, No Lying), seeks to clarify the problem through a series of video content. He features meetings with protesters and dialogue with the Wadas community. In the video, Ganjar Pranowo can

be seen going directly into the midst of the demonstrators and carrying out a dialogue of actions that regional leaders and people's representatives rarely carry out.

For the school construction corruption case, Ganjar Pranowo conducted direct inspections at the construction site, found contractor fraud, reprimanded the contractor over the phone, and documented it. Project evaluations are carried out regularly and re-uploaded on video content, proven successful in improving school construction projects.

The function of conveying prospective public policies, shown by Ganjar Pranowo, raised the issue of free education policies to the upper secondary level in Central Java Province through TikTok video content.

Ganjar Pranowo's political communication through TikTok is not only political imagery on social media but requires consistency of action. The audience's perception of the communication actor can change if something inconsistent/inconsistent is found. Ganjar Pranowo is aware of this, as he expressed in an interview:

"I present myself as I am. We build audio and visual displays. I do build images, but I have to ask, 'Do I do it or don't I? And is it consistent?' This is my tagline: Mboten Korupsi, Mboten Ngapusi (No Corruption, No Lying). So when I say no corruption and no lying, I must show that behavior." (Pranowo, 2022)

The representation of the tagline must be directly proportional to the reality formed on social media. The representation is featured in a TikTok content video showing a school construction inspection. After the inspection, there is a follow-up in the form of re-checking and reporting on construction progress. These actions are examples of the tagline "Mboten Korupsi, Mboten Ngapusi" (No Corruption,

No Lying).

Apart from that, also for the Wadas case, the video content directly shows demonstrators' activities and the community meeting, apologizing directly for the losses. Since 2022, the Air Team (Ganjar Pranowo's media management team) has followed up on these issues. The Air Team did the follow-up because the three teams in Central Java did not have the human resources and time to do in-depth reports and create follow-up content.

In addition to showing the consistency of imagery, political communication also requires publicity. In order to make the video viral, up-to-date themed video content is created by involving celebrities or creating unique videos with currently popular songs. Video content like this has a high number of (viral) shares.

The video content analysis shows three visual diary strategies in the image politics of the @ganjarpranowofc account: the biographical strategy, the incumbent strategy, and the KAGAMA chairman strategy. Ganjar Pranowo uses the biographical strategy to display his personal qualities, competencies, and experiences. He shares pictures of his childhood, youth, and college days. Apart from that, Ganjar Pranowo also showed great respect for his ancestors by visiting his family's graves and the footsteps of President Soekarno and Gus Dur. This strategy aims to form public opinion that Ganjar Pranowo is closely related to Soekarno's thoughts and figures.

Ganjar Pranowo carried out the incumbent strategy by taking advantage of his position as Governor, through videos showing his competence in running the wheels of

government in Central Java for two terms. The things shown show real work by conducting inspections, meetings, confirmations, and dialogue with the public and government officials. And successful development in Central Java.

Ganjar Pranowo's position as Chairman of KAGAMA was used as a strategy to introduce and get closer to audiences outside Central Java. Using the KAGAMA Head attribute is considered neutral and can cross the zone of his work area.

CONCLUSION

The essence of the discussion of this article is the political storytelling imagery of Ganjar Pranowo through his TikTok account @ganjarpranowofc. Ganjar Pranowo uses political simplification to build his image, considering that politics is complicated for the general public to understand. This effort aims to "simplify politics." In addition, this strategy has also succeeded in attracting the attention of the younger generation (90-1n and 2000s), which is the beginner voter base.

The political image that Ganjar Pranowo wants to form is as a leader who is close to the people works real, is humane and friendly, and is up to date with current issues. Viewers understand the appearance of Ganjar Pranowo's political image on his TikTok account as a figure who works naturally, spontaneously, up to date, humorous, and open. This persona makes the audience feel comfortable and does not hesitate to interact and provide feedback through the comments column.

Storytelling as a visual strategy for political imagery on TikTok accounts is carried out in three forms: biographical

strategy, incumbent strategy, and KAGAMA chairman strategy. Political actors must be able to use each tool efficiently, be up-to-date, and be technologically literate. On the TikTok account @ganjarpranoofc it can be seen that the account is managed professionally. All issues presented in the video content of his account are not just random videos but are also presented in the form of a visual diary.

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