Instagram as the Dispute Arena of Personal Branding of Local Head Candidates in West Java Province at 2018

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Abstract—The virtual room has made humans "insane." They lose their consciousness on identities. It goes with the imaginative fantasy. They fight reality but deny the fact. The humanity side becomes apparent and fades with the paradox action. The production of texts, photo images, and audio visual made by anyone including the local head region candidates to create personal branding becomes so common. The disputes occurred by involving actors that are local head candidates, succession team, and volunteers making political acrobats in the virtual room. In 2018 West Java Election, the virtual room became the dispute arena to make the *personal branding* practices. On the other hand, *fake news*, *hoax*, and hate speeches became a "weapon" coloring the disputes to affect the popularity and electability of political rivals. The research applies the descriptive-qualitative study with triangulation method. The result says that the *personal branding* practices in the virtual room involves several behind-the-scene actors like the creative team, Instagram admins, *buzzers*, and volunteers producing the communication messages uploaded through virtual accounts. This way is proven to affect the popularity and electability of candidates.

Keywords—virtual room; dispute arena; personal branding; pilkada

I. INTRODUCTION

In this era, utilizing the media appropriately will improve the *personal branding*. The fast growth of media is used to make a political imaging practice. The massive use of internet can be employed as the political imaging practice through social media since it has a character that distributes the information faster and its cost is cheaper than that of printing media, radio, and TV.

Compared to mass media, the social media is also influential in political imaging. One of the social medias mostly used by political figures to get closer to the public is Instagram. Instagram is considered effective to make them closer to the public, mainly the youths. From Instagram, the number of publics paying attention to the political figures can be seen from the number of *followers* of those political figures. The more the number of followers, the more the public pays attention to the political figures and wants to talk to them.

The communication messages written by political figures through Instagram can show their opinions concerning political issues so that their *followers* could understand their political *stand* on an issue or condition. Hereby, the two-way communication between the political figures with their *followers* takes place. The utilization of Instagram as a media to make the political figures and public getting closer is the cheapest way. The issue is how to manage this social media well. Therefore, the utilization of Instagram as a media of political imaging practice is one of the cheapest ways to save the campaign costs.

Currently, Instagram is the most popular social media to share photos and videos. One of the advantages of Instagram as a social media is its ability to edit photos that make them better and more professional. The other features available in this media are similar to other social media, which are the availability of *hashtags*, *comments*, *mentions*, *likes*, *follows*, and many more. On a daily basis, millions of photos and videos are uploaded on Instagram.

Previous research emphasizes the branding concept of regional head candidates in fighting for positions as regional heads [1]. The campaign began to shift from mobilizing the masses, to campaign activities that prioritized a personal approach. Personal Branding it self is an added value possessed by a marketer (candidate governor) so as to form a positive public perception, in the form of: (a) unique skills, relevant to the problems faced by the community, (b) attitude / behavior, for example simplicity and sincerity. In the study, using qualitative research methods, with the object selegram with the account name @zahratuljannah [2]. Regarding the importance of personality, the values that are adopted and the character that they have are simple, casual and simple. Meanwhile Suharto, concludes that six new factors are formed, namely competency, unique, reputation, existence, segmentation, and specialization [3]. Competency factor is a factor that has the most dominant loading value in personal branding forming.

The research conducted is different from the three studies above, where research is done more on how regional head candidates contest branding through Instagram. The disputes among actors in 2018 Local Election in West Java are

unavoidable. Furthermore, the *personal branding* practice to improve the popularity and electability of each candidate in the virtual room becomes the concentration to increase votes. Based on the background above, the researcher is interested in conducting the research titled "Instagram as the Dispute Arena of *Personal Branding* through the Analysis of *Personal Branding* of Local Head Candidates in 2018 Local Election in West Java."

II. RESEARCH METHODS

This research applies the qualitative research method. According to Jane Richie, the qualitative research method is an effort to present the social world and its perspective in the world in the areas of concepts, behaviors, and issues of researched humans by using the triangulation method [4]. The researcher conducts interviews and observations or observations to check the truth. In addition, researchers can also use different informants to check the truth of the information. The research is titled "Instagram as the Dispute Arena of *Personal Branding* through the Media Social Analysis of *Personal Branding* of Local Head Candidates in 2018 Local Election in West Java."

III. RESULTS AND DISCUSSIONS

A. Disputes in 2018 Regional Election in West Java

The Local Head Election known as *Pemilihan Kepala Daerah* (*Pilkada*) to vote West Java Governor and Vice Governor for the 2018 – 2023 period took place on 27 June 2018. This is the third Local Head Election in West Java that that was held directly using the voting system. This election for this period was postponed from 24 February 2018 to June 2018 following the contemporaneously local elections. According to the law, only political parties having 20 votes or more in the Local House of Representatives or DPRD of West Java could propose gubernatorial candidates. Political parties having fewer votes could propose gubernatorial candidates after receiving supports from other political parties.

Vice Governor of West Java, Deddy Mizwar, nominated himself with Purwarkata Regent, Dedi Mulyadi. Furthermore, Bandung Mayor, Ridwan Kamil, collaborated with Tasikmalaya Regent, Uu Ruzhanul Ulum while the former Commissioned Officer of Indonesian Armed Forces (TNI), Sudrajat, collaborated with Bekasi's Vice Mayor, Ahmad Syaikhu. Finally, Head of Commission I of Indonesian Parliament, former Commissioned Officer of Indonesian Armed Forces (TNI), Tubagus Hasanuddin, nominated himself with former Police Commissioned Officer that had held as Head of Local Police Office of West Java, Anton Charliyan. Below is the result of Local Head Election in West Java in 2018.

TABLE I.   RESULT OF GOVERNATORIAL ELECTION

GUBERNATORIAL AND VICE GUBERNATORIAL CANDIDATES	VOTES GAINED	
	VOTERS	*%*
Ridwan Kamil - Uu Ruzhanul Ulum	7,226,254	32.88%
TB Hasanudin - Anton Charlian	2,773,078	12.62%
Sudrajat – Ahmad Syaikhu	6,317,465	28.74%
Deddy Mizwar - Dedi Mulyadi	5,663,198	25.77%
Number of Valid Votes	21,979,995	96.72%
Number of Invalid votes	744,338	3.28%
Number of Valid and Invalid Votes	22,724,333	100.00%
Voters' Participation	22,724,333	70.30%
Registered Voters	32,325,315	100.00%

^{a.} Source: Kompas.com. Accessed on 8 July 2018 [5].

B. Instagram as the Arena of Personal Branding Practice of Candidates

The market social media of Instagram is the initial voters aged 17 through 35 years old. Instagram is no more a medium to make *netizens* have a closer friendship but it is a medium to discuss political issues. No wonder, in the political year of 2018, Political activists including the candidate running mates of Local Head Election of West Java in 2018 flooded Instagram. Through Instagram, they can easily and freely participate, share, and produce material contents of campaign to create personal branding.

The application of political disputes through the social media in West Java Gubernatorial Election made four running mates of West Java Gubernatorial and Vice Gubernatorial Candidates compete to gain 30.79 million votes of West Java Population registered as fixed voters. Seeing the votes recorded on Instagram, the popularity of certain candidates and public sentiments concerning the issues or candidate running mates could be seen clearly. Through June 2018, the Instagram account of Gubernatorial and Vice Gubernatorial Candidates Number 1, Ridwan Kamil-Uu Ruzhanul Ulum (Rindu), had the highest popularity followed by Dedi Mulyadi in the second place, Deddy Mizwar, Anton Charlian, Ahmad Saekhu, Sudrajat, Uu Ruzhanul Ulum, and TB Hasanuddin in the last position.

Meanwhile, the official accounts of each candidate said that the highest post was occupied by candidate running mate of Asyik with its Instagram account of jabar_asyik having 39.7K followers, followed by Rindu candidate running mate with its Instagram account of rindujabarjuara with 9,588 followers. In the third place, the 2DM candidate running mate with its Instagram account of bekerjauntukmelayani had 2,504 followers, and Hasanah candidate running mate with the Instagram account of jabar.hasanah had 402 followers.

TABLE II.   STATUS OF INSTAGRAM

INSTAGRAM ACCOUNT	POSTS	FOLLOWERS	FOLLOWING
1			
rindujabarjuara	279	9,588	21
ridwankamil	5,431	9,2M	2,742
uuruzhan	73	18,8K	15
2			
jabar.hasanah	149	402	116
tbhananuddin	310	5,107	29
antoncharliyan	6,079	102K	207
3			
jabar_asyik	224	39,7K	95
*syaikhu_ahmad_*	999	86,5K	325
mayjensudrajat	200	38,4K	37
4			
bekerjauntukmelayani	753	2,504	50
deddy_mizwar	1,316	226K	213
dedimulyadi71	1,604	312K	129

b. Source : Instagram Account

This is in accordance with the final result issued by KPUD of West Java. According to the plenary meeting of KPUD of West Java on 8 July 2018, Ridwan Kamil-Uu Ruzhanul Ulum was set forth as the winner of local election gaining 7,226,254 votes or 32.88% of the total voters. Sudrajat-Syaikhu was in the second place gaining 6,317,465 votes or 28.74%. Candidate running mate No. 4, Deddy-Dedi, was in the third place with 5,663,198 votes (25.77%). The last was Hasan-Anton that was nominated by PDIP and they gained 2,773,078 votes (12.62%).

The popularity and the use of personal account Ridwan Kamil on social media of Instagram became the reason why the popularity and electability of Rindu running mates became the highest, according to the survey, among other candidate running mates. This condition was initially predicted since, in the social media, Ridwan Kamil led with 9.2 million followers.

Ridwan Kamil uses his Instagram account to gain votes of Rindu. Based on the posts on Instagram, Rindu running mate seemed to be progressive by emphasizing the character of change and development in West Java with its hashtag of #JabarJuara. The personality of Ridwan Kamil widely known as Bandung Mayor made him more popular midst of the public through his posts on social media. The popularity of architect alumni of ITB attracted more voters.

Uniquely, the official account of Asyik running mate with its Instagram account of *jabar_asyik*, which was initially undetected, had the highest followers at 39.7K far leading the closest competitor, *rindujabarjuara,* having 9,588 followers. 2DM candidate with its Instagram account of *bekerjauntukmelayani* followed with 2,504 followers. The last was Hasanah candidate running mate with the Instagram account of *jabar.hasanah* with 402 followers.

The increase of *jabar_asyik* account followers owned by Asyik running mate refers to the campaign team of Partai Keadilan Sejahtera (PKS) that totally utilized the social media followed by the hashtags of Asyik and change president in 2019 or (#2019GantiPresiden). The campaign team of Asyik fully utilized the moment of H-7 before the Election Day where the voters were busy to make a decision. However, the political machines of PKS and Gerindra that had massively increased the popularity of Sudrajat-Syaikhu through the hashtags of

Asyik and #2019GantiPresiden were not sufficient to compete with the final result of Local Election in West Java won by Ridwan Kamil-Uu Ruzhanul Ulum. The strong personal branding of Ridwan Kamil through his Instagram social media account with 9.2 million followers was the main factor of this win.

The following is the classification of local head candidates based on partners and brief profiles as the benchmark to identify the personal branding practices through the social media of Instagram.

TABLE III.   CLASSIFICATION OF CANDIDATES

CANDIDATE	BRIEF PROFILE
RINDU RUNNING MATES	
Ridwan Kamil	Born in Bandung on 4 October 1971. The husband of Atalia was Bandung Mayor of 2013-2018 periods. Previously, he was an architect and lecturer of ITB. PKS and Gerindra nominated Emil, his popular nickname of Ridwan Kamil, for the Mayoralty Election in Bandung in 2013 from the professional circle. Emil was the first gubernatorial candidate in 2018 local election declared by Nasdem Party.
Uu Ruzhanul Ulum	Born in Tasikmalaya on 10 May 1969. A grandson of the founder of Miftahul Huda Boarding School in Manonjaya Tasikmalaya is Tasikmalaya Regent for two periods (2011-2016, 2016-2021). This PPP politician was a member of Tasikmalaya House of Representatives (1999-2014), Head of Tasikmalaya House of Representatives (2004-2009), and Member of Tasikmalaya House of Representatives (2009-2011).
HASANAH RUNNING MATES	
TB Hasanudin-Anton Charliyan	He is a PDIP cadre and his current positions are the member of Indonesian House of Representatives from PDIP Fraction and Head of PDIP of West Java (2012-now). His full name is Major General TNI (Ret) Tubagus Hasanuddin, S.E., M.M., who was born in Majalengka on 8 September 1952.
Anton Charliyan	He was the Head of Police Office of West Java or Kapolda Jabar (2016-2017). His full name is Irjen Pol. Dr. Drs. H. Anton Charliyan, M.P.K.N. He was born in Tasikmalaya on 29 November 1960. His last positions in the police office were Wakalemdiklat Polri and Main Policy Analyst of Sespimti Lemdiklat Polri
ASYIK RUNNING MATES	
Sudrajat-Ahmad Syaikhu	He is a new name as the gubernatorial candidate in West Java election. His name was immediately popular after nominated by Gerindra as the Gubernatorial Candidate. Sudrajat is a TNI retired with a title as the Major General. He was born in Sumedang on 4 February 1949. He was Head of Information Centre or Kapuspen of TNI in 1999. He is also the CEO of Susi Air.
Ahmad Syaikhu	He is a PKS cadre born in Cirebon, West Java on 23 January 1965. He was Vice Mayor of Bekasi. Previously, he had been a member of West Java House of Representatives from PKS Fraction.
2DM RUNNING MATES	
Deddy Mizwar-Dedi Mulyadi	He is the actor – politician who was born in Jakarta on 5 March 1955. This Vice Governor of West Java is a senior actor as well as producer and becoming the politician from the independent circle nominated by PKS in 2013 West Java Election as a running mate of Ahmad Heryawan.
Dedi Mulyadi	He is Purwakarta Regent born in Subang. He has held his position for two terms (2008-2013, 2013-2018). He was the member of Purwakarta House of Representatives and has been Head of DPD of Golkar Party since 2016 to – 2020.
	Unknown, unloved. The brief profiles of these four running mates of West Java Gubernatorial and Vice Gubernatorial Candidates are taken from various sources.

c. Source: Kabar Priangan [6]

Besides the factor of follower numbers of personal and official Instagram accounts of candidate running mates, the determining factor of *personal branding* of candidates can be seen from the number and contents of political communication messages found on their Instagram accounts. Three main dimensions that create the personal branding are:

1) Individual competence or capability: To develop a reputation or personal branding, a local head candidate must have a special capability or competence in a specific field that h or she masters well. Someone can personal branding through a communication way or method set well.

A style is a personality of *personal branding* of certain local head candidate. It makes the candidates unique in other people's opinion. A style is a way to connect with other people. Their spoken words mostly contain a strong emotion.

2) Standard: The standard of personal branding affects other people to view the candidate most. It will determine and give a meaning to the power of personal branding. However, the key is the candidate him/herself that sets that standard. McNally and Speaks tates like the following table [7]:

TABLE IV. PERSONAL BRANDING IN INSTAGRAM

PERSONAL BRANDING ASPECT	CANDIDATE RUNNING MATE			
	1 RINDU	*2* HASANAH	*3* ASYIK	*4* 2DM
Competency	Representa-tion of rural and urban	Military, Police	Military, Politician	Politician, incumbent
Style	Young, Millennial	Politician, Populist	Professional, Millennial	Actor, artists
Standard	Achievers, religious	Nationalist, traditionalist	Religious, experienced	Experien-ced, cultural minded

C. Virtual Room of Dispute Arena

In the view of Margaret Scammell imaging politic is seen as an effort to introduce a figure that does not have a good reputation and it is considered *trustworthiness and credibility of the candidates or parties* [8]. The imaging politic in the virtual room is considered accurate to make propaganda and reproduce a discourse that make closer to the political epicenter through various political acrobats to attract the attention of mass.

The imaging materials become a *trending topic* on TV station; a headline covers the magazines, newspaper, and *hot news* becoming viral through social media. This is the power paradox when the "insanity" element in the political imaging arena enters the layer of irrational power. The people are presented with acrobatic spectacles from a camera resulting in visual camouflage, a condition dramatization that is almost perfect. The virtual room can be a production machine to create a new leader through an acrobatic process limitless and timeless. Local Head Candidates in 2018 Local Election in West Java mostly did the production freedom with the easiness of facility features of gadgets.

Gubernatorial Candidate No. 1, Ridwan Kamil, did it on his personal Instagram account to target young voters or millennial circle. He posted his photograph midst of youth crowd in Bandung Public Square while brandishing one finger as a symbol of Number 1 of Rindu running mates. The post of that photograph was given a caption with a humor style:

"Meeting various types of people in the public square in beloved Bandung city after 3 months of absence because Bang Thoyib rarely goes home because of bustle to campaign across West Java. Waas and Rindu". Spontaneously, this post received thousand comments starting from the humor satire to personal problems. Some commented and prayed that Ridwan Kamil could win the election and lead West. Besides receiving comments, that post also received thousand likes from *netizens*. On other post, Ridwan Kamil also showed his innocent face in front of three homemakers where one of them wore a towel on her head. They seemed to have a debate. The caption said;

"What is your thought about a mother who was having a shower suddenly came out while wearing a towel to take a selfie?"

The majority of posts and captions of Candidate Running Mate No. 1, Ridwan Kamil and Uu Ruzhanul Ulum, consisted of their closeness with millennials, homemakers, and photos showing his achievements to lead the urban and rural. The photos and captions are in accordance with the young millennial style that is the target of campaign of Rindu running mates. Meanwhile, the Candidate Running Mates No. 2, TB Hasanuddin-Anton Charlian, posted photos that showed their backgrounds, which were the collaboration between a police officer and armed force. Most of posts showed their closeness with other figures. Some other photos were about the community mutual aids and other social activities. The caption of posts posted on Instagram account of Hasanah candidate running mates showed their involvements with the constituents and activities as figures known by other central figures. Those posts showed that Hasanah running mates had a standard and style of nationalist and populist nationalists.

Asyik candidacy running mates number 3 mostly showed their activities defining themselves professionals, experienced, and religious. The collaboration between military and politician of Partai Keadilan Sejahtera (PKS) or Justice and Prosperous Party showed religious jargons through their personal or official Instagram accounts. Photos and comments of them could not be separated from activities of political party, political figure meetings, party internal activities, and worship activities. These running mates regularly showed their activities with political party figures of PKS and Gerindra. This is undeniably their types and characters as candidates experienced in politic. The military aspect possessed by Gubernatorial Candidate, Sudrajat, could not be separated from the figure of Prabowo who comes from military and he is the head of nominating party. These running mates repeatedly posted photos with a hashtag of #2019GantiPresiden, a hashtag intentionally shown to increase the votes from the party internal cadres and those who wanted to change president. The photo images with the hashtag of #2019GantiPresiden were

directly reposted by hundred netizens and received hundred thousand likes from their constituents in the virtual world.

The last is 2DM (Deddy Mizwar and Dedi Mulyadi) running mates. In their personal and official accounts, they showed themselves experienced in bureaucracy. Deddy Mizwar was the incumbent of Vice Governor while Dedi Mulyadi is Purwakarta Regent. According to their competencies, style, and figure standard, they consented on acting, art, and cultural fields. The photo posted showed their relations in bureaucracy and art activities. Some posts also showed that they were the influential figures. Posts of Dedi Mulyadi with the background of Golkar Party seemed that a big and solid political party nominated them. Their social and campaign activities in the public accomplished their posts on personal and official accounts. These running mates wanted to create a brand that they did not only give promises but experienced to serve the community.

D. Actors Behind the Dispute Arena

Behind the reality of virtual room as the ambiguous fact, political actors create a production mode of discourses. They make an artificial fact, produce messages with the help of various designs, and, for the interest in grabbing the constituent domination, intentionally produce imitated and imaginative materials. The contents are far from facts while eliminating facts to produce new materials, which are hoax.

It is Jean Baudrillard, the post-structuralism thinker, who introduced the concept of simulation world [9]. Various positive images are presented on the stage as if they were real but engineering. In the simulation world, the *simulacra* law work, it is a "recycled or reproduced object or event." An object or event is shown as if it was equal or reflecting the reality but it is virtual. It is difficult to identify the fact from the fact simulator. In the view of Baudrillard, media mostly shows the simulation world with a *hyperrealist* mode, a fact that is built by media as if it were a reality. Media does not reflect the reality but it becomes its own reality. Media dramatizes events, like or dislike. All have the simulation narration. He calls it *cyber blitz*.

Clearly, the private room becomes the public consumption. People do not think ethically and behavioral facts become uncontrollable when fingers take to pass through the virtual limits fast. A room is considered limitless. Identity politics is slashed and reconciling symbols that are easily hacked. The application features surf to produce imitated products of ideas and thoughts and conjure them instantly to become *before-after* with various actions.

Unconsciously, the *personal branding* practice, a set of events consisting of hoax, *hyperrealist* media shows, *simulacra* world, and *cyber blitz* become a step of politician to make political acrobats in 2018 Local Election in West Java. They had disputed in the virtual room far before the Commission of Local Election or *Komisi Pemilihan Umum Daerah* (KPUD) regulated it. Before the banners, billboards, and other spaces colored the images of practical politics, the virtual room had had an important role to replace pillars and trees on the streets.

The political messages are no more chained on the street but they target the private medium through a communication tool called a gadget. Behind the virtual room as the political dispute arena of 2018 Local Election in West Java, the political constituents are now more foreclosed in a narrow room but free to penetrate the access room without limits through their gadgets. Moreover, in this arena, they dispute.

The consciousness on the constituents of virtual room had become homework of political actors in the disputes of Local Election in West Java through the virtual room. The penetration record of internet users according to the survey of the Association of Indonesian Internet Service Providers or *Asosiasi Penyelenggara Jasa Internet Indonesia* (APJJI) in 2016 could become a reference for the political actors to smartly utilize the social media to grab the targeted constituents in the virtual room. Out of 256.2 million of Indonesian population, the internet users reach half of them or 132.7 million users equal to 51.8%. Most users live in Java reaching 65% or 86.3 million internet users followed by Sumatera at 15.7%, Sulawesi at 6.3%, Kalimantan at 4.7%, Bali and Nusa Tenggara at 2.5%, and 5.8% Maluku and Papua.

Seen from the behavior, the majority of internet users are related to work reaching 20.8%, 13.5% to spend their spare time, 10% to socialize, 9.2% for education, 8.8% for entertainment, and 8.5% for business matters. The majority of internet users use mobile devices reaching 4.7%, 50.7% use both mobile devices and computers, and only 1.7% use the computers only. This data shows that generally, the public room is described in three main areas, which are: *First of all,* the dispute room for the socialization of political contents through the virtual world is relatively higher than other socializations since the socializations of work, business, and entertainment have the lower percentage.

Secondly, the virtual room is the virtual public. This indicates that public is the main actor of in the process of political disputes where important actors like local head candidates, political party figures, succession team, and *second opinion leaders* involve. *Thirdly*, the virtual room is an important agent or tool to convey political messages massively to the constituents that are part of virtual constituents.

In *Instagram* social media posts, various imaging products of local head candidates can be found. In general, they make groups and *fans pages* with various jargons seen from their hashtags attached at the end of their messages. They intentionally make hundreds of accounts distributed as an *army* to make attacks in the virtual room. Behind the virtual room, the admins play an important role to play *buzzer* accounts and continuously produce imaging materials in forms of texts, photo images, videos, animation, and graphics. They really understand that the virtual room has become an important domain for current constituents mainly the young and adult voters.

"To compete in the virtual room definitely needs text, photo, video, and infographic materials etc. Yes, all must be produced and designed according to the themes and characters of candidates. It aims at creating a positive image of candidates visually and target young or millennial voters. They

who are technological literate use social media and make it part of daily communication. One of them is Instagram" [10].

In general, the Gubernatorial and Vice Gubernatorial Candidates had teams to produce the materials of communication messages to be posted on Instagram. They also produced and distributed those materials through *buzzer* accounts. Undeniably, the digital reproduction colored the conveyed messages by producing photo images and videos with texts, animation, and graphic making them more interesting. They consisted of taglines, color and logo *moods*, and most importantly, the actions of political actors in both images and videos. These became unoriginal communication messages but imitated products prone to be a *lip service* leading to hoax. In addition, Instagram has a *live report* product to affect the public of virtual room. The political acrobats were shown obviously to make ideas well packaged for *personal branding*.

Here, the disputes among actors worked. Through the status or captions on Instagram, each candidate used *posts, shares, likes, and comments* to measure their domination and grab the influences in the virtual room. If identified, the actors in these disputes were admins operating the *buzzer* accounts of social media, production team like IT staff, *scriptwriters* and uploaders, account holders of succession team, and importantly the main actors behind the dispute practices that are political actors like political party figures and local head candidates. They collaborated to make acrobats to support one another by making discourses as if they were true. They frequently attacked the political rivals to create images.

"Sometimes, we design candidates' photographs, candidates' sequential numbers, and visual materials consisting of visions, missions, and programs. We try to show the candidates in the virtual room to receive sympathy. This is done to make the personal branding of candidates. The main goals and targets are to make the visual materials of candidates the imaging materials making the audience of virtual room know them better. It is expected that all post could create the popularity and electability effects for the candidates [11]."

Each candidate of Local Election in West Java in 2018 was susceptible as the victims of *buzzers* working as the operators of black campaigns including hoax news, *fake news,* and hate speeches. The practices of black campaigns became the dispute arena to gain influences before the constituents in the virtual room and some of them flopped candidates one another. The practices of black campaign in Local Election in West Java in 2018 derived from the partisans'' online media made by political rivals. Some issues of black campaigns were related to Ethnicity, Religion, Races, and Inter-group or *Suku, Agama, Ras, and Antar Golongan* (SARA). For example, the issues attacking Gubernatorial Candidate No. 1, Ridwan Kamil, were LGBT and pro-China while his partner, Ruzhanul Ulum, was attacked by the polygamy issue that he had four wives. The candidate running mate of Deddy Mizwar-Dedi Mulyadi was hit by the black campaign through a hoax video showing a ritual with a magician. The issue of money politic smashed the running mate of Asyik and Hasanah running mate received a

hate speech from an anonymous account that negatively changed Hasanah into Hasetan.

The content materials deriving from mainstream or online media are reproduced by the creative team of each candidate and used as re-sharable materials in buzzer accounts while some of them fulfil the content of Instagram social media. However, the content materials replicated in *hoax*, *fake news,* and *hate speech* are based on their designated accounts. The opinion disputes in the virtual room aim at affecting *netizens* and herding opinions that benefit specific candidates or drop other candidates through images.

"If there is news on printing or online media that benefits the supported candidates or can be utilized to affect the popularity and electability of other candidates, we will create our graphic designs involving the script writers. Those materials are reproduced and made as a weapon to shoot other. We also have hundreds of robot accounts that we can use so that the materials sent to media social groups become viral... [12]."

Those behind-the-scene actors of *hoax, fake news,* and *hate speech* practices are able to protect themselves not to be identified by other parties or supported candidates. They are also not part of the succession team, volunteers, not core teams of head of local region candidates. Most of them stand alone with their community to exist in the cyber war in the virtual world. It is admitted that some of them make transactions or agreements with the candidate teams to create the *personal branding* of specific candidates by attacking other candidates.

IV. CONCLUSION

An interesting phenomenon of personal branding through Instagram is that the supporters and constituents of each candidate in 2018 West Java Election were interested in making both official and personal accounts popular and increasing the traffics and viewers of each candidate through likes, comments, and reposts. The higher the traffics viewers and number of followers, the higher the probability to increase the popularity and electability of candidates. The high traffic viewers and followers of Instagram are important for the creative team to create the candidates' branding massively. However, to make an Instagram account with those goals, they must have a good ability to produce communication messages. The production team of each candidate should produces quality photographs with a unique and characterized style according to the identification of candidates.

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