

## CONTENT ANALYSIS OF INSTAGRAM BY INDONESIAN PRESIDENTIAL CANDIDATE 2024

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### Abstract

The development of new media and digital technology creates a virtual culture in society to obtain information. One of the new media used is Instagram which is used to disseminate information from education, social, cultural, religious, economic and political aspects. The future Indonesian presidential candidate also uses Instagram as a medium for political communication. This study aims to analyze the content of political messages on Instagram. The method used in this research is content analysis by identifying the characteristics of the message using Zhu and Bruno that categorization based Account Information, Quantified Impact, Video Content, and Video Form. Base on data, results show that the lowest number of Instagram followers with a total of 5.2 million on @prabowo account. The highest followers were 5.8 million @aniesbaswedan and the most posts were on @ganjar\_pranowo. In particular, the number of likes of all the videos analyzed is over 2,028,252 with a minimum total likes of 6,306; the maximum total likes is 132,712 with an average total of 29,342 and the median value of the number of likes is 27,016 and the total number of likes is 2,028,252. The total number of comments received was 42,420, with 55 being the lowest and 6,345 being the highest. Eighty-four videos received 616 or more comments; on average each video gets 650 comments. Furthermore, the total number of views or impressions is 23,728,921 with details of the lowest 65,351 and the highest 1,513,648 then the total average number of video views is 299,719 with a total median value of 232,836.

**Keywords:** Content Analysis; Instagram; Presidential Candidate.

### INTRODUCTION

The development of media shows very positive developments from the side that is followed by the development of communication technology that is connected to the internet (Ekman & Widholm, 2017). People who are connected to the internet can easily access social media and utilize information and are even influenced by the information they access (Lai & To, 2015). This causes Instagram to be used for political purposes in influencing the audience to receive information and act in accordance with the discourse built by political actors including in the presidential campaign. Instagram as a social media and communication media has been used in

various countries for the interests of the presidential election. Instagram is used as a media that allows presidential candidates in various countries to disseminate information in the form of the best photos (Towner & Muñoz, 2018), Construction of image by celebratory photos and videos (Quevedo-Redondo & Portalés-Oliva, 2017), gender discourse based imaging (Stanton, 2022), and form public polarization (Fernandes et al., 2020), and also as political marketing (Munoz & Towner, 2017).

The presidential election in Indonesia has a new phase where a major survey institution in Indonesia has released initial survey data on the most popular presidential candidates in Indonesia. The leading survey institution in Indonesia has consistently placed the top three names of the Indonesian presidential candidate Prabowo Subianto as the strongest candidate by 4 survey institutions, Ganjar Pranowo once at the top, and followed by Anies Baswedan (Mawardin, 2022); (Zulfikar, 2021); (Tim Detikcom, 2022). The top three potential candidates for the 2024 Indonesian President each use Instagram as a public information medium and have verified Instagram accounts, which means that these accounts have been verified as authentic and are followed by millions of people.

The development of Instagram as an information media changes the way people access information, presidential candidates are not spared in using Instagram as a medium for disseminating information to influence constituents. Political messages that present themselves in the form of videos are produced to create a positive image of the community. Maintaining the image and maintaining the electability of each candidate. This causes Instagram to become a political arena utilized by politicians (Ghazali et al., 2019). Politicians create self-visualizations before elections to attract the people's sympathy (Grusell & Nord, 2020).

The urgency of this research is to provide an initial picture of how practitioners and communication scientists explain the use of social media that has a measurable impact to increase their electability based on survey results. Survey accuracy can be recognized if using the right method (Sohlberg et al., 2017). Survey results Survey institutions in Indonesia place 3 prospective candidates with the highest electability, building a good reality about themselves so that they are trusted as presidential candidates in the future. Based on this, it shows that communication that has been carried out on various social media, including Instagram, is considered effective and can be studied as a reference in utilizing Instagram in the General Election.

This study was conducted based on the rapid development of social media in the last two decades, born both for economic, political, and social interests (Zhu et al., 2020). Social media not only connects many people, but also as a symbolic center for political discourse (Ekman & Widholm, 2017 Instagram as a social media (Slimovich, n.d.) is no exception as a media that allows politicians, especially presidential candidates in various countries to disseminate information in the form of the best photos (Towner & Muñoz, 2018), build images with celebratory photos and videos (Quevedo-Redondo & Portalés-Oliva, 2017), imaging based on gender

discourse (Stanton, 2022), and form public polarization (Fernandes et al., 2020), also as political marketing (Munoz & Towner, 2017).

This also did not escape the attention of prospective presidential candidates in Indonesia to use Instagram as a medium for political communication. Social media can influence people's beliefs, values, and attitudes, as well as the intentions and behavior of their users (Lai & To, 2015). The contest for the Presidential Election of the Republic of Indonesia entered the early round of the 2024 Presidential Candidates with the release of survey data from five leading survey institutions in Indonesia consistently placing the top three names of prospective Indonesian Presidential Candidates Prabowo Subianto as the strongest candidates by 4 survey institutions, Ganjar Pranowo Once at the top, and followed by Anies Baswedan (Mawardin, 2022);(Zulfikar, 2021);(Tim Detikcom, 2022). The top three prospective Indonesian Presidential Candidates in 2024 each use Instagram social media as a public information medium and have verified Instagram accounts that are followed by millions of people.

The purpose of this study is to analyze how presidential candidates use Instagram as a medium for political communication and how the content of political communication messages is displayed as videos on their Instagram accounts. The expected results of this study can provide references to communication scientists in managing political message content. The research method used in this study is the quantitative content analysis method of 90 Instagram posts to understand the political communication of the presidential candidates' Instagram. The 90 posts were then analyzed to be described, categorized into categories determined based on the following Coding: Account Information, Quantified Impact, Video Content, and Video Form. The coding categories are then also adjusted to the features and information provided by the Instagram platform.

## **METHODOLOGY**

The research method used in this study is a quantitative mixed method content analysis of 90 Instagram posts to understand the political communication of the presidential candidates' Instagram. The 90 posts were then analyzed to be described, categorized into categories determined based on four dimensions: Account Information, Quantified Impact, Video Content, and Video Form (Zhu et al., 2020); (Bruno, 2020). In this study, qualitative content analysis was used to describe the occurrence of different categories found based on the established categorization.

Holsti (Holsti, 1969) in Lai 2015 (Lai & To, 2015) explains that content analysis is "any technique for making conclusions by objectively and systematically identifying certain characteristics of messages. Content analysis is the process of "summarizing, quantitative analysis of messages that relies on scientific methods (including attention to objectivity, intersubjectivity, a priori design, reliability, validity, generalizability, replication, and hypothesis testing) and is not limited to the types of measurable variables or the context in which the message is created or

presented" (Neuendorf, 2002). Traditionally, content analysis involves the following steps: (1) selecting a topic, (2) deciding on a sample, (3) defining the concepts or units to be counted, (4) constructing categories, (5) creating a coding form, (6) training coders, (7) collecting data, (8) determining intercoder reliability, (9) analyzing data, and (10) reporting results. Traditional content analysis involves subjective human interpretation. Thus, classification procedures must be reliable to ensure consistency between different coders and the same coders over time. For this reason, validity, inter-coder reliability, and intra-coder reliability have been the subject of extensive research (Krippendorff, 2004).

This study adapts the existing coding method of TikTok account analysis that analyzes the video content of the Chinese Provincial Health Committee (Zhu et al., 2020) and research that analyzes health content from health workers (Bruno, 2020). The coding is divided based on the following classifications: Account Information, Quantified Impact, Video Content, and Video Form. Specifically, the "video themes" coding section was modified by using the concept of political messages in the campaign activities of members of the Regional People's Representative Council on Facebook (Riauan, 2022) which consists of: (1) Work Activities, (2) Religious Activities, (3) Campaign Activities, and (3) Family Activities. The coding categories are then also adjusted to the features and information provided by the Instagram platform.

The researcher focused on 3 Instagram accounts of Prospective Presidential Candidates who had the highest electability based on surveys from 5 survey institutions in Indonesia, namely (1) @prabowo (2) @ganjarpranowo, and (3) @aniesbaswedan. The videos taken were videos posted based on the survey time, namely in December, February, and January 2022 (Detikcom Team, 2022). The researcher determined the number of videos from each account proportionally, meaning that each candidate's videos to be analyzed amounted to 30 videos. The videos were selected randomly, then watched one by one from beginning to end and then coded based on Zhu's (Zhu et al., 2020) and Bruno's (Bruno, 2020) coding which was also modified with the Riauan concept (Riauan, 2022). All coding categories are described in Table 1. The following:

Table 1. Video Analysis Coding Categories

Index	Explanation
<b>Account Information</b>	
Official Verified Account	1 number of Likes by August 2022
Credentials Listed in Account Bio	Refers to what credentials or name titles are listed on the Instagram account bio who posted the video

<b>Index</b>	<b>Explanation</b>
site Link	rs to whether the account has a link in their bio
ber of Followers	l number of Views the video obtained Agust 2022
<b>ntitative Impact</b>	
ber of Like	l number of Comments received by August 2022
ber of Comments	l number of Comments received by August 2022
<b>o Content</b>	
o Type	rs to the different types of health communication, divided into categories, including: cartoon, documentary, situation comedy, rpt from TV program, excerpt from news report.
o Theme	rs to the major topic involved in political message: Work /ities, religious activities, and family activities.
tion	rs to the major emotion involved; classified as excited, moved, or or no specific emotion.
acter	rs to the character playing the leading role or being shown t during the micro-video (public figure, public servant, or mon people)
ng	rs to where the video is filmed
<b>o Form</b>	
ground Music	rs to the background music used, including no music, music :cted from the Instagram music library, and original music.
ing/No ing/Lip Syncing	rs to whether the character(s) in the video were talking, not ng, or lip synching
guage Feature	rs to the language used, including Indonesia, foreign language, other local dialects.
hasized theme (ling)	rs to the technique of re-emphasizing the theme at the end of micro-video.
gth	rs to the length of the micro-video.
itles	rs to the technique of using subtitles to display the words :en in the micro-video as written text.
ion	rs to caption posted with the video

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Index	Explanation
tags	refers to the hashtags used by the uploader in the video's caption

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Source: Researcher modified data (2023)

## RESULT AND DISCUSSION

### Account Information

Based on the three Instagram accounts that researchers analyzed, all of them use their real names, namely Prabowo Subianto with the search name @prabowo; then Anies Rasyid Baswedan with the search name @aniesbaswedan; and Ganjar Pranowo with the search name @ganjar\_pranowo. The three Instagram accounts, respectively, have the number of video posts during November 2021 and August 2022 as many as 1 post; 14 posts; and 69 posts. Of course, the three accounts have been verified (blue tick) by the Instagram application.

The three political elites use Instagram to build their self-image to improve their reputation and increase their chances of being followed. Instagram is good enough to help someone achieve their goals, build and improve brand awareness, brand image, and direct interaction. The followers and following features that let users know who is interested in their Instagram account, post photos and videos with hashtag captions, get likes or comments from other followers, the IGTV and LIVE features that make it easier to interact with the followers that users have and finally instastory as a feature of Instagram that displays short stories that last for 24 hours (Nugroho & Azzahra, 2022). Through these interactive features, it also supports someone in building a good reputation in society. In addition, they also use Instagram accounts to further promote their personal YouTube channels. However, this is different from Prabowo who appears to have fewer posts and does not have a bio or YouTube link on his Instagram account. Of the 3 Instagram accounts analyzed, only 1 account did not include a bio, namely the Instagram account belonging to @prabowo. While the other 2 include a bio complete with a personal YouTube link, they are @ganjar\_pranowo with the bio "My Lord, the People, the Governor is only a Mandate" and the Instagram bio @aniesbaswedann which is "Allow the eyes to be the trigger for unlimited imagination .... Anies Baswedan's official account, managed by a team, personal posts are marked #ABW". Based on the bio, it can be seen that the @ganjar\_pranowo and @aniesbaswedann accounts want to inform their followers by including a short description of the Instagram account.

### Quantified Impact

Based on the analyzed data, it was found that the lowest number of Instagram followers with a total of 5.2 million on the @prabowo account and the largest total

followers of 5.8 million on the @aniesbaswedan Instagram account and the most posts on the @ganjar\_pranowo Instagram account. Other Instagram users who see the photo or video can provide responses in the form of comments in the comments column or likes (Nur & Hadi, 2016). Each political elite has a quantified impact with varying results, namely on the @prabowo account only has 1 post with a total of 232,836 views, a total of 31,163 likes, and a total of 616 comments. Furthermore, the @aniesbaswedan account with 14 posts has a minimum number of views of 80,239, a maximum number of views of 878,747, and a median number of views of 292,633 with an average of 364,881 views and a total of 5,108,334 views. Then on the @ganjar\_pranowo account with 69 posts has a minimum number of views of 65,351, a maximum number of views of 1,513,648, a median number of views of 168,594, with an average number of views of 301,439 and a total of 18,387,751 views.

### **Video Content**

The video content dimension provides information about the types of videos posted by the three political elites, common themes among the videos, characters, and special settings of the videos. Video content contains messages to communicate to followers on the Instagram accounts of each political elite. Communication is a very fundamental part of community life. Humans are able to explore the world in a fast time, the "global village" conveyed by McLuhan (1989) means that the world will feel small because of the short communication distance between the communicant and the communicator (Oktalisa, 2023). This means that by accessing Instagram, someone can reach the world by just looking at the content, especially the video content presented.

In terms of video type, documentaries (self-recordings) lead, namely 63 out of 84 posts with details of the @ganjar\_pranowo account with 51 posts, @aniesbaswedan with 11 posts, and @prabowo with 1 documentary post. Then, twelve of the video posts included in the news report quotes, including 10 posts on the @ganjar\_pranowo account and 2 posts on @aniesbaswedan. Furthermore, eight of them are included in comedy situations that are only found on the @ganjar\_pranowo account. And the last 1 is included in the cartoon, namely on the @aniesbaswedan account. For example, the three political elites are presenting something in front of a large audience; videos of themselves when giving advice and education or information to followers regarding COVID-19 or Protection of Children and Women; videos of doing podcasts with high-achieving people; videos of pilgrimages to cemeteries; videos of socializing to approach the community; videos with family; videos when attending activities such as sports, leading ceremonies/rolling ceremonies and so on; then the video clips are made into short clips and then edited to appear to have elements of comedy situations and there are also videos with cartoon elements to attract followers. These results show that the three political elites except for the @prabowo account use the platform to reach out to the people, namely avoiding a rigid hierarchy between political elites and the community. Most political activities are communication between political actors

and targets. Communication and politics combined into political communication essentially talk about talking and influencing (Eliya et al., 2017). The most common video theme is work activities, with 79 of the 84 videos featuring this topic, seen in @ganjar\_pranowo's posts with 65 posts, @aniesbaswedan's account with 13 posts, and @prabowo's account with 1 post. Videos in this category feature professional political elite workers explaining or showing their daily routines, showing the work and activities they attend in building a positive image for the public in their profession. To form a good and strong image, a planned strategy is needed which is packaged in activities to guide the public to perceive what the goals and hopes are (Ismailidina et al., 2020). This study found that the three political elites chose to use media, especially the Instagram application, to reach and embrace the public in a faster way as well as a way to show their daily activities and the "people's lifestyle" that they often face, but not necessarily in a serious tone. In addition, this study also shows that the three political elites posted content and really thought about public opinion, which of course can influence public perception of them. Political communication carried out by political elites will not run optimally without the formation of public opinion. The popularity of political candidates will not increase if it is not supported by the significance of public opinion towards them. Therefore, political communication and public opinion are closely related because both support each other (Indrawan, 2017). Two of the 84 video posts contain categories of religious activities that appear on the @ganjar\_pranowo and @aniesbaswedan accounts, each with 1 post, where the figure in the video makes a pilgrimage to the hero's grave. Then 3 of the 84 video posts included the theme of family activities which were only found on the @ganjar\_pranowo account, namely that @ganjar\_pranowo was enjoying the weekend with his beloved family. In terms of character, 43 of the 84 videos analyzed featured ordinary people who appeared on the @ganjar\_pranowo account with 39 posts and @aniesbaswedan with 4 posts, such as athletes/sportsmen, the community, teachers, and so on. Forty of the 84 featured public servants or the figures themselves, namely @prabowo with 1 post

### **Video Form**

The video form dimension reveals information about the format in which these 84 videos are presented. Sixty-eight of the 84 videos are accompanied by various types of music; 64 original music and 4 include music from the Instagram library, while 16 videos are presented without music. Seventy-five videos include speech; six videos do not include speech; and three of the videos include lip-syncing. The messages in the videos are often packaged in a descriptive form that almost always includes speech and is often also equipped with subtitles that make it easier for followers to understand the contents of the message. As for the subtitles found, sixty-six videos use subtitles, while eighteen of them do not use subtitles.

Regarding hashtags, of the three elite political Instagram accounts, 1 of them does not use hashtags, namely the @prabowo account, while the @ganjar\_pranowo and @aniesbaswedan accounts use hashtags only referring to the activities and cities in which the activities or video posts were produced or in other words, more

clearly explaining the setting. @ganjar\_pranowo used hashtags in eight of the sixty-nine posts, while @aniesbaswedan used twelve of the fourteen posts and two of the posts did not use hashtags.

## CONCLUSION

This study shows that political professionals use Instagram social media to convey messages to the public in order to brand themselves to influence public perception of their good performance. Political elites post videos that include humor, self-criticism, and certain political messages in the form of memes and animations. Therefore, this platform becomes an integral media of the political social media ecosystem, allowing political elites to interact and embrace young people personally.

Based on the analysis of three Instagram accounts of famous politicians (Prabowo Subianto, Anies Baswedan, and Ganjar Pranowo), it can be concluded that they use the Instagram platform to build their self-image, improve their reputation, and promote their personal YouTube channels. Prabowo has the lowest number of followers (5.2 million), Anies Baswedan has the most followers (5.8 million), and Ganjar Pranowo has the most posts. In the video content posted, the dominant type of video is documentary, followed by news report excerpts, comedy situations, and cartoons. They use Instagram to reach out to the people and avoid the rigid hierarchy between political elites and the public. The most common video theme is work activities, which show daily routines and activities to build a positive image. Indonesian is the most commonly used language in videos, followed by English, Japanese, and local languages such as Javanese and Lombok. Most videos use music in the background, include speech, and some are subtitled. The use of hashtags is limited to activities or settings in the video.

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