

# Social Media and Political Campaign

## The Analysis of Instagram Use as the East Java Governor and Deputy Governor Candidates' Campaign Medium 2018

Fitria Widiyani Roosinda  
Departement Communication  
Bhayangkara University of Surabaya  
Surabaya, Indonesia  
fitria@ubhara.ac.id

Muhammad Fadeli  
Department of Communication  
Bhayangkara University of Surabaya  
Surabaya, Indonesia  
fadeli@ubhara.ac.id

Eko Pamuji  
Department of Communication  
Dr Soetomo University  
Surabaya, Indonesia  
eko.pamuji@unitomo.ac.id

**Abstract**— Voters' characteristic in an election is important to manage the campaign strategy. Instagram as one of the social media today is considered to be able to boost the political campaign and build the image of the candidate by using its features. But the personality of the candidate itself would emphasize the success of the campaign program. The intensity of interaction in between voters and candidate through Instagram is one of the factor to measure the enthusiasm of the public to the candidate.

**Keywords**—social media; instagram; campaign; election; strategy; voters; candidate; politics

### I. INTRODUCTION

The emergence of the term 'jaman now' is closely related to the development of media and internet. Internet is not only enjoyed by a small number of people, but the internet today has been accessible to everyone in this world. The rapid development of media has influenced human life, the emergence of social media has now become an alternative in communicating and disseminating information easily and cheaply. Such a developed communication medium was later known as the 'new media' [1].

In an attempt to gain public's support in to win a gubernatorial elections, each pair of candidates is given equal rights to do political campaign. Similarly, conducted by Khofifah Indar Parawansa and Emil Elestianto Dardak as the candidate of governor and deputy governor, both strive to attract the attention of the public in East Java through political campaign action and directly come to visit them. The pattern of campaigns in the current era has been progressing, persuasive and informative communication patterns are still a mainstay by utilizing digital media.

This phenomenon reminds us of the emergence of political advertising in the presidential election in 2004 which was later

regarded as the "American style of elections". Many political parties are beginning to take advantage of advertising in digital media to campaign and have proven to have a major impact on winning the contest. However, it also impacts on the increase in the funds needed to cover the cost of advertising.

The program, vision and mission that will be run when later elected as governor and deputy governor has been delivered to public in the East Java both in oration and through the media. It is also published to the public through social media instagram and facebook. According to Christine B. Williams in her journal, the U.S. presidential election 2016 shows that Facebook, Twitter and Instagram have created a new ways to market political campaigns and it's the new channels for candidates and voters to interact [2]. A survey conducted by the Pew Research Center shows that 44% of adults in the United States get information about presidential election from social media.

This paper focuses on reviewing campaign messages in candidate's (Khofifah and Emil) instagram, described as follows: (1) how is the characteristics of campaign messages published through the instagram of the candidate Khofifah and Emil Dardak? (2) how does the pair candidate of governor and vice governor use instagram features to support their campaign activity?

### II. METHODOLOGY

This study is using a qualitative descriptive approach by analyzing the data sourced on text as well as images (still images and moving images). The data obtained through the document technique that comes from social media instagram @khofifahemil, as well as personal instagram account Khofifah Indar Parawansa @khofifah.ip and Emil Elestianto Dardak @emildardak. Then the data will be analyzed descriptively and perspective by using the effectiveness

parameter of social media utilization to support electoral campaign: the characteristics of target audience (voters); campaign messages; publication coverage; and the engagement of campaign messages.

**III. RESULTS AND DISCUSSION**

**A. The Characteristics of Target Audience (Voters)**

Globalization has really affected Indonesia as one of the democratic countries with diverse backgrounds of its people. The easy access to information has had an effect on the psychological aspects of society, so the changes of mindset and behavior depends entirely on the information they received and their interpretation. (Kompasiana)

In a democratic country, people have the full right to decide their choice in elections, and their political participation is seen as controlling a government. The use of these rights cannot be separated from the various factors that can influence people's decisions. The voters with rational characteristics will not be easily influenced by various issues, they determine to choose the candidate because they knew and followed the correct track record of the candidate. Then voters with psychological characteristics, people vote on the basis of personality of candidates that they see good, courteous, assertive, and so on. Third, sociologically characteristics, people give their vote because of the background similarity with the candidate [3].

**B. Campaign Messages**

True campaigns are activities undertaken in political contestation using effective marketing (advertising) principles in an attempt to inform, persuade and remind voters) [4]. The pair of governor and deputy governor candidates is carrying 9 programs to build a prosperous East Java known as "Nawa Bhakti Satya Khofifah-Emil" which includes: (1) **Jatim Sejahtera** - Eradicate poverty for justice and social welfare, (2) **Jatim Kerja** - Focused on providing job training, vocational education, assisting business startup, helping to promote young entrepreneurs, assisting in financing at the early stage of the business (Millennial Job Center), (3) **Java Smart and Healthy** - Education and health free and quality, (4) **Jatim Akses** - Development of infrastructure within the framework of integrated regional development, and equity of access for coastal communities and outermost villages, (5) **Jatim Berkah** - Providing prize honor for imam of the mosque in the villages, coastal and outer islands. As well as the expansion of honor benefits for hafidz and hafidzoh. Strengthening the role of boarding school in encouraging school participation and teacher scholarship diniyah up to master level, generating social solidarity, heroism and pioneer. (6) **Jatim Agro** - Aims to promote agriculture, livestock, terrestrial and marine fisheries, forestry, plantations to realize the welfare of farmers and fishermen, (7) **Jatim Berdaya** - Strengthening the populist economy with UMKM-based, cooperative, and encouraging the empowerment of village government, (8) **Jatim Amanah** - Organizing a clean, effective and anti-corruption government, (9) **Jatim Harmoni** - Aims to maintain social and natural harmony by preserving culture and the environment

Based on data analysis obtained from Instagram account of @khofifahemil there are four campaign messages in the form of picture design representing 4 of 9 Nawa Bhakti Satya.

**TABLE I. CAMPAIGN MESSAGES**

Campaign Messages	Date of Publication	Instagram Account
Bhakti 1 Jatim Sejahtera	April, 14th 2018	@khofifahemil
Bhakti 2 Jatim Kerja	April, 15th 2018	
Bhakti 3 Jatim Cerdas & Sehat	April, 17th 2018	
Bhakti 4 Jatim Akses	April, 20th 2018	
Bhakti 7 Jatim Berdaya	March, 13th 2018	@khofifah.ip
Bhakti 1 Jatim Sejahtera	May, 1st 2018	@emildardak



Fig. 1. Bakti 1 - Jatim Sejahtera uploaded by the instagram account @khofifahemil on April, 14th 2018.



Fig. 2. Bakti 2 – Jatim Kerja uploaded by the instagram account @khofifahemil on April, 15th 2018.



Fig. 3. Bakti 3 – Jatim Sehat & Cerdas uploaded by the instagram account @khoffiahemil on April, 17th 2018.



Fig. 4. Bakti 4 – Jatim Akses uploaded by the instagram account @khoffiahemil on April, 20th 2018.



Fig. 5. Bakti 7 – Jatim Berdaya uploaded by personal instagram account of Khofifah Indar Parawansa @khoffiahemil on March, 13th 2018.



Fig. 6. Bakti 1 – Jatim Sejahtera uploaded by personal instagram account of Emil Elestianto Dardak @emildardak on May, 1st 2018.

The design in this campaign message is quite interesting. The use of interactive fonts coupled with epic packed messages, simple yet fairly representative of communication messages. Coupled with a not so long caption makes this design visualization comes alive. In the picture shown the focus of the message Nawa Bhakti Satya Khofifah-Emil is then translated into several simple explanations, making this picture as an informative communication model of programs designed to welfare the target audience when they are later elected.

East Java governor candidate Khofifah Indar Parawansa uploaded a video of her visit in Mojokerto district. Khofifah explained that SMEs such as cake molding industry in Mojokerto are economic supporters of East Java, because they involve the public, so policy is needed to empower the industry to enter new market and product innovation. She also did not forget to invite 'netizen' to promote community-based efforts, while keeping the tradition and advancing the village.

The campaign Bhakti 1 (Jatim Sejahtera) was also published through personal instagram account Emil Elestianto Dardak on May 1, 2018 to coincide with the commemoration of Labor Day. Emil added a caption at the post that labors play a role in the success of the economic chain with its activities in a company. At the same time, labors are the motor and the spearhead of an economy wheel. Nawa Bhakti, the program designed by Khofifah-Emil prioritizes the welfare agenda of the workers, especially in Bhakti Jatim Sejahtera. Kofifah and Emil are grateful for their dedication. Emil also uploaded a picture of himself who was helping a worker to lift a sack containing food.

**C. Publication Coverage**

Looking at the target of voters in the election contest of governor and deputy, then the entire community of East Java in the age range of voters are audience target. Based on the data from the Central Bureau of Statistics, it is known that the population of East Java in 2017 is at 39,293,000 people with a ratio of 77% or about 30 million people are at voting age [5]. While on the official instagram account belonging to the pair candidate of governor and deputy governor Khofifah & Emil Dardak @khoffiahemil as of June 20, 2018 there are 9,200 followers. It shows that the run of instagram publication reaches only 0.03% of the total campaign target.



Fig. 7. The official instagram account of East Java governor and deputy governor candidates, Khofifah Indar Parawansa and Emil Elestianto Dardak @khoffiahemil.



Fig. 8. Personal Instagram account Khofifah Indar Parawansa @khofifah.ip.

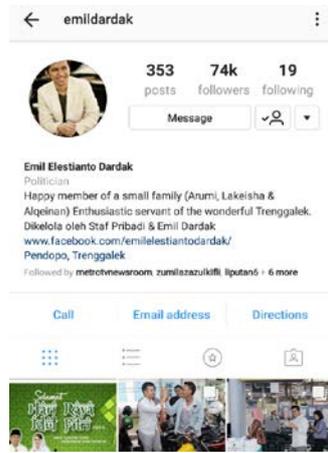


Fig. 9. Personal Instagram account Emil Elestianto dardak @emildardak.

Jatim Akses	2018				
Bhakti 7 Jatim Berdaya	March, 13th 2018	@khofifah.ip	748	5.149	17
Bhakti 1 Jatim Sejahtera	Mei, 1st 2018	@emildardak	2012	-	8

The engagement of campaign messages identifies and measures the interaction intensity of Instagram user interactions to social media campaign accounts and campaign messages. Thus the researcher compares the engagement of campaign messages with the amount of the followers.

Khofifah’s Instagram account has 83,400 followers, and Emil Dardak Instagram account has been followed by 73,900 Instagram users. As a public figure, the number of the personal Instagram account followers of both candidate show a fairly high number. Both have a good credibility and prominence to be easily trusted by the public and it can increase the number of public participation to choose them in the election. Khofifah and Emil with their capability and power legitimation, where Khofifah was the 27th Indonesian social minister who had served since October 24, 2014 until January 17, 2018 and Emil Dardak who is also a political elite by serving as the 16th Regent of Trenggalek since 17 February 2016. These make them to be public figures with strong appeals that will be easily recognized by the public and make them easy to receive campaign messages.

**D. The Engagement of Campaign Messages**

TABLE II. THE ENGAGEMENT OF CAMPAIGN MESSAGES

Campaign Messages	Date of Publ.	Instagram Account	Likes	Views	Comments
Bhakti 1 Jatim Sejahtera	April, 14th 2018	@khofifahemil	149	-	2
Bhakti 2 Jatim Kerja	April, 15th 2018		150	-	8
Bhakti 3 Jatim Cerdas & Sehat	April, 17th 2018		139	-	5
Bhakti 4	April, 20th		132	-	1

TABLE III.

Camp. Msg.	Date of Publ.	Instagram Account	Likes	Views	Comments	Campaign Msg.
Bhakti 1 Jatim Sejahtera	April, 14th 2018	@khofifahemil	9.201	1,62%	-	0,02 %
Bhakti 2 Jatim Kerja	April, 15th 2018			1,63%	-	0,09 %
Bhakti 3 Jatim Cerdas & Sehat	April, 17th 2018			1,51%	-	0,05 %
Bhakti 4 Jatim Akses	April, 20th 2018			1,43%	-	0,01 %

TABLE IV.

Camp. Msg.	Date of Publ.	Instagram Account	Likes	Views	Comments	Campaign Msg.
Bhakti 7 Jatim Berdaya	March, 13th 2018	@khofifah.ip	83.400	0,90%	6,17 %	0,02 %
Bhakti 1 Jatim Sejahtera	Mei, 1st 2018	@emildardak	73.900	2,72%	-	0,01 %

#### IV. CONCLUSION AND SUGGESTIONS

The three Instagram accounts (@khofifahemil, @khofifah.ip, @emildardak) have switched to Instagram for business mode. This means that various ad features can be performed independently by the account administrator. But it seems that this has not been maximally utilized by Khofifah & Emil, it can be seen from the intensity of user interaction towards campaign publications is still low. The message that is visualized in the form of image design is good enough in delivering campaign messages to the public. The comparison of voter targets with the number of followers of Khofifah and Emil Dardak Instagram accounts is still very small, though not the only parameter to determine the success of the campaign.

Personal characteristics of Khofifah & Emil's are also take part in determining the success of the campaign. The understanding of voter's characteristics in political contestations is very important to determine campaign strategy, so that the message can be easily accepted and interpreted to be expected from the outset. By utilizing standalone ads through Instagram accounts, users can expand the reach of publications to simplify and support the campaign program.

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