

POLITICAL COMMUNICATION STRATEGY OF THE PARTAI KEADILAN SEJAHTERA (PKS) ON SOCIAL MEDIA INSTAGRAM @PK_SEJAHTERA AGAINST ANIES BASWEDAN IN THE 2024 PRESIDENTIAL ELECTION

Hana Radifa ^{a*)}, Muhammad Prakoso Aji^{a)}

^{a)} Universitas Pembangunan Negeri Veteran, Jakarta, Indonesia

^{*)}Corresponding Author: hana.radifa3@gmail.com

Article history: received 20 November 2024; revised 24 November 2024; accepted 24 December 2024

DOI: <https://doi.org/10.33751/jhss.v8i3.11196>

Abstract. This study aims to analyze the political communication strategy of the Prosperous Justice Party (PKS) through Instagram social media in increasing Anies Baswedan's popularity in the 2024 Presidential Election. Using a qualitative research method based on netnography, data was obtained through observation of PKS's official Instagram account, semi-structured interviews, and sentiment analysis using the RapidMiner application. The results showed that PKS utilized Instagram to build Anies Baswedan's political image by uploading content based on relevant issues, narratives of change, and consistent use of hashtags. Sentiment analysis shows that the majority of comments are positive, reflecting the success of PKS's digital communication strategy. However, popularity on social media does not fully reflect electability in a national context, especially with the challenges of limited reach to rural voters and limited campaign funds. This research underscores the importance of integrating digital communication strategies with traditional approaches to strengthen candidate electability across different voter segments.

Keywords: political communication; political branding; election; social media

I. INTRODUCTION

The pervasive influence of social media has sparked debates about its wider impact on society, culture and individual well-being. Communication is now heavily influenced by the presence of social media, from traditional face-to-face interactions to digital exchanges characterized by brevity and real-time. Social media has changed the way people get information, communicate and interact, including in politics.

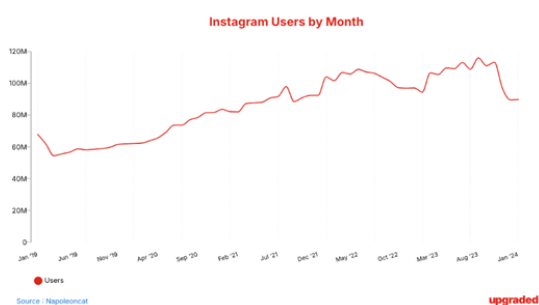


Figure 1. Instagram Users by Month in Indonesia

Platforms such as Instagram, with 90,183,200 users in Indonesia (NapoleonCat, 2024), have become the main tool for building political narratives and communication, especially among the younger generation, which is then utilized by PKS in increasing the popularity and electability

of their candidates by uploading visual-based content, such as photos, videos and infographics. [1]



Figure 2. Permanent voter data for the 2024 election

The use of social media in political communication provides greater speed and reach than traditional methods. With 52% of voters in the 2024 election coming from the younger generation [2], Instagram is an important medium to convey messages that are relevant to Anies Baswedan's narrative of change.

PKS Instagram account, @pk_sejahtera, has (*followers*) as many as 415 thousand, following 126 and the number of posts is 7,710 posts. Where some posts in PKS social media accounts have posts related to Anies Baswedan. As in the picture above, one of which uploads content that includes a declaration of support for Anies and a consistent narrative of change through hashtags such as #PKSMenangAniesPresiden and #PKSPembelaRakyat.

These contents aim to attract audience attention, build a positive image, and reach out to young voters who dominate the permanent voter list (DPT).

The 2024 presidential election is not just a mere contestation, but many sides can be seen from the parties involved, such as how political campaigns are carried out to support the candidates that political parties propose [3]. Anies Baswedan, who is a former Governor of DKI Jakarta, is one of the strong candidates in the 2024 Presidential Election. His popularity and experience in government are added values that can be utilized by PKS, which is known to have a solid base of supporters, can utilize Instagram social media to build effective political communication.

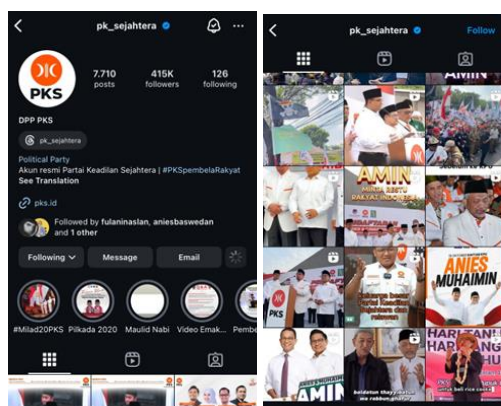


Figure 3. Social Media Account of Partai Keadilan Sejahtera (PKS)

	Sebelum Pilpres 2024	Sesudah Pilpres 2024
Followers	6,000,000 pengguna	7,500,000 pengguna
Following	-	198
Postingan	4.826	5.765

Figure 4. Tabel of Data Information About Instagram @aniesbaswedan

In October 2023 Anies Baswedan's social media Instagram account had approximately 6 million followers, which out of the three Presidential Candidates, Anies Baswedan occupied the last position with the least Instagram followers [4]. This increase is one of the real assumptions of Anies Baswedan's increasing popularity, especially on Instagram social media, which can then be proven by conducting this research.

II. RESEARCH METHODS

This research uses a qualitative approach with the netnography method, which is designed to study cultures and communities on digital platforms [5]. Netnography allows non-participant observation of digital activities, thus providing deep insights without affecting the natural behavior of the audience [6]. In the context of this research, PKS's Instagram account, @pk_sejahtera, became the main object to

understand the party's political communication strategy towards Anies Baswedan.

Primary data was obtained through semi-structured interviews with six resource persons, including PKS members, political observers, and Instagram audiences who support Anies. Secondary data includes PKS Instagram posts and other supporting documents, such as account engagement data. From the data, the engagement rate of the @pk_sejahtera account reached 65,103 accounts in 4 months, with 44.7% coming from followers and 55.3% from non-follower audiences. The researcher also used the RapidMiner application to analyze the sentiment of comments on posts related to Anies Baswedan, resulting in 223 positive comments, 14 negative comments, and 15 neutral comments. Other data collection techniques included observation of Instagram posts, interviews with resource persons, digital field notes, and literature study [7]. Observations were made of content such as declaration photos, campaign videos, and interactive reels uploaded on the @pk_sejahtera account. This technique helps researchers understand how PKS utilizes visual elements to build Anies's image [7].



Figure 5. Steps for Conducting Research Using The Netnography Method

Steps in the netnography method include study planning, identification of digital communities, data collection, analysis, and interpretation [6]. Digital field notes were used to record observations during the study, while interviews provided additional perspectives on PKS's communication strategy. Literature review was also used to understand the theoretical context and relevance of previous research [5]. This research uses thematic analysis to identify patterns in PKS Instagram content. The results of observations and interviews were linked to Richard M. Perloff's theory of political communication and Bruce I. Neumann's political branding to evaluate the effectiveness of PKS's communication strategy. Neumann to evaluate the effectiveness of PKS's digital communication strategy. This approach provides a comprehensive picture of how PKS builds Anies' image through social media.

III. RESULT AND DISCUSSION

The Prosperous Justice Party (PKS) as one of the political parties supporting Anies Baswedan's candidacy in the 2024 presidential election faces challenges to increase the popularity and electability of the candidate. Social media, which is one of the main tools in conducting political

communication, especially in the era of the 2024 Presidential Election, is characterized by intense competition between candidates and political parties to appear superior [8]. Instagram is a visual-based platform with more than 90 million active users in Indonesia [9], Instagram offers a great opportunity for political parties to utilize it to reach a wider audience. PKS can utilize Instagram as one of the media in building a strong political image while supporting Anies Baswedan's candidacy in the 2024 presidential election.



Figure 6. Instagram Post

One of the uses of Instagram social media carried out by PKS is to provide information to the audience that PKS has given Anies Baswedan a mandate to become a 2024 presidential candidate based on the decision of the 8th Shura Council deliberation. This is stated in the caption in the post above which is accompanied by the use of #pksmenanganiespresiden #PKSpembelaRakyat and #PKS. The upload is also intended to socialize to the public that PKS has supported and given a mandate to Anies Baswedan in the 2024 presidential election. This post received 5,086 likes and 58 comments, which is still relatively low to get a wider reach.



Figure 7. Instagram Post

This post explained that PKS President Ahmad Syaikhul Mubtadi received the arrival of Anies Baswedan and Cak Imin to the PKS DPP Office along with the supporting parties, namely PKB and Nasdem. The use of hashtags in this post is also still consistent, namely by using the hashtags

#pksmenanganiespresiden #PKSpembelaRakyat and #PKS. The consistency in the use of these hashtags allows for a wider audience, this is because the audience will find it easier to see information related to Anies Baswedan, this can then be strengthened by the following data regarding engaged accounts on the @pk_sejahtera Instagram account.

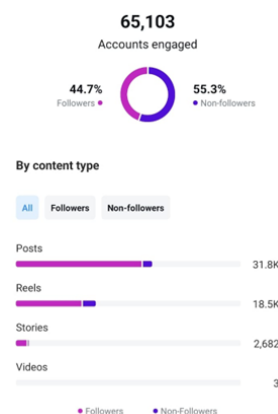


Figure 8. Data Engagement Instagram @pk_sejahtera

Based on data obtained through the DPP PKS Social Media Team, accounts engaged on the @pk_sejahtera Instagram account amounted to 65,103 accounts, consisting of 44.7% from followers and 55.3% from non-followers for the total amount in a period of 4 months. This can be evidence that the use of hashtags can reach a wider audience, such as audiences who are not followers of @pk_sejahtera Instagram. Meanwhile, if it is specified again based on the type of content, the percentage of accounts is more dominated by followers. PKS is one of the parties that is adaptive to technological developments, especially in the use of social media in political contestation. The same thing was also said by Prof. Firman Noor, MA, PhD through interviews conducted [10]. The cadres owned by PKS are also fairly young, which makes one of the reasons that PKS utilizes social media for political contestation. The existence of habits that have been done since long ago, allows PKS to encourage public understanding of Anies Baswedan's figure on social media. This is also what makes the constituency build up against PKS cadres, which then makes the highest number of votes given by PKS cadres themselves. Usamah Abdul Aziz, as the Spokesperson for the AMIN Youth Team / Founder @Ubahbareng, gave a similar statement regarding the high votes obtained by Anies Baswedan in the PKS constituency in the 2024 presidential election [11].

PKS uploads visual content such as infographics and short videos to be able to promote their programs and support for Anies Baswedan. Infographic content that contains Anies' vision of change. Baswedan juga menjadi salah satu hal yang bisa memberikan efek terhadap citra yang diciptakan. It can be seen that the posts uploaded by PKS related to Anies Baswedan are very diverse. Points about popular issues are also added in the posts. Then, the commitments made by Anies Baswedan can be seen clearly and are very relevant to the issues that are currently hot in the community. The use of

these contents can give a good view of Anies Baswedan, who is considered aware of important issues that are happening in the community. The delivery of political messages on the @pk_sejahtera account can be a differentiator between other candidates and Anies Baswedan, creating a positive political image, building relationships between candidates, parties and voters. The use of the above content is intended to make Anies Baswedan or PKS easily remembered by the public.



Figure 10. Instagram Posts of PKS

Based on the analysis conducted using the netnography research method, PKS successfully utilized Instagram to build a positive image of Anies Baswedan through visual-based content. The most prominent upload is PKS's official declaration of Anies as a presidential candidate, which uses consistent hashtags such as #PKSMenangAniesPresiden.

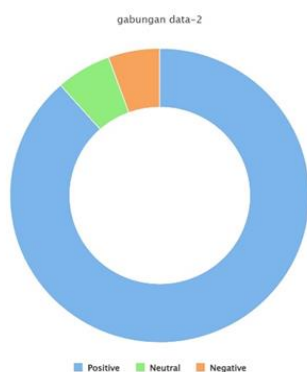


Figure 11. Sentiment results on posts related to Anies Baswedan

The image is the result of sentiment towards posts related to Anies Baswedan. Based on the data collected, there were 223 comments with positive sentiments, 14 comments with negative sentiments and 15 comments with neutral sentiments. Thus, when associated with the theory of political communication by Perloff, which states that one of the important aspects of creating political communication is the audience response. In relation to this data, it can be said that the response given by the audience to Anies Baswedan is positive and political communication is running smoothly.

Newman [12] in *"The Marketing of the President"* explains that political branding adopts marketing principles in building a candidate's image. The main elements of this theory include:

a. *Market Segmentation*

Newman explains the importance of dividing voters into segments based on their characteristics, needs and values. This strategy aims to enable candidates to deliver relevant messages to each group. [12]

PKS targets the younger generation through Instagram. However, analysis shows that limited digital access by rural voters reduces the effectiveness of this strategy. Newman also mentioned the importance of balancing approaches to reach a wider audience.

b. *Candidate Positioning*

Newman emphasizes the importance of creating a unique and relevant position for candidates in the eyes of voters [12]. This involves establishing an image that is consistent and distinct from political opponents. The positioning of Anies Baswedan as a symbol of "change" became the core of the branding strategy. Based on the analysis conducted, it shows that although this narrative of change is used, the positioning is less effective in reaching the wider community, especially voters in rural areas where access to technology is poor.

c. *Brand Consistency*

Political campaigns require consistency in messages, visuals, and narratives delivered through various platforms [12]. In this analysis, PKS used hashtags such as #PKSMenangAniesPresiden and consistent visual content, such as short videos and infographics, to promote Anies. Although successful in building engagement on Instagram, this reach is not strong enough to support victory in the 2024 presidential election.

d. *Relevant Narrative*

Candidates must carry a narrative that suits the needs and aspirations of voters. The existence of a narrative by PKS such as the narrative of change and justice through their Instagram content cannot be one of the key roles that can win Anies Baswedan in the 2024 presidential election. This narrative failed to provide broad enough appeal beyond social media, mainly due to limited campaign resources and the challenge of politicizing social programs by political opponents..

e. *Visual and Digital Communication*

Newman emphasizes the importance of visualization and digital interaction in modern campaigns [12]. In this aspect PKS has implemented it well, this can be seen from PKS using Instagram features such as reels and infographics to convey political messages. This increases engagement, but it is not enough to create winning momentum in the real world.

As based on the theory of political communication by Richard M. Perloff [13] In his book entitled *"The Dynamics of Political Communication"*, there are seven core dimensions of political communication that include various elements to understand how political communication occurs. These elements include:

a. communicator

PKS as the main political actor acts as a messenger. In the research, PKS actively utilizes Instagram to display its support for Anies Baswedan through official declarations, campaigns, and content that consistently supports the narrative of change. Based on the results of the analysis conducted, PKS successfully packaged the narrative of "change and justice," which is relevant to Anies' political image. However, the weakness lies in the lack of message customization to reach audiences outside the urban base [13].

b. Messages

In this case, political messages delivered through Instagram took the form of infographics, short videos and reels highlighting issues such as education, the economy and the environment. The research noted that the messages should be tailored to the trending issues of society to increase relevance. Sentiment analysis of comments showed that the majority of audiences responded positively to content related to Anies Baswedan. However, the messages did not reach rural audiences and non-digital groups.

c. Channel

In this study, the media used is Instagram (@pk_sejahtera). PKS utilizes features such as regular posts, consistent hashtags (#pksmengananiespresiden), stories, and highlights to attract audience attention. This strategy increases digital engagement with engaged accounts reaching 65,103 accounts in a given period. However, social media has limitations in reaching the majority of rural voters.

d. Audience

PKS targets young audiences who dominate the list of permanent voters (DPT) for the 2024 presidential election, as seen from the visual content and narrative delivered. Based on the analysis conducted, the data shows that active audiences provide significant digital support. However, limited access to social media in rural areas reduced the impact of this campaign on the wider population.

Although it is said that the political communication strategy owned by PKS in building Anies Baswedan's popularity was successful. However, in reality Anies Baswedan failed to be elected in the 2024 presidential election. One of the main challenges faced by PKS is the limited reach of social media in rural areas. The DPP PKS social media team recognizes that the majority of Instagram users come from urban communities. This is an obstacle in reaching rural voters who are less exposed to social media. In addition, the lack of campaign funds is an obstacle in expanding the reach of offline campaigns [14].

Based on data from IndonesiaBaik.id which states that the campaign funds of presidential and vice presidential candidate number 1 Anies Baswedan and Muhaimin Iskandar amounted to IDR 49.340 billion, this amount is the lowest amount of campaign funds between the other two candidates, namely Prabowo Subianto - Gibran Rakabuming Raka at IDR 207.576 billion and Ganjar Pranowo-Mahfud MD at IDR 506.892 billion [15].



Figure 12. Campaign Fund Data Report for Each Candidate in the 2024 Election

Although PKS's digital strategy successfully increased engagement on social media, Anies Baswedan's electoral success was still influenced by other factors, such as the dominance of other candidates in offline campaigns. President Jokowi's support for the pair of Prabowo Subianto and Gibran Rakabuming Raka was considered to have a significant influence on the outcome of the presidential election. This support was seen through various statements and political gestures that indicated Jokowi's preference for the pair [16]. This support raises concerns regarding the potential politicization of the social assistance program (bansos). Several observers and civil society organizations highlighted that the social assistance program was used as a campaign tool to increase the electability of the Prabowo-Gibran pair. For example, the distribution of social assistance carried out by the government is considered to have a strong political charge, especially before the voting day, which is a big obstacle for Anies to win votes in the field. [16]. The results of this study show that digital popularity does not necessarily reflect electoral success. Digital communication strategies must be balanced with more inclusive traditional approaches. To increase effectiveness, PKS needs to integrate digital strategies with direct communication that reaches rural communities. This finding is in line with Djuyandi's (2023)[17] research, which highlights PKS's strategy in retaining its constituents through Instagram in West Java. However, in contrast to the local focus of Djuyandi's research, this study highlights the national context, where limited digital reach is a challenge, as revealed by Gunawan (2024) [18] regarding the adaptation of social media logic in Gerindra's political communication strategy. In addition, the narratives of change promoted by PKS and Anies Baswedan through social media show relevance to Newman's (1994) [12] theory of political branding, which emphasizes the importance of uniquely and consistently positioning candidates. However, as found in Lestanata's (2023) [19] research, the limited focus on digital alone, without the support of traditional methods, tends to reduce effectiveness in reaching a wider audience. As such, the results of this study reinforce previous findings while highlighting the importance of integrating digital and traditional strategies in building a candidate's image nationwide.

IV. CONCLUSION

The political communication strategy implemented by the Prosperous Justice Party (PKS) through Instagram social media in supporting Anies Baswedan's candidacy in the 2024 Presidential Election shows quite positive results in several aspects, but not without challenges. PKS managed to utilize Instagram as the main media to convey its political messages, especially by targeting young and urban voters. Uploaded content, such as infographics, short videos, and reels, were designed to attract attention through the narrative of "change and justice," which is at the core of Anies' political branding. In addition, the consistent use of hashtags such as #PKSMenangAniesPresiden helped increase visibility and reach a wider audience on these digital platforms. In terms of engagement, this strategy was quite successful. Sentiment analysis showed that the majority of audiences responded positively to content related to Anies Baswedan. This indicates that PKS's political communication through social media is able to effectively influence public perception in the digital space. However, the reach of this strategy is limited, especially in rural areas where access to social media is still minimal. Most Indonesian voters in these areas are not reached by a purely digital approach, so the opportunity to expand support is hampered [20]. In addition to limited reach, another challenge faced by PKS is the lack of campaign funds for the Anies Baswedan-Muhaimin Iskandar pair. Compared to other candidates, the available funds were much smaller, limiting their ability to complement digital strategies with traditional approaches, such as face-to-face campaigns or advertising in conventional media. Another influencing external factor was the politicization of social assistance programs by political opponents, supported by President Jokowi. This gave a competitive advantage to the Prabowo Subianto-Gibran Rakabuming Raka pair and weakened Anies's appeal at the national level. Nevertheless, PKS's strategy through Instagram shows great potential in building the candidate's image and attracting the attention of young voters. The success in increasing digital engagement can be used as a lesson for developing a more inclusive strategy in the future. PKS needs to evaluate its narrative to make it relevant to a wider audience, and consider integrating traditional and digital approaches to reach rural communities. With a more balanced combination of strategies, the potential for success in political contestation could increase significantly. Overall, this study shows that while PKS successfully utilized social media to build Anies Baswedan's image as a symbol of change, success in the digital space is not enough to win an overall political contest. An effective political communication strategy requires a holistic approach that includes strengthening the digital image, increasing direct interaction, and optimizing resources to ensure political messages can reach all segments of Indonesian society. With these steps, future success is more assured.

REFERENCES

- [1] Niko Julius, "Data Pengguna Instagram di Indonesia 2024," upgraded.id. Accessed: Aug. 05, 2024. [Online]. Available: <https://upgraded.id/>
- [2] kpu.go.id, "DPT Pemilu 2024 Dalam Negeri dan Luar Negeri, 204,8 Juta Pemilih," kpu.go.id. Accessed: Aug. 06, 2024. [Online]. Available: <https://www.kpu.go.id/berita/baca/11702/dpt-pemilu-2024-nasional-2048-juta-pemilih>
- [3] B. Adha *et al.*, "Strategi Komunikasi Politik Partai Baru (Studi Kasus Perolehan Suara Partai Solidaritas Indonesia di DPRD DKI Jakarta Pada Pemilu 2019)," 2019.
- [4] Indra Purnama, "Perbandingan Jumlah Followers Instagram Capres-Cawapres di Pilpres 2024, Siapa yang Paling Banyak?," Tempo.co. Accessed: Nov. 30, 2024. [Online]. Available: <https://www.tempo.co/politik/perbandingan-jumlah-followers-instagram-capres-cawapres-di-pilpres-2024-siapa-yang-paling-banyak--127216>
- [5] R. V. . Kozinets, *Netnography: ethnographic research online*. Sage Publications Ltd, 2010.
- [6] Lppm.tazkia.ac.id, "Penelitian Netnografi Digital pada Masyarakat Modern," Lppm.tazkia.ac.id. Accessed: Dec. 04, 2024. [Online]. Available: <https://lppm.tazkia.ac.id/berita/penelitian-netnografi-digital-pada-masyarakat-modern#:~:text=Netnografi%20digital%20adalah%20metodologi%20penelitian,alat%20utama%20dalam%20riset%20kualitatif>
- [7] Robert Kozinets, "Netnography," 2015.
- [8] A. Ayu Pradya and S. Dian Rahayu, "Strategi Komunikasi Politik Puteri Komarudin Melalui Media Sosial Instagram Puteri Komarudin's Political Communication Strategy Through Instagram Social Media," vol. 14, no. 1, p. 2023, 2013.
- [9] B. Triana, C. Putri, R. Rahmawati, and D. Anwar Ilmar, "Strategi Kampanye Politik Partai Nasdem Di Media Instagram Pada Pemilu 2019," 2023. [Online]. Available: <https://idereach.com/Journal/index.php/polikrasi>
- [10] P. Prof. Firman Noor MA, "Personal Interview," 2024.
- [11] U. Abdul Aziz, "Personal Interview," 2024.
- [12] Bruce I. Neuman, "The Marketing of The President: Political Marketing as Campaign Strategy," California, 1994.
- [13] R. M. . Perloff, *The dynamics of political communication: media and politics in a digital age*. Routledge, 2022.
- [14] K. Pitri WIjaya, "Personal Interview," 2024.
- [15] A. W. Finaka, Y. Nurhanisah, and A. Syaifullah, "Laporan Dana Kampanye Peserta Pemilu 2024," Indonesiabaik.id. Accessed: Oct. 10, 2024. [Online]. Available: <https://indonesiabaik.id/infografis/update-laporan-dana-kampanye-peserta-pemilu-2024>

- [16] W. Nur Hayat, "Jokowi Ungkap Boleh Kampanye dan Memihak, Hasto Beri Komentar Menohok," CNBCIndonesia.
- [17] R. G. Maulana and Y. Djuyandi, "Strategi Komunikasi Politik PKS dalam Mempertahankan Konstituen di Jawa Barat Melalui Instagram," *Journal of Social and Policy Issues*, pp. 78–86, Jun. 2023, doi: 10.58835/jspi.v3i2.138.
- [18] T. Gunawan, "Adaptasi Logika Media Sosial Sebagai Strategi Komunikasi Politik Gerindra Menjelang Pemilu 2024," *Jurnal Ilmu Komunikasi*, vol. 22, no. 1, p. 44, Apr. 2024, doi: 10.31315/jik.v22i1.7914.
- [19] Y. Lestanata, "Anies Rasyid Baswedan's Political Communication In Facing The 2024 Election," *Jurnal Ilmiah Peuradeun*, vol. 11, no. 3, pp. 1155–1172, Sep. 2023, doi: 10.26811/peuradeun.v11i3.952.
- [20] N. Istyan Harun, S. Napir, M. Nuna, R. Hunawa, and N. A. Sahi, "Strategi Komunikasi Politik Partai Persatuan Pembangunan (Ppp) Di Kabupaten Gorontalo," vol. 11, no. 02, Sep. 2023.