

A PENTADIC ANALYSIS OF POLITICAL CAMPAIGN GERINDRA PARTIES ON SOCIAL MEDIA

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Abstract

This research analyzes posts made by the Gerindra political party on social media during the 2024 presidential election campaign. This research uses the dramatism theory put forward by Kenneth Burke. The author wants to know the meaning of the symbols used by the Gerindra Party in its X social media uploads during the official campaign period determined by the General Election Commission, namely from 28 November 2023 to 10 February 2024, using five elements of pentad analysis (act, scene, agent, agency, and purpose). The social media account In various actions (*acts*) carried out, Prabowo Subianto tends to be an actor (*agent*), either directly or indirectly, having support from big names around him, as well as campaigns in several places and various characteristics that are formed (*scenes*). Produces relationships between elements combined into weapons (*agency*) to achieve main and particular goals (*purpose*).

Keywords: Pentadic Analysis; Political Campaign; Social Media; Gerindra

INTRODUCTION

Elections are an obligation for Indonesian citizens as a form of democratic government. They are the most substantial way for people to participate in a modern representative democratic system. (Wardhani, 2018). All levels eagerly await the elections, both policymakers and the public, to see and determine the direction of power for the next five years.

Realizing the changing lifestyle of modern society, which has now adapted technology to a large extent in everyday life, has also changed the style of political campaigns, which have begun to use social media as a means of political campaigns to win elections. This is in line with the Permanent Voter List (DPT) at the General Election Commission (KPU), with the Millennial Generation and Gen Z making up more than 50% of the number of DPTs (Binsar, 2023) and are also one of the two generations with the most registered internet users in Indonesia (Haryanto, 2024). Political actors use this to campaign on social media to gather support and win elections. Looking at the political communication used by political actors on social media, it is clear that political communication is a dynamic element that determines political socialization and

partisanship (Indra & Wahid, 2021), which influences people's participation in politics and elections.

This article will interpret the symbols contained in social media uploads by X from the Gerindra Party with the username @gerindra. The official Gerindra Party account has 142.8 thousand uploads and 741.6 thousand followers. The Gerindra Party is also one of the supporting parties for presidential candidate number 2, namely Prabowo Subianto, who also serves as general chairman of this party. Using dramatism theory with the Pentadic analysis method, the author wants to know the meaning of the symbols used by the Gerindra Party on X social media posts during the official campaign period determined by the General Election Commission (November, 28th 2023 to February, 10th 2024). Dramatism studies can be considered as an approach to examining the relationship between elements used to influence other people (Syarifuddin & Irwansyah, 2021). Dramatism discusses the act of communication between the text and the audience for the text, as well as the action within the text itself. (L. Novitasari et al., 2015). A Pentadic Analysis framework has five analysis points: act, scene, agent, agency, and purpose. The relationship between these five elements is called the ratio. Act means an action carried out by an agent or manifesting someone's activities. Agent means a person who carries out an activity or act. Agents can be viewed broadly and are not limited to individuals but can take the form of organizations, institutions, ethnicities, etc. (S. C. Novitasari, 2021).

Scenes can be interpreted as the place or background where an activity or act occurs. They are not limited to physical places; actual conditions in various contexts, historical reasons, or other settings are also included in scenes. *Scenes* can provide context that accompanies the actions taken by the agent. (Satjakoesoemah et al., 2020). Agency describes the means used by agents to carry out their activities. The agency is often linked to purpose with an agency-purpose ratio, producing motivation for a specific act. Purpose means the goal that describes why the action is carried out. Goals are also described as the desired result of all actions that have been carried out. (Moekahar et al., 2024).

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METHOD

Dramatism Theory is the idea of Kenneth Burke, who produced the Pentad Analysis framework. It emerged because of the view of humans as creators, users, and abusers of

symbols. Dramatism theory is also a method for analyzing human motives and relationships in order to understand how humans interact and relate and their motives or why they do something. (Syarifuddin & Irwansyah, 2021). This research is a qualitative method, a research process that can create a complex and comprehensive picture that can be presented with words and detailed reports. The author uses five elements of pentad analysis, namely Act, Scene, Agent, Agency, and Purpose, which are used in the context of political communication by the Gerindra Party on its official social media account on X, namely @Gerindra, during the official campaign period determined by the General Election Commission, 75 days starting from November, 28th 2023 to February 10th 2024. The author will focus on the context of language use as an effort to form opinions carried out by the Gerindra Party, both in its uploads in general, its replies to its followers, and even quote tweets made by the account.

As a natural form of dynamic qualitative research, the author carries out a procedure by analyzing the five elements of pentad analysis: act, scene, agent, agency, and purpose. Then, the author moves flexibly through all the uploaded files to determine which contains these elements. The author also pays attention to the issues raised in each upload and looks for supporting news contained in the uploaded files during that period.

RESULTS AND DISCUSSION

The Gerindra Party is one of the parties supporting presidential candidates in the 2024 elections, being the supporter of candidate pair number 2, Prabowo Subianto - Gibran Rakabuming, with Prabowo's position also serving as general chairman of the Gerindra Party. With the rise of digital campaigns through social media, the Gerindra Party has also enlivened social media X (formerly Twitter), which is the place for distributing official information from the Gerindra Party through its account @Gerindra. @Gerindra's began in October 2011 and, to date, has successfully attracted 742 Thousand followers, with 142.8 Thousand tweets uploaded. Not just a numerical success, the Gerindra Party also succeeded in building positive sentiment on its account, with sentiment analysis research showing results of 54.98% positive sentiment, 40.67% neutral sentiment, and 4.36% negative sentiment (Sasongko et al., 2024).



Figure. 1 Bio akun X @Gerindra

This research analyzes the Gerindra Party's uploads facing the 2024 Election during the official campaign period of 75 days from November 28th, 2023, to February 10th, 2024. The author uses the tweet scraping method using the "Tweet Harvest" tool initiated by Helmy Satria (Satria, 2024). The author collected 859 tweets in total, in the form of everyday uploads, replies, or replies, and quoted tweets or replies in the form of uploads. After the data was collected, the author then categorized the collected uploads and produced four general categories as follows:

Table 1. Post of categories on X @Gerindra

Tema	Jumlah
Opini dan Gagasan Partai	253
Religi	55
Politik dan Pemilu	369
Humor dan Interaksi	182
Total	859 tweets

The four categorization themes used refer to the research results. (Moekahar et al., 2024), They also have social media categorization in their research: Religiosity, Nationality, Family, and Politics and Elections. The author uses Religion, Politics, and Elections and adds themes that the author adapts to the data the author has, namely the themes of Opinions and Party Ideas, Humor, and Interaction. The author did this after analyzing the results of the X @gerindra social media upload dataset that had been collected. Based on Table 1, Categorization of Uploads from the X @Gerindra account, the most significant number is in the Politics and Elections category, which is by the research period, namely during the campaign period.

The author formulates indicators for uploads that fall under the theme of Politics and Elections, namely that an upload must contain or be aimed at political attitudes or campaign activities that support elections. The Politics and Elections theme tends to contain campaign activities by Prabowo or Gerindra cadres who are fighting on the DPR or DPRD lines, whether in the form of visits to organizations, visits to traditional markets, open campaign activities with the community, and other forms of campaigning.

The second most common theme, namely the Party Opinions and Ideas theme, contains opinions and ideas put forward by the Gerindra Party, both ideas from Prabowo-Gibran as presidential candidates and vice presidential candidates promoted by the Gerindra Party, or ideas and opinions from cadres who have a topic to fight for such as the free lunch program, the attitude of the Gerindra Party before entering a period of calm, programs related to young people, and so on. In this theme, the author formulates an indicator that each upload must contain an opinion or idea raised either on behalf of the party or on behalf of party cadres that will be or are being fought for.

The third most common theme is Humor and Interaction, containing replies to an upload in either a positive or negative context, interaction between the Gerindra Party admin and his followers, who often do giveaways, and light-hearted greetings of good morning, afternoon, and evening by the admin. This theme has an indicator, namely that

the upload contains elements of humor or takes the form of reciprocal interactions with followers. The final theme is Religion, containing the greetings of the Gerindra Party admin on major religious holidays, such as greetings for Merry Christmas, Isra Mi'raj, several visits by Prabowo or cadres to places of worship, and greetings entering times of worship, for example, prayer times. Maghrib, Friday prayers, and so on. In this theme, the author formulates indicators that an upload must have a religious nuance, whether in the form of written speech or campaign activities to places of worship, which aims to improve the image of religion.

After the author categorizes all uploads in the research period based on the themes above, the author carries out an analysis based on the five elements of Pentad Analysis proposed by Kenneth Burke, as follows:

A Pentadic of Act on Sosial Media X @gerindra

The act can be interpreted as an action or deed. Based on this research data, namely during the official campaign period, it cannot be denied that all the uploads collected depict various forms of campaign activities carried out by the Gerindra Party, with the most common themes being Politics and Elections.



Figure 2 Post on @Gerindra Februari 10th, 2024

In the upload on February 10th, 2024, there is an overview of the Prabowo-Gibran grand campaign held at the Gelora Bung Karno Stadium, Jakarta. The author chose this upload as the final form of the entire series of campaigns depicting action elements and political and election themes in @gerindra's upload. This upload shows the commotion and hustle and bustle of all the supporters present at the event location, Prabowo's speech about nationalism and maintaining unity, as well as showing the figures who were also present at this event, starting from high-ranking party officials such as former sixth president Susilo Bambang Yudhoyono, his son Agus Harimurti Yudhoyono, PAN general chairman Zulkifli Hasan, Golkar Party general chairman Airlangga Hartarto, as well as several celebrities participated in enlivening and appearing at the grand campaign. The

author interprets this as a way for the Gerindra Party to show the big powers that support and elect the Prabowo-Gibran pair in the 2024 election contest, as well as showing the enthusiasm of the supporters of the Prabowo-Gibran pair, whose numbers are massive, filling the Gelora Bung Karno Stadium from inside and outside the stadium. The entire contents of this grand campaign overview manifest the Gerindra Party's thinking and arrangement regarding the drama in the uploaded activities.

A Pentadic of Scene on Sosial Media X @gerindra

The scene is a canvas or background for an agent to carry out his actions. Scene elements can also refer to external sources, which motivate agents to take action and discuss their internal actions. (Wahyudiyanto, 2022). The author concludes that the scene can be very dynamic and influence several actions the agent took in all uploads during the research period.



Figure 3 Posts on @Gerindra Januari 7th, 2024

This post was made on January 7, 2024, at 8:09 pm, which day coincides with the Third Presidential Candidate Debate. As a background, when the debate was taking place, Prabowo responded to answers from the other two presidential candidates. In his statement, he said that when presenting an agenda, you must also bring evidence, not just "omong omon omon", this sentence is a play on the word "belief", in which Prabowo satirized Anies and said that Anies only talked a lot or was rhetorical, and his statement was greeted by thunderous screams from his supporters at that time.

The post above seemed to be a provocateur for Social Media X users watching the presidential candidate debate that night. This is also indicated by the reactions received from the upload, reaching 1.7 thousand replies, 5.4 thousand likes, and 1.5 thousand retweets. This also proves that a more relaxed and less rigid political communication style can attract voters' interest, especially the interest of young voters who use social media X a lot in general. Even after the election ended, the phrase "omong omon" was still very attached to Prabowo. Several other characteristics still attached to Prabowo, such

as *Prabowo Gemoy* and *Oke Gas*, have scenes that provide clear meaning to the sentence and were carried out in the research period.

A Pentadic of Agent on Sosial Media X @gerindra

Agent means actor, executor, or person who does something. The agent element has several characteristics: the ego, self-concept, superego, consciousness, desires, thoughts, subjective, spirit, and expression. (Moekahar et al., 2024). If explained, several names adorned @gerindra's uploads during this research period, such as Prabowo Subianto, Fadli Zon, Budisatrio Djiwandono, and many more.



Gambar 4 Unggahan @Gerindra 4 Desember 2023

In the upload on December 4, 2023, the primary agent is shown, namely Prabowo Subianto, accompanied by Ridwan Kamil, former governor of West Java, and Agus Harimurti Yudhoyono, as well as Rosan Perkasa Roeslani as General Chair of the Prabowo-Gibran TKN. This upload showed Prabowo, whose arrival was welcomed and supported by the students. Muslim-inspired clothing, black *peci*, the environment of Islamic scholars and religious students, and showing Prabowo and his entourage praying together succeeded in becoming a symbol that presented Prabowo as a religious person and close to Islamic scholars to win the hearts of Muslim voters, who also constitute the majority in Indonesia. If we look at Prabowo Subianto's background, he does not have a track record in the world of religion. However, Prabowo still tries to expand and display his religious side to add to the image of the agency he is building.

One thing that is always raised by every agent other than Prabowo in the uploads collected is "directions from the general chairman" or "directions from Mr. Prabowo Subianto," which shows the collaboration between cadres who support all of Prabowo-Gibran's work programs. Drawing agent elements into personal characteristics, @gerindra tries to build an image from each side of Prabowo, starting from nationalist, firm, humanist, authoritative, and even religious. This is illustrated by various campaigns in regional organizations such as the Son of Java Born in Sumatra, religious organizations such as the Miftahul Huda Islamic Boarding School, or going directly to the community.

A Pentadic of Agency on Sosial Media X @gerindra

We can view agency as a tool, activity, or action that will help the agent achieve his goals. The assistance in question can take the form of various things, such as strategies or specific methods agents use in their actions. (Wahyudiyanto, 2022).

Judging from all the uploads during the research period, @gerindra or Prabowo Subianto used several agencies to carry out their actions, such as Prabowo bringing prominent figures on his campaign visits or simply using his uploads to educate voters in general. This shows the agency-purpose ratio that produced the act.



Figure 5 Posts on @Gerindra Desember 13th, 2023

In the upload on December 13, 2023, there was a thread uploaded by the Gerindra Party with the caption, "Gerindra Legislative Candidates support the Action of the Ronita Peduli Foundation." It is known that the Ronita Peduli Foundation was initiated by the DPR RI legislative candidate from the Gerindra Party, namely Anita Nidya Mahenu, who comes from East Nusa Tenggara (NTT), which has been established since 2009. This foundation is active in humanitarian activities within the churches in NTT, both in development and in meeting the church's needs. This upload becomes an agency tool for the agent, namely the "Gerindra Legislative Candidate" in question, Anita Nidya Mahenu, who has been formed in such a way with the initial aim of helping various church activities in NTT. As time passes, the purpose has been added implicitly, namely, building a positive and caring image. In the religious community in NTT and can help him win the election. This upload fulfills the agency element for the agent to fulfill the desired purpose.

A Pentadic of Purpose on Social Media X @gerindra

Purpose can be explained clearly and clearly or implicitly. This purpose is described openly or hidden. (Moekahar et al., 2024). The element of purpose is the most dominant in this research because, naturally, the period of this research is during the campaign period, which makes the general purpose of all uploads a political campaign. This is expressed in posts with different topics to target certain parties, which gives them a specific purpose that supports a general goal.

This particular goal also provides ratios such as agent-purpose, which produce different actions. For example, Prabowo-Gibran wanted to attract the votes of Islamic

boarding school voters or officials, so the Islamic Boarding School Endowment Fund program was formed to achieve this goal. If explained, Prabowo-Gibran as agents, attracting voters' votes in the Islamic boarding school environment is a purpose, which produces an act in the form of the Islamic Boarding School Endowment Fund work program. The author concludes that all uploads uploaded by @gerindra have a primary purpose: a political campaign to win the election. This primary purpose is supported by various particular purposes that describe the steps taken by the Gerindra Party to win the election.

CONCLUSIONS

Based on research that has been carried out by the author using the Pentad Analysis approach on X Gerindra Party's social media uploads in facing the 2024 Election, conclusions: Facing the 2024 Election, the social media account In various actions (*acts*) carried out, Prabowo Subianto tends to be an actor (*agent*), either directly or indirectly, having support from big names around him, as well as campaigns in several places and various characteristics that are formed (*scenes*). It produces relationships between elements that are combined into weapons (*agency*) to achieve goals, both main goals and particular goals (*purpose*).

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