



# Communication Model of Three Indonesian Presidential Candidates Ahead of the 2024-2029 Election on Social Media Twitter

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## Abstract

Government communication is an instrument used to disseminate information to the public. Political communication is any form of communication that involves political messages, political players, or anything related to authority, executive branch, or public policy. The percentage of Twitter users in Indonesia is increasing rapidly from year to year, along with the increase in social media users. Even 6.43 million users, or around 52% of all social media users in Indonesia, were Twitter users in 2019. The holding of elections is an important moment in the democratic process in Indonesia. This research looks at existing communication patterns between exhibitionists and the public in conveying information about the communication patterns of the three 2024-2029 presidential candidates through Twitter media. This research uses qualitative methods with a descriptive approach to data analysis using NVivo Plus 12 software, starting with data input through the NCapture Nvivo feature on the official accounts of the three presidential candidates @aniesbaswedan, @ganjarpranowo, and @prabowo, then coding, exploration, data visualization and, data presentation and conclusions. The result is that Ganjar Pranowo is the most active presidential candidate on Twitter social media compared to Anies Baswedan and Prabowo Subianto, with a percentage of 9.15% in the April-June 2023 quarter.

**Keywords:** Election 2024, Indonesia Candidate President, Twitter, Communication Model, Social Media

## Introduction

The development of technology and information is marked by the emergence of various media that provide a wider space for interaction between humans in cyberspace. Marshall McLuhan described technological progress as creating a "global village" where the boundaries of space and time are no longer relevant (Baran, 2015). In the context of election contestation at both the regional and provincial levels, the world of communication and media has a significant role. (Azka et al., 2023)

According to Harold Lasswell, communication is a process that explains "who," "says what," "with what media," "to whom," and "with what effect" or "what result" with a deliberate and purposeful effort. This communication model sees that a communication process always has an effect or influence. Harold Lasswell's model stimulates much communication research, especially in mass and political communication. (Abdillah et al., 2023)

Social media is a means that can be used for the dissemination of public information,

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Twitter users have increased more than ten times in the last six years. (Statista, 2021) Indonesia is the country with the third-largest active Twitter users in the world. The Statista release stated that active Indonesian Twitter users as of May 2016 reached 24.34 million. (Habibullah et al., 2023; Katadata, 2018).

The use of Twitter and social media is very influential in various aspects. (Flamino et al., 2023) Analyze changes in the Twitter news media landscape between the 2016 and 2020 U.S. presidential elections. Identify influencers with users who spread news or information through social media (Twitter). There was a significant change between the presidential elections in 2016 and 2020 because the increase in Twitter users and influencers spreading news or information can impact the curiosity of Twitter users to discover the development of the presidential election in the United States. In addition, Twitter can make it easier to find and see an increase or decrease in falsification of information with the many retweets of Twitter users.

The spread of political information is difficult to track with traditional surveys and voting data with no relational measure. The increasing reliance on social media for political communication opens up unprecedented opportunities to study the spread of political information and misinformation. Therefore, politicians must also find the right strategy to increase popularity and electability. One way that can be used is using social media (Muksin et al., 2023).

The influence of social media on political communication in everyday life is very strong because, in its activities, humans always communicate and interact with other humans (Indra & Wahid, 2021). Communication skills are an individual's

ability to communicate, such as reading, writing, speaking, listening, and so on. (Permadi & Habibullah, 2022). In everyday conversation, it cannot be separated from political discussions, from conversations about food prices, fuel, and government issues. Political communication is a dynamic element that determines socialization and political partisanship; this is the pattern of behavior of political people themselves. Political communication is the delivery of messages directed at achievers and influencers so that all communication activities problems can bind all group elements. According to political communication, it is communication that involves political messages and political actors or is related to power, government, and government policies. With this understanding, as an applied science, political communication is nothing new. Political communication can also be understood as communication between "the governing" and "the governed." (Hafsi, 2019; Muslimin, 2020)

An honest and fair election is the foundation for democracy (Rantau, 2019; Wicaksana Sarana Komunikasi Dosen Dan Mahasiswa & Krismiarsi, 2023). In order to ensure the smooth running of the electoral process, it is necessary to strengthen fundamental laws that can provide comprehensive protection to voters against fear, danger, irregularity, fraud, and other fraudulent practices that may occur intentionally or unintentionally during the election process. (Wahyuni, 2019; Widianingsih, 2017).

The holding of elections is an important moment in the democratic process in Indonesia. Regular elections have been taking place in Indonesia for some time now. Because of the importance of elections, all kinds of

violations that hinder the achievement of the objectives of the election itself must be prevented during elections. (Askar Nur, 2020; Hannan, 2022) The international community accepts fifteen electoral standards.

These standards include, among others (Anistiawati, 2021; Putri, 2015):

1. Structuring the legal framework,
2. Electoral system,
3. Determination of constituencies and electoral units,
4. The right to vote and be elected,
5. Election organizing institutions,
6. Voter registration and voter lists
7. Access to votes for political parties and candidates,
8. Democratic election campaign,
9. Access to the media, information disclosure, and freedom of opinion,
10. Campaign finance and campaign finance,
11. Voting
12. Vote counting and tabulation,
13. The role of representation of political parties and candidates,
14. Election monitor,
15. Election compliance and law enforcement.

Social media can produce text, video, or audio. As well as research conducted by Redi Panuju in 2023 entitled "Indonesian Politics Podcast: Efforts to Find 2024 Indonesian Presidential Candidates," which describes how to find 2024 Indonesian presidential candidates using podcast techniques (Panuju, 2023). This podcast is done both through television broadcasts and YouTube platforms. Podcasts are basically in the form of questions and answers or talks. It leads to public opinions about the presidential candidates discussed in the podcast. With this podcast technique carried out through four podcasts of the production of shows on private TV

stations and four podcasts about individual presidential elections through YouTube, the most discussed names are Prabowo Subianto, Ganjar Pranowo, and Anies Baswedan.

Now is a crucial year when political actors are preparing for the 2024 elections (Amir, 2020; Barokah et al., 2022). Based on the results of the presidential candidate electability survey published by various sources that pocketed three main names (Prabowo Subianto, Anies Baswedan, and Ganjar Pranowo), it can be seen that the 2024 election will reap competition and political contestation will heat up. These three candidates are predicted to use populism to win elections.

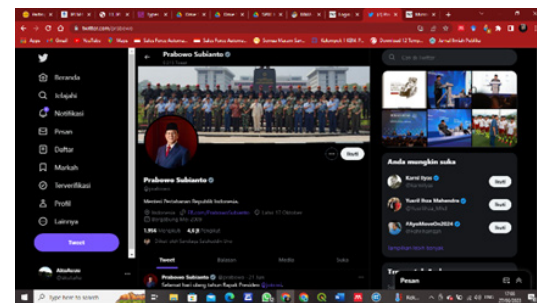
In a study conducted by Artha Dini Akmal et al. in 2022 entitled "Twitter Public Opinion of Candidates for the 2024 Republic of Indonesia Presidential Candidates," the authors looked at the opinions of the public about presidential candidates by looking at sentimental aspects both positive, negative, and neutral (Akmal et al., 2022). People today are very enthusiastic about political discussions, especially in critical election times like now. It will be very easy to get heated between supporters of various personal presidential candidates. Twitter is the easiest platform to raise personal and specific issues in the political world by including hashtags. The results of this study show that the community pays a lot of attention to Ganjar Pranowo and Prabowo Subianto in responding to preparations and discussions from various parties in rumors as candidates for the 2024–2029 presidential period. Unfortunately, the sentiment that arises towards Ganjar Pranowo is negative, which means that it describes many people who discuss Ganjar Pranowo on Twitter from



the negative side. As for Prabowo, Subianto is more neutral, because it is shown by the existence of a Twitter account from Prabowo, which the public considers to be neutral.

Prabowo Subianto, known for "siding" with farmers, fishermen, and other small workers, will again play his narrative. Anies Baswedan, who won the DKI Jakarta Governor Election by cooperating with the 212 Movement to defeat Basuki Tjahaja Purnama, can be predicted to carry out the same strategy. Finally, Ganjar Pranowo, known to be close to "small people," such as businessmen, tends to have the same leadership style as Joko Widodo. (Nur Budiman et al., 2022).

Some of these names are proclaimed to run as presidential candidates in the 2024 election, including Anies Baswedan, Ganjar Pranowo, and Prabowo Subianto. To see data from the communication model of presidential candidates taken from social media, the author uses one social media, namely Twitter.



@prabowo

Sources: Twitter.com, 2023

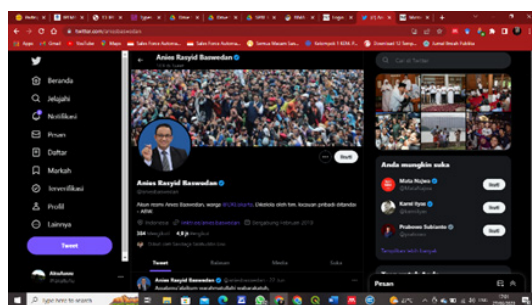
Figure 2. Image of official account from @aniesbaswedan, @ganjarpranowo and @prabowo

Through the official accounts of the three candidates, namely @aniesbaswedan, @ganjarpranowo, and @prabowo, as shown in Figure 2, researchers tried to analyze how active the Twitter social media accounts ahead of the 2024 election were by using hashtags (#) to create trends on social media.

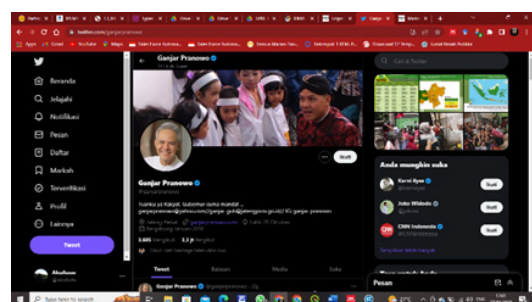
## Method

This study uses qualitative research methods with a descriptive approach (Yusanto, 2019) to find government communication patterns in conveying election information. The qualitative researcher seeks a deep understanding of a phenomenon, fact, or reality. Facts, realities, problems, symptoms, and events can only be understood if researchers explore them deeply and are not limited to superficial views. The process of searching for initial data from the official Twitter account of the three prospective candidates, namely @aniesbaswedan, @ganjarpranowo, and @prabowo,

This research has two types of data: primary and secondary. (Sugiyono, 2018) secondary data from journal articles and some supporting documents. At the same time, primary data is obtained from @aniesbaswedan, @ganjarpranowo, and @



@aniesbaswedan



@ganjarpranowo

prabowo Twitter accounts. NVivo 12 Plus application tool is used to explore these Twitter accounts. NVivo has features allowing users to analyze qualitative research and mixed methods and import multi-media files (Edwards-Jones, 2014) for the data analysis process, going through several stages, from data input to withdrawal conclusion.

## Result and Analysis

Indonesia is now 77 years old, and its people and the country are growing. This development also follows technological developments, especially digital technology. The use of social media in government is also needed, considering that people are now more active and seek more information through social media. Twitter is one of the most popular social media platforms adopted by the government to help spread government information. It is also because the number of Twitter users increases yearly. (Suparto & Habibullah, 2021)

With its latest features, Twitter's social media increasingly adds to the community's appeal and can be explored further and wider for its users. The trending topic feature makes it very easy to find out what other users talk about the most, makes it easier to get information without having to search independently, and makes users not leave behind the latest information.



Source: data processed by researchers using the Nvivo application, 2023

Figure 3. Text Search Query account @aniesbaswedan, @ganjarpranowo and @prabowo

It can be seen from Figure 3 that with the keyword "candidate," these three prospective candidates only had a little discussion about the presidential candidates on their respective Twitter accounts. The data was taken and analyzed based on tweets from each presidential candidate, namely @aniesbaswedan, @ganjarpranowo, and @prabowo.

By quoting presidential candidates' sentences, as many as 13 tweets in the form of sentences lead to each candidate. These many quotes illustrate how candidates use "candidate" in their tweets. Not only tweets that the candidate has, but they can also come from retweets taken by candidates to be discussed on Twitter and developed or commented on by his followers. For example, one tweet from the account @aniesbaswedan, namely: "Sejumlah pertanyaan2 tajam dari Andy F Noya kepada @aniesbaswedan mulai dari kasus formula E, waktu menjabat sebagai Gubernur DKI, "penjegalan" menjadi Capres serta isu2 lainnya. Simak Double Check Minggu 18/06/23 Pkl.21.05 wib @Metro\_TV <https://t.co/XpkECaiiow>".

The main purpose of using social media is the wide dissemination of information, and its use is influenced by the leadership style of leaders in organizations, which is very important in the organizational cycle and comfort for working employees. (Rahmi et al., 2020). Social media is just a tool that can be used to spread information from one user to another. The dissemination of information on Twitter can be easily disseminated and easily searched by using hashtags (#). This hashtag and tweets from each account can provide analysis results for looking for trends being discussed by the community.

The *word frequency* in the Nvivo 12 Plus feature makes it possible to see what words appear most often on account tweets. This is intended to show what Twitter account interactions often appear, which can indicate an issue is very important and should be given special attention. To search for or see frequently popped words using hashtags or **hashtags (#)**, this can also be used as a tag to increase reach or create a specific issue.



@aniesbaswedan



@ganjarpranowo



@prabowo

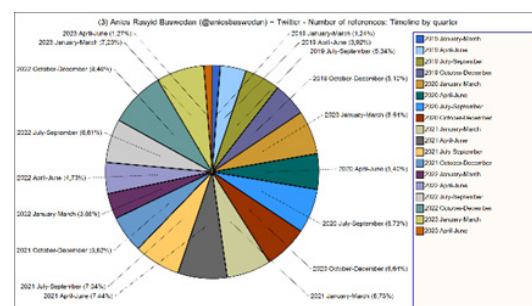
Source: data processed by researchers using the Nvivo application, 2023

Figure 4. Word Cloud of three presidential candidates on Twitter

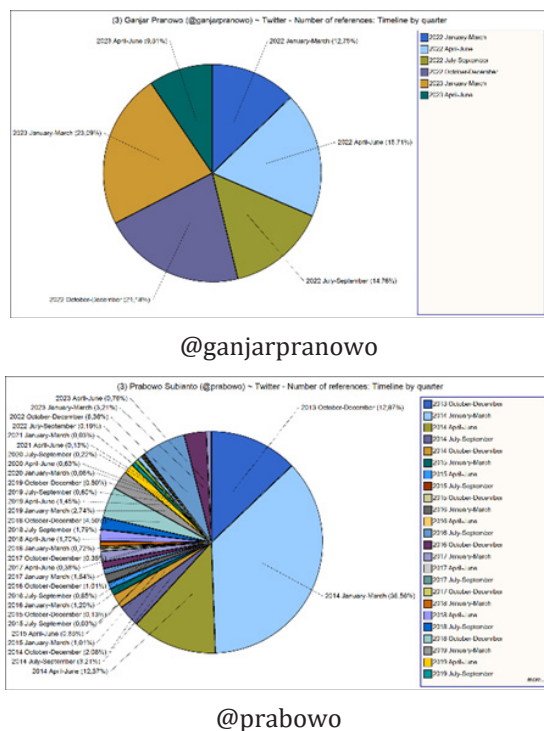
The existence of hashtags, or hashtags (#), can make certain issues quickly spread and enter the conversations of other Twitter users. Figure 4 shows that @aniesbaswedan talks the most about Jakarta on Twitter accounts. Jakarta is a province that Anies Baswedan has led for five years, which makes the most hashtags from Anies Baswedan mention "Jakarta" as the most frequently used hashtag.

In @ganjarpranowo talking about Central Java, this is related to its leadership to date. Ganjar Pranowo, who served for two terms, is active on social media. Even Gnjar also has its own provisions or rules in Central Java Province for officials who serve within the province to always be active on social media to respond well to the community.

While @prabowo tweeted the most about @gerindra, Prabowo, who incidentally has never led in any region, of course, the tweets on his social media accounts contain very political content. As illustrated in Prabowo Subianto's word cloud, the most frequently used word is Geridnra, where Gerindra is the party currently led by him. Hashtags is intended to greet other users so that the information disseminated can be easily and quickly seen by other users if they use the same hashtag.



@aniesbaswedan



Source: data processed by researchers using the Nvivo application, 2023

Figure 5. The interaction of each presidential candidate's account with other accounts in tweets

Figure 5 shows the three most active Twitter accounts lately, the @aniesbaswedan account. This @aniesbaswedan account started in 2019, while @ganjarpranowo only started to look active in 2022. Unlike the two presidential candidates, @prabowo has had an active Twitter account since 2013. For the April-June 2023 quarter, the largest percentage of @ganjarpranowo accounts is 9.15%.

The activeness of each account is also a reinforcement of the community in assessing the modernization of the prospective presidential candidates in communicating with the community. Currently, presidential candidates on social media will easily interact with the community and express sympathy for it. In 2023, the @ganjarpranowo account will be most active through tweets and retweets. This activity supports his existence

in preparing himself to seek votes and community members to support him in the election of presidential candidates for the 2024–2029 period.

This model of active communication in social media, especially Twitter, does not rule out the possibility of getting a lot of support from the community if the tweets or retweets on the account contain positive things and follow the community's needs. Political games that are not too highlighted by carrying the name of parties or other political figures will have two impacts, namely reducing and increasing their existence in the eyes of the public. The public thinks that if one of the visible presidential candidates can stand without the name of his party, then the presidential candidate can stand on his own two feet, looking independent with the power of his existence on social media. However, not involving other parties and political figures can lead to the thought that the presidential candidate is very confident and as if he appeared not on behalf of the party, even though in Indonesia, to be able to become a presidential candidate, he must be proposed by various parties.

With this, for Anies Baswedan and Prabowo Subianto to get more sympathy from the community, they must be able to continue to be active in using social media, especially Twitter. The higher the existence, the greater the hope of getting support from the community.

## Conclusion

Twitter social media during the current pandemic used by government agencies is a good step. Information dissemination can no longer only be done face-to-face but



takes advantage of advances in information communication technology. The existence of information shared via Twitter makes it not difficult for the public to access and get the latest information from the government.

The large number of followers on the accounts of the three presidential candidates will certainly have a major impact on disseminating information related to preparations for the 2024 election to the public. Social media users who are active and have interesting content are a form of withdrawal to see information that continues to be updated, including information on preparations for the 2024 election. Government agencies need consistency in uploading information. Social media is important to promote yourself as a presidential candidate. Support from other accounts to share information makes it easier for people to access elections.

The advantage of this research is that it has used analytical techniques that have taken advantage of technological advances in searching for data sources and processing data. Apart from that, this research was created by currently developing and renewable issues. The weakness of this research is that it does not include the contents of the tweets and retweets of each of the three presidential candidates. Future researchers can focus more deeply on analyzing the social media content of each presidential candidate.

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