

## Digital Campaign 2024: Exploration of Political Party Social Media Content in General Elections

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### ABSTRACT

This research aims to analyze social media content as political communication used by political parties in Indonesia in delivering messages to the public through social media. The method used in this research is qualitative with data taken from the social media content of political parties and analyzed using the content analysis method with the help of NVivo 12 Plus software. The research findings show the dominance of Core Argument or the use of logical arguments, facts, data, and rational reasoning in the social media content of political parties. However, other elements such as Emotional Quality and Communicative Ideology are also found in significant portions. The results of thematic analysis reveal that Core Argument dominates with 48%, followed by Emotional Quality at 35%, and Communicative Ideology at 17%. These findings confirm the efforts of political parties to build credibility and public trust by presenting factual and rational information on social media. However, they also do not ignore the importance of building emotional connections with audiences and conveying certain ideologies or narratives in their political communications.

**Keywords:** Content Analysis, Social Media, Political Party, Digital Campaign

## INTRODUCTION

Elections are a key foundation of a healthy democratic system, as they are not only a mechanism to elect leaders and representatives of the people, but also serve as a tool to measure the legitimacy of the government. The process plays a strategic role in building people's trust in state institutions, by giving individuals the opportunity to participate in political decision-making (Bachtiar, 2014; Qibthia, 2014). Elections are an important mechanism in a democracy that allows people to choose leaders and representatives to run the government. The process gives citizens the right to participate in decision-making, strengthens government legitimacy and increases political accountability. In the digital age, social media plays a role in elections, facilitating the dissemination of information, increasing voter participation, and providing direct access for candidates to reach out to the public (Adinugroho et al., 2019; Majid, 2023).

In an ever-evolving era, social media has emerged as a major platform for communication, significantly changing people's attitudes and shaping public opinion. The increasing connectedness of our society has increased interest in the study of digital campaigns. The evolution of political and communication dynamics in the digital age encourages a deeper understanding of how information technology is used to enhance images, convey messages and garner voter support. One form of digitalization of political campaigns is using social media as a political campaign tool (Sartikasari et al., 2021).

Social media, in the modern context, is not just a platform where individuals interact and share information, but can also be considered a public space that creates a democratic dimension of civic space in the virtual realm. On the one hand, social media becomes an open stage where public participation can flourish, allowing people to engage in dialog, share opinions, and access information easily (Farid, 2023; Saud et al., 2020).

However, the role of social media is not limited to this function. Furthermore, social media has the ability to portray and voice individual interests behind the scenes. Each individual can use social media as a tool to campaign for their personal or group interests. Social media is not only a medium for participation, but it also allows individuals to become pioneers or voice-raisers for issues that they consider important. (Siregar, 2022).

The dual role of social media creates a dynamic ecosystem, where public participation can grow in line with the diversity of voices and interests represented (Zuhdi, 2020). Social media, in this case, is not only a medium for open dialogue, but also a strategic platform where political parties can easily disseminate information about their organizational activities. The ability of social media to reach and connect with voters directly opens up new opportunities for political parties to be more effective and efficient in conveying their ideology to the public (Priadji & Rusadi, 2023). Through social media, political parties can disseminate information quickly and widely, covering all aspects of party activities, the latest updates, and communicating their goals and values. In addition, social media platforms allow political parties to shape more personalized and in-depth narratives, strengthen relationships with voters, and respond quickly to emerging issues (Angela, 2023). In this way, social media is not only a channel for conveying information, but also a tool for building a political party's identity and expanding the reach of its impact in the digital community.

The importance of the role of social media for political parties lies not only in its ability to disseminate information massively, but also in its potential to shape public perception and opinion (Benthaus et al., 2016; Kruse et al., 2018). By continuing to optimize the use of social media, political parties can foster more active public engagement, support transparency, and form a positive image in the eyes of voters. In addition, political parties can also utilize social media as a tool to listen and respond to the aspirations of the community, creating two-way interactions that strengthen political engagement in the community (Pasinringi & Bahri, 2019). Thus, social media is not only a vehicle for delivering political party messages, but also a tool that opens the door for more meaningful public participation in modern political dynamics.

Political parties can strategically utilize social media to disseminate important information and effectively shape public perception and opinion. Through platforms such as Facebook, Twitter, Instagram, and YouTube, political parties can reach a wider audience, deliver campaign messages, explain work programs, and respond quickly to current issues (Dwitama et al., 2022). By utilizing social-media platforms, political parties can actively interact with the public, build a desired image, and influence voters' views and attitudes. Social media allows political parties to directly engage in public discussions, respond to current issues, and shape political narratives that fit their agenda. In addition, social media provides space for political parties to establish personal relationships with voters, create deeper engagement, and build supportive online communities. It is important for political parties to understand the full potential of social media and design effective strategies to optimize this role in shaping public opinion and support (Hariyanto et al., 2023).

Political parties should prioritize improving the quality of their communication on social media due to the importance of social media's position as the main means of communicating with the public in the current era. Social media serves as a platform that not only disseminates information, but also enables direct communication between political parties and the public. Improving communication on social media is crucial in this situation to foster intimacy with voters, address existing concerns, and foster positive perceptions that can influence public opinion and garner support. The capacity of political parties to effectively use and enhance communication on social media is critical in increasing community participation and fostering closer relationships with voters (Munzir, 2019).

Several studies have been conducted to prove that social media is an effective communication tool by political parties, Abdillah (2014) revealed that social media has proven itself as an effective tool in current and future political campaigns. It was found that social media is able to reach voters and supporters directly, become a channel where political parties can display their logos or icons, and play a significant role in quick count results. The findings suggest that political parties that integrate social media as part of their campaigns have an advantage in winning legislative elections. Then, Stieglitz & Dang-Xuan (2013) found that social media can be a political communication tool and moreover can be a political marketing tool. Other research shows that social media has benefits in public communication, but it still has many so it has not been able to replace traditional media in developing countries (Gyampo, 2017).

Previous studies have been lacking in thoroughly investigating the extent to which political parties integrate political content on social media platforms to attract public interest. Therefore, this study aims to examine what political parties' content on social media looks like as a strategic tool for political communication. This research aims to uncover the social media content strategies used by political parties and analyze their influence on public perception and overall political dynamics. This research aims to provide valuable insights into the effectiveness of social media utilization by political parties in designing digital campaign strategies, especially

ahead of the 2024 elections. The study of parties' socio-political media tactics is expected to provide a useful understanding of the transformation of political campaigns in a digital framework, especially focusing on the 2024 elections. It is expected to make a major contribution to understanding the role of social media in the evolving technological landscape.

### RESEARCH METHOD

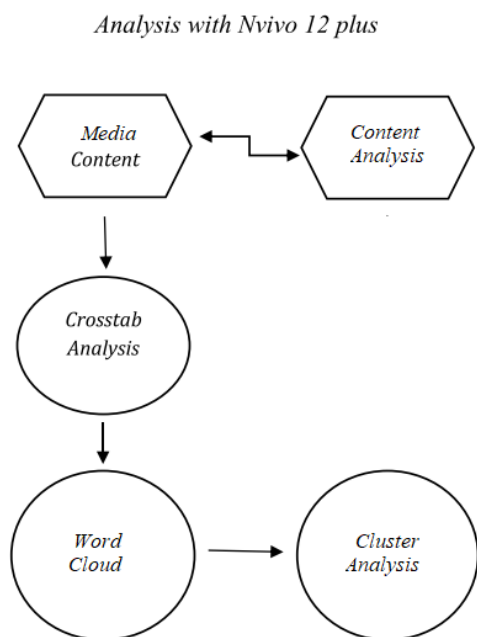
This research uses a qualitative method with a focus on analyzing the social media content of political parties. The data analyzed were taken from the official Instagram posts of political parties that managed to gain seats in the DPR RI in the 2024 general election. The data collection technique was carried out using purposive sampling, where only Instagram posts during the open campaign period were selected. Once the data is collected, NVivo software will be used to manage and analyze the text with predetermined analysis categories. The coding process will be conducted systematically, with sentiment analysis paying attention to keywords and phrases that reflect positive, negative or neutral sentiments. To ensure data validity, the analysis will be conducted independently by two or more researchers. Nvivo 12 plus analysis in this research uses crosstab analysis, Word Cloud and Cluster analysis features (Brandão, 2015). Crosstab analysis is used for the process of creating contingency tables from multivariate frequency distributions of variables, presented in matrix format. While word cloud to map the most frequently occurring and recurring words in the content to be analyzed. While Cluster Analysis is for visualizing patterns in the analysis content by grouping sources or nodes that have similar words in the data that has been collected (Brandão, 2015).

**Tabel 1. Official Instagram of political parties as a source of research data**

No	Partai Politik	Official Instagram	Account
1	Nadem	@official_nasdem	
2	Demokrat	@pddemokrat	
3	Gerindra	@gerindra	
4	PDIP	@pdiperjuangan	
5	PKB	@dpp_pkb	
6	PKS	@pk_sejahtera	
7	Golkar	@golkar.indonesia	
8	PAN	@amanatnasional	

Sumber : diolah peneliti, 2024

Figure 1. Data analysis technique



## RESULT AND DISCUSSION

Content analysis of political parties' social media posts explains how the substance of social media in disseminating information to the public. In today's digital era, social media has become the main channel for political parties to convey messages, campaign, and communicate with the public at large. Through social media content analysis, this research seeks to reveal how political parties utilize this platform in their political communication strategies.

Social media content analysis in this study was conducted using several sophisticated analysis features, namely Crosstab Query Analysis, Word Cloud, and Cluster Analysis. Crosstab Query Analysis allows researchers to see the relationship between various variables in social media posting data, such as content type, posting time, and user interaction. Thus, important patterns in political communication activities on social media can be identified.

### **Crosstab Analysis of Query on Political Party Social Media Content**

The social media content of political parties in Indonesia was analyzed using Crosstab analysis with the process of creating contingency tables from multivariate frequency distributions of variables, presented in graphical format. This research classifies the posts into three major indicators in accordance with the concept of political communication according to Aristotle, namely emotional quality, core argument, and communicative ideology (Hestianti et al., 2022; Hidayat, 2021). First, emotional quality refers to the extent to which political party social media posts contain elements that can evoke emotions or emotional reactions from the audience, either through the use of language, visuals, or other elements. Second, core argument refers to the use of facts, data, statistics, or logical reasoning delivered to support certain claims or positions in political communication. Third, communicative ideology analyzes whether the social media posts contain the application of the party's ideology as a democratic institution.

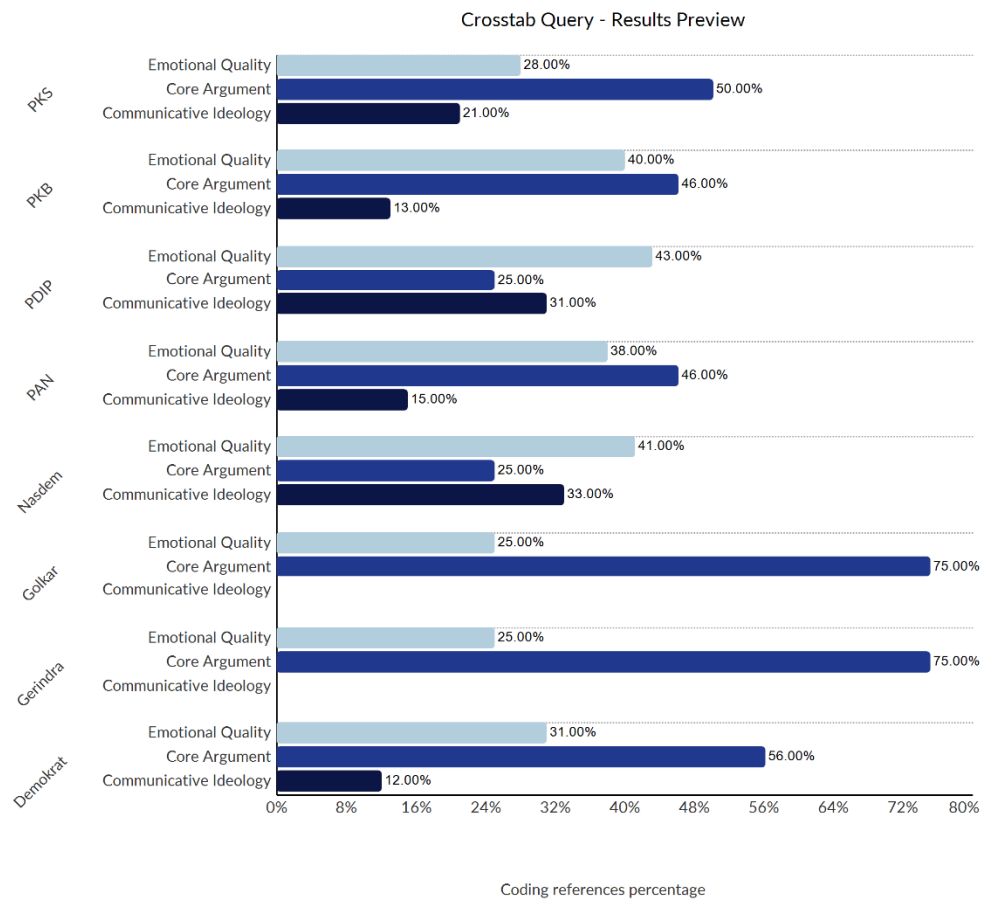


Figure 2. Crosstab query analysis of political party social media content

The research findings show that Core Argument or the use of core logical arguments is the most dominant element in the political communication of parties on social media. Overall, all political parties show a fairly high percentage of utilizing Core Argument in their posts. Gerindra Party and Golkar Party even topped the rankings with 75% of their content containing Core Argument. This figure indicates that both parties strongly emphasize the use of facts, data, statistics, and logical reasoning to support their claims or positions in communicating with the public through social media.

The dominant use of core arguments in the political communication of parties on social media indicates an effort to build credibility and convince the public by presenting factual and rational information (Muhammad & Pratiwi, 2015). This approach is in line with the concept of *logos* in Aristotle's rhetorical theory, which emphasizes the importance of logical arguments and strong evidence in the persuasion process.

The fact that Gerindra Party and Golkar Party topped the list in the use of Core Argument may reflect their communication strategies that seek to project an image of being rational, data-driven, and prioritizing logical arguments in conveying messages to the public. By prioritizing facts, data, and logical reasoning, these two parties are most likely attempting to increase trust and credibility in the eyes of voters.

On the other hand, the lower percentage of Core Argument use by other parties may indicate a more diverse communication strategy, where they rely more on other elements such as emotions or certain ideological approaches in delivering their political messages on social media. Nevertheless, the importance of Core Argument in political communication cannot be ignored, as logical arguments supported by strong evidence can provide a strong foundation for public trust in the message conveyed. Therefore, political parties need to consider the right balance between the use of Core Argument and other elements such as emotion or communicative ideology in their communication strategy on social media.

Meanwhile, in terms of evoking emotions or emotional reactions of the audience, there are significant variations among political parties. The NasDem and PDIP parties have the highest percentage in the use of emotional elements, at 41.67% and 43.75% respectively. This shows that these two parties utilize more emotional elements in their social media posts, either through the use of language, visuals, or other elements that can trigger emotional reactions from the audience. On the other hand, Gerindra Party and Golkar Party have the lowest percentage in the use of emotional quality, at 25%.

The significant variation in the use of emotional elements among the parties indicates the different communication strategies and approaches adopted. NasDem and PDIP, which dominate in the use of emotional elements in their social media content, seem to realize the importance of emotional aspects in attracting attention and building relationships with audiences.

This approach is in line with the concept of pathos in Aristotle's rhetorical theory (Aisyah, 2022; Dhia et al., 2021), which emphasizes the importance of evoking audience emotions to achieve effective persuasion. By using emotionally triggering language, emotionally appealing visuals, or other elements that can touch the emotional side of the audience, both parties seek to build a stronger and deeper connection with voters. On the other hand, the low percentage in the use of emotional elements by Gerindra Party and Golkar Party may indicate that they prefer to emphasize rational and logical aspects in their political communication on social media. This strategy is considered more appropriate to project an image as a serious, objective, and fact-based party. However, it should be noted that emotional elements still play an important role in political communication, as emotions can influence voters' perceptions, attitudes and decisions. Therefore, political parties need to consider the right balance between the use of logical arguments (core argument) and emotional elements in their communication strategies on social media.

In terms of communicative ideology used, NasDem and PDIP again occupy the top position with a percentage of 33.33% and 31.25% respectively. This indicates that these two parties more often use political communication approaches that are deliberative (persuading or opposing policies), forensic (indicting or defending), or ceremonial (praising or criticizing) in their social media posts. Meanwhile, Gerindra Party and Golkar Party do not have posts that fall into the communicative ideology category.

The fact that NasDem Party and PDIP occupy the top positions in the use of communicative ideology shows that these two parties more often adopt communication approaches that are persuasive, advocating, or celebrating/criticizing in their social media posts. This is in line with the deliberative approach, where they seek to persuade for or against certain policies, reflecting efforts to influence public opinion and shape people's perceptions of relevant political issues. Meanwhile, the forensic approach that indicts or defends a position reflects a strategy to build a narrative and position the party in the context of a particular debate or controversy. Finally, the ceremonial approach that praises or criticizes reflects efforts to build a



positive image of the party or question political opponents through praise or criticism conveyed in social media posts. The use of higher communicative ideology by NasDem and PDIP may indicate a more proactive and aggressive communication strategy in influencing public opinion, building political narratives, and positioning the party in a competitive political landscape.

On the other hand, the absence of posts categorized as communicative ideology from Gerindra Party and Golkar Party may reflect a more neutral communication approach or focus on delivering factual and rational information in their social media.

However, it should be noted that communicative ideology is an important aspect of political communication, especially in efforts to build relationships with voters, influence public opinion, and position the party in a particular context. Therefore, political parties need to consider using communicative Ideology balanced with core Argument and emotional Elements in their communication strategies on social media.

In general, the data shows that core Argument is the most dominant element in political communication on social media of political parties in Indonesia. However, there are differences in the use of emotional elements and communicative ideology among the parties, reflecting different communication strategies and approaches. These findings certainly emphasize how political parties utilize social media as a political communication channel, as well as the strategies and approaches they apply in delivering messages to the public through these digital platforms.

### Word Cloud Analysis on Political Party Social Media Content

The word cloud text analysis of political party posts on social media identifies the words that appear most frequently in a set of texts. The dominant words appearing in the captions of political party posts on social media are illustrated through word cloud visualizations in Figures 3, 4, 5, 6, 7, 8, 9, and 10. The larger the size of the letters in the word cloud, the more often the words appear in the collected tweets or posts. Word clouds are an effective visual representation to see patterns of frequently used words in a set of text. By analyzing the dominant words, we can get an idea of the main topics, issues of concern, or messages that political parties want to convey through their posts on social media.

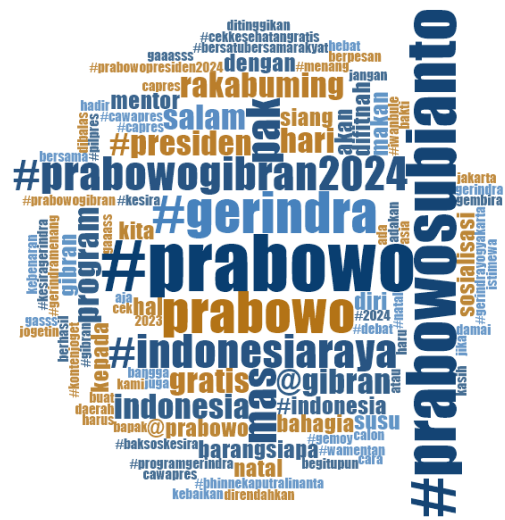


Figure 3. Word cloud instagram Demokrat     Figure 4. Word Cloud instagram Gerindra





Figure 5. Word cloud instagram Golkar



Figure 6. Word Cloud Instagram PAN

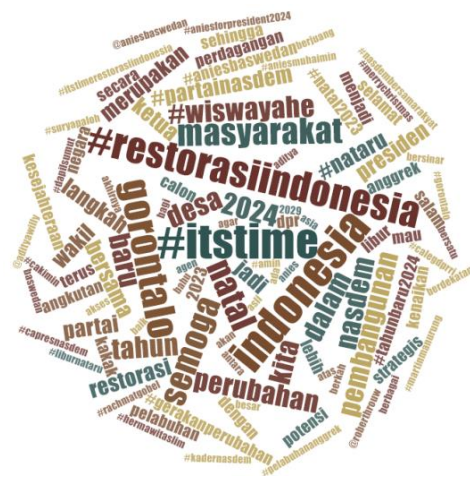


Figure 7. Word cloud instagram Nasdem



Figure 8. Word Cloud Instagram PDIP



Figure 9. Word cloud instagram PKB



Figure 10. Word Cloud instagramPKS

A wordcloud analysis of the Instagram posts of political parties in Indonesia reveals several strategies used in an effort to attract attention and convey messages to the public. In general, it appears that all parties utilize the use of hashtags in their posts to reinforce their identity and political messages. For example, the Democratic Party used #demokrats14p to create associations with democratic values and the younger generation, while Gerindra used #prabowo to reinforce the image of their Chairman. Golkar with #airlangahartarto focused on its senior figures, while PAN with #te12depan conveyed a commitment to better change. NasDem with #restorasiindonesia highlighted a national improvement agenda, PDIP with #ganjarpresiden reinforced support for their presidential candidate, PKB with #aminajadulu showed support for a kiai figure, and PKS with #pksmenangamin associated themselves with moderate Islamic values. The use of these specific hashtags helped the parties build strong associations with specific figures, issues or campaigns, and made it easier for the public to search and find related information easily.

In addition, the majority of parties also feature the names or social media accounts of certain figures in their posts. For example, the Democratic Party often mentions AHY (Agus Harimurti Yudoyono), who is the son of former President SBY, to attract the attention of young voters and increase the party's appeal. Gerindra uses Prabowo to reinforce the image of military and nationalist leadership. Golkar highlights Airlangga Hartarto to showcase his technocratic skills in economics. PAN draws on Zulkifli Hasan to show leadership experience in running the government. PDIP with Ganjar Pranowo presents the image of a progressive young leader, while PKB uses @cakiminnow (Muhaimin Iskandar) to show closeness to the santri and religious messages. This strategy reflects an attempt to capitalize on the popularity and influence of these figures in attracting voters' attention, building the party's image, and strengthening the impression that the party is a representation of figures known by the public.

However, there are also parties that choose to emphasize the collective identity of the party rather than highlighting certain individuals. NasDem, for example, often uses the word "Kakak" as a nickname for all cadres in the party, reflecting the spirit of kinship and togetherness among members. Meanwhile, PKS places more emphasis on the word "Family" to strengthen the party's sense of solidarity and internal integrity. This approach indicates an attempt to build a sense of identity and collective attachment among party cadres and supporters. By promoting the image of a united party, the parties seek to create strong emotional ties with their support base, thereby strengthening loyalty and commitment to the party.

### **Cluster Analysis of Political Party Social Media Content**

Visualization of content data with the Cluster Analysis method aims to group sources or nodes (nodes) that have similar words in political party post data on social media. This process is done by identifying similar attribute values or features from each data source, then encoding or grouping them based on similar themes. Cluster Analysis is a collection or large group (cluster) of political party social media content that has similar characteristics or patterns of words. Each of these clusters represents a particular topic, issue or narrative raised by political parties in their posts on social media.

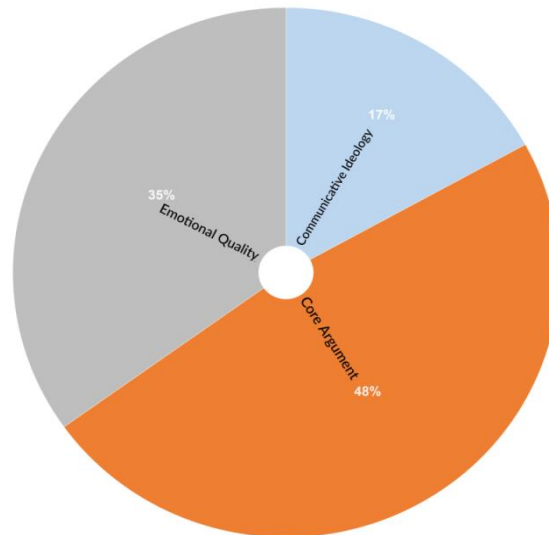


Figure 11. Cluster analysis konten media sosial partai politik di Indonesia

The findings from thematic cluster analysis using NVivo 12 Plus provide a more comprehensive picture of the social media content of political parties in Indonesia. The analysis revealed three major themes grouped based on Aristotle's concept of political communication, namely Emotional Quality, Core Argument, and Communicative Ideology. The results show that Core Argument dominates with 48% of the overall content, followed by Emotional Quality with 35%, and Communicative Ideology with 17%.

The dominance of core argument in the social media content of political parties confirms that they tend to emphasize rational aspects, facts, data, and logical reasoning in delivering messages to the public through digital platforms. This shows that political parties understand the importance of an evidence-based approach in influencing public opinion. By presenting arguments supported by concrete data and logical reasoning, political parties are trying to build credibility and trust in the eyes of voters.

Studies show that the use of social media by political parties often involves the dissemination of informative and fact-based content. For example, research Emily (2023) indicates that social media provides an opportunity for politicians, including newcomers, to spread their campaign messages at low cost, allowing them to compete more effectively in the political arena. In addition, analysis by Duggan & Smith, (2016) revealed that many social media users engage in political discussions that often include multiple perspectives, enriching public debates with diverse information.

The success of this strategy is also supported by the phenomenon of "hybrid media," where content from traditional media is integrated into social media campaigns to extend visibility and provide richer context for political messages (Paatelainen et al., 2021). This confirms that arguments backed by data and logic not only add credibility, but also increase voter appeal and understanding of the issues raised.

The 35% share of emotional elements in political parties' social media content indicates a significant effort to evoke emotional reactions from the audience. This strategy involves the use of language that can trigger emotions, emotionally appealing visuals, and other elements designed to touch people's emotional sides.

This approach is important because emotions play a crucial role in shaping perceptions and influencing voter decisions. According to research from (Ratnasari et al., 2020), content that focuses on emotional aspects tends to be shared more and get a higher response on social media compared to content that is informative only. This is because emotional content is better able to attract attention and build personal connections with the audience.

In addition, emotions can also strengthen memory and understanding of the message conveyed. Effective use of social media by political candidates often involves personal narratives and emotionally evocative elements to make candidates appear more human and relatable to voters (Sukmawati et al., 2022). For example, politicians who share personal stories or emotional moments in their campaigns can build a stronger affinity with voters, compared to simply delivering facts and data.

Porsi Ideologi komunikatif sebesar 17% dalam konten media sosial partai politik mencerminkan pendekatan yang bersifat deliberatif, forensik, atau seremonial. Hal ini menunjukkan bahwa partai politik menggunakan strategi komunikasi yang lebih berfokus pada aspek ideologis dan rasional dalam konten media sosial mereka.

The deliberative approach in political communication of political parties means that they seek to establish a broader dialogue and discussion with the public through social media. They use this strategy to increase public awareness and loyalty to their party, as well as to influence public opinion more effectively. Furthermore, the forensic approach in political communication of political parties means that they seek to establish credibility and honesty through a more professional and transparent appearance in social media content. They use this strategy to increase people's trust in their party and to reduce the negative stigma associated with political parties.

Then, the ceremonial approach in political communication of political parties means that they seek to build public awareness and loyalty through more formal and symbolic ceremonies and rituals. They use this strategy to increase public awareness of their party and to influence public opinion more effectively. By combining these three approaches, political parties seek to influence public opinion, strengthen their position, and increase their appeal amidst intense political competition (Aisyah, 2022).

The balance between the three elements of emotional elements, core arguments, and communicative ideology shows the adjustment of political parties to the characteristics of social media that allow for more diverse and multidimensional messaging. They not only use social media as a channel to convey factual information, but also utilize it to build narratives, touch the emotional side, and convey certain ideologies or political positions. Communicating effectively on social media, political parties need a comprehensive communication strategy that combines rational, emotional, and ideological communicative aspects. The right balance between these three elements can help increase the appeal, persuasion and effectiveness of messages delivered to the public through digital platforms.

## CONCLUSION

There are three main elements that political parties use as political communication strategies on social media, namely emotional elements, core arguments, and communicative ideology. Core argument is the dominant element in political communication, with parties such as Gerindra and Golkar emphasizing the use of facts, data, statistics, and logical reasoning in 75% of their content. This approach aims to build credibility and convince the public through the presentation of information supported by concrete evidence. The 35% share of emotional elements in political parties' social media content shows significant efforts to evoke emotional reactions from the audience. NasDem and PDIP parties have the highest percentage in the use of emotional elements, indicating that they use language, visuals or other elements designed to touch the emotional side of the public. On the other hand, communicative ideology which accounts for 17% of the overall content reflects the use of communication strategies that are deliberative, forensic or ceremonial in nature. NasDem and PDIP again occupy the top position in the use of this element, indicating that they more often use approaches that aim to persuade, advocate, or celebrate/criticize in their social media posts.

This research confirms that political parties in Indonesia utilize social media not only to convey factual information, but also to build strong emotional and ideological narratives. The balance between the use of core arguments, emotional elements, and communicative ideology in social media content shows political parties' understanding of the importance of a multidimensional approach in effective political communication.

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