

POLITICAL IMAGE OF ANIES BASWEDAN IN THE 2024 PRESIDENTIAL ELECTION ON SOCIAL MEDIA ACCOUNT X @ANIESBUBBLE

Ajeng Sagita Cahyani¹, Azwar²

¹Universitas Pembangunan Nasional Veteran Jakarta, Jakarta, Indonesia

E-mail: 2010411008@mahasiswa.upnvj.ac.id^{1*} azwarstmalaka@upnvj.ac.id²

Abstract

In the current digital era, social media has become an integral part of daily life in society, especially in the political context. The Presidential Election (Pilpres) in Indonesia in 2024 marks a significant moment where this five-yearly public event holds its own appeal. Social media has become a strategic tool for presidential candidates to attract sympathy and votes from the public. One interesting phenomenon is how presidential candidates utilize social media to build their image, disseminate programs, and interact with voters. As the 2024 presidential election approaches, the emergence of the @aniesbubble account on social media platform X marks a new breakthrough that has never been seen before. The presence of this account also reflects a change in how politicians interact with the public, requiring them to adapt to available social media platforms. The purpose of this research is to understand the political image of Anies Baswedan on the social media platform X, specifically through the account @aniesbubble. The method used in this research is a qualitative method with a virtual ethnography approach using Cyber Media Analysis (AMS), applying the Media Richness Theory. The researcher conducted interviews, observations, and documentation to obtain richer and more comprehensive data. The research results that the @aniesbubble account is a clear example of using media richness to convey complex political messages in an engaging and easily understandable manner. The account successfully portrays Anies Baswedan as an intellectual, high performance, friendly, warm, and nurturing political figure, especially among the younger generation.

Keywords: Political Image; Presidential Election; Social Media; Anies Bubble; Virtual Ethnography; Cyber Media Analysis (CMA)

Introduction

The concept of democracy brings forth the recognition that all individuals are entitled to equal opportunities to engage in the political process and influence life-changing decisions. This includes the right to participate in public discourse and express opinions, as well as the right to vote in elections and communicate aspirations to the government. Additionally, the preservation of civil liberties and human rights, along with the separation of powers between the executive, legislative, and judicial branches, is equally emphasized in a democratic system.

Indonesia's politics have increasingly attracted attention, marked by various issues and dynamics influencing the direction of its democracy. The values reflected in the 1945 Constitution and its preamble serve as strong foundations in safeguarding and

strengthening democracy. Firstly, the principle of popular sovereignty mandated by the constitution underscores that supreme power lies with the people, affirming that active societal participation is the cornerstone of Indonesia's political system (Subiyanto, 2020). This provides a strong foundation for efforts to enhance public participation in political processes, ensure fairness in decision making, and promote governmental accountability.

The preamble of the 1945 Constitution underscores the importance of protecting human rights, such as civil and political rights, by emphasizing freedom of speech, association, and religion as fundamental pillars of a healthy democracy. By guaranteeing these rights, the constitution ensures that individuals can freely express their opinions, participate in political processes, and influence policymaking. Additionally, the 1945 Constitution establishes democratic institutions, such as the House of Representatives (DPR), the Regional Representative Council (DPD), and other state institutions, aimed at representing the interests of the entire populace.

The 1945 Constitution also establishes the procedures for general elections as a mechanism to democratically determine leaders and representatives. Fair and transparent elections are crucial in maintaining a healthy democracy and providing legitimacy to the elected officials. Furthermore, the principles of good governance, which include transparency, accountability, public participation, and justice, serve as essential pillars in ensuring that the government acts in the public interest and performs its duties effectively and efficiently. Given this strong constitutional foundation, Indonesia has a strong foundation for striving towards a healthy democracy for all its citizens. Although political challenges and dynamics may arise, the democratic principles enshrined in the 1945 Constitution remain a guiding framework that can lead the nation towards a more democratic and just future (Subiyanto, 2020).

The Republic of Indonesia conducted general elections on February 14, 2024. In addition to electing a new president and vice president, these elections also selected legislative members at both the national and regional levels for the 2024-2029 period. The execution of elections has been a major focus since the reform era in 1998, when the country transitioned from an authoritarian regime to a more open and inclusive democracy. Moreover, the electoral event is considered a critical component of Indonesia's democratic system, reflecting the people's involvement in decision-making processes. The presidential election, as part of the general elections, serves to ensure and determine the direction and leadership of the president and vice president for a specific term.

The Presidential Election is often marked by various interesting events, such as intense competition, the emergence of issues between candidate pairs, and significant image-building efforts as strategies to achieve success in gaining public votes. This people's celebration, held every five years, also creates a different kind of sensation and excitement in each period. Public support within the political environment has become

increasingly competitive. Thus, to gain public support in a political competition, significant efforts from all volunteers are required (Junior & Hanif, 2024).

Each presidential candidate focuses not only on presenting their plans and programs but also on reflecting the values, aspirations, and diverse demands of the society. The candidates have the opportunity to engage in dialogue, share thoughts, and participate in image battles to gain as much public support as possible during the presidential election period. The common image battles during the presidential election often result in two opposing camps. Nevertheless, open public debates between candidates allow the public to gain a deeper understanding of the proposed programs. This also provides the public with the opportunity to choose and evaluate leaders who align with their expectations.

According to data from the Central Statistics Agency (BPS) accessed through dataindonesia.id, voter participation rates in the presidential elections from 2004 to 2014 experienced a significant decline, initially at 79.76% and dropping to 69.78% (Sadya, 2022). However, voter participation rates increased in 2019, reaching 81.97%. The Central Statistics Agency (BPS) provides data in the form of a voter participation map for the 2019 presidential election, indicating that the 81.97% represents national voter participation in the 2019 presidential election.

Voter participation in the 2019 general elections was 81.97%, with the highest participation in Papua Province at 95.75% and the lowest participation abroad at 42.54% (Badan Pusat Statistik, 2019). The voter participation rate in the 2019 presidential election was the highest recorded since the implementation of direct elections. This increase in percentage indicates that the public is becoming more mature in exercising their voting rights and is increasingly aware of the importance of active participation in political activities in Indonesia.

The presidential election event is not exempt from the influence of social media intervention. Particularly in the political context, social media has emerged as a crucial element in contemporary information age existence. Political campaigns increasingly utilize social media (Faradis A et al., 2023). Various campaign strategies employed throughout the presidential election, as evidenced by online media, are designed to cultivate favorable perceptions and positions (Junior & Hanif, 2024). Furthermore, social media serves as a space capable of constructing or deconstructing political images of political actors (Siddha & Wulandari, 2023). The presence of social media platforms has facilitated individuals in accessing a wide range of globally dispersed information, overcoming limitations in access to a single source of information (Ichsan et al., 2023).

Social media allows society to express themselves freely without limitations. The multitude of social media platforms such as TikTok, Twitter/X, Instagram, Facebook, and YouTube have evolved as effective tools for candidates and political parties to communicate, mobilize support, and influence public opinion.

Based on data sourced from wearesocial.com (We Are Social, 2024), Indonesia ranks 9th globally in active social media users. The average daily time spent by active users on social media is 3 hours and 11 minutes. This intensive use of social media can also be a crucial point during the 2024 presidential election. However, in such situations, it is important to emphasize the significance of digital literacy among the public to accurately categorize content on social media and to address challenges posed by fake news content (Amaly & Armiah, 2021).

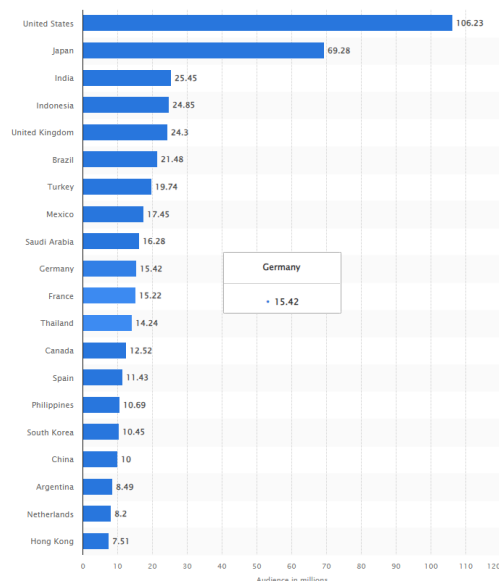


Figure 1 Leading countries based on number of X (formerly Twitter) users as of April 2024(in millions)
Source: Statista, 2023

The figure 1 represents data on countries leading in terms of the number of users of social media X as of January 2023 (Statista, 2023). Indonesia ranks 5th highest with 24 million users of social media platform X. This figure indicates the significant use of social media X in Indonesia, positioning it as a substantial potential market for the platform. It reflects high internet penetration and technology adoption, highlighting the crucial role of social media in various aspects of Indonesian society.

Leading up to the 2024 presidential election, a new breakthrough emerged that had not previously existed, the appearance of the @aniesbubble account on social media platform X. This account, which adopts a creative approach involving a K-pop fandom fan base, contributes a level of originality and individuality to the campaign dynamics (Adha Azzahra, 2023). Additionally, the @aniesbubble X account, which has amassed over 107,590 followers and continues to grow, adds a new dimension to the campaign by posting various activities of Anies Baswedan that incorporate Korean language touches and diverse content on social media (Dwi Setiawan & Kurniati, 2024). The presence of the @aniesbubble account indirectly reflects a shift in the paradigm of political campaigns increasingly relying on creativity and visual appeal. Moreover, its existence

signifies a transformation in how politicians interact with the public, necessitating adaptability to various social media platforms.

The @aniesbubble account draws inspiration from applications like Weverse, Bubble by Dear U, and Lysn, widely utilized within K-Pop fandoms to facilitate interaction and communication between idols or artists and their admirers. The aforementioned applications serve as creative spaces for users to express themselves and engage visually through text, images, videos, and animations. Bubble by Dear U and Lysn operate as subscription-based messaging apps, whereas Weverse functions as a social media-like platform exclusively catering to artists with followers from specific fandoms. Unlike these platforms, the @aniesbubble account adopts a similar concept but is accessible to the general public without any associated costs, even for merely viewing its content.

The emergence of the @aniesbubble account during the presidential election highlights the increasingly significant role of social media in the political sphere. Through social media platform X, this account has introduced innovative and creative narratives in shaping political images in unprecedented ways. However, it is crucial to remember that in the context of a healthy democracy, transparency, accountability, and equitable participation from all segments of society are essential. Similarly, various principles outlined in the Sustainable Development Goals (SDGs), encompassing both international and domestic obligations aimed at enhancing quality of life and societal well-being, are vital. With its comprehensive seventeen goals, the SDGs strive to address various social, economic, and environmental challenges faced by global communities.

One of the goals of the Sustainable Development Goals (SDGs) is Goal 16, which focuses on peace, justice, and strong institutions. Within this goal, there are three key indicators: 16.7.2(a) concerning the democracy institution index, 16.7.2(b) on the civil liberties index, and 16.7.2(c) on the political rights index. These indicators align with the recent political climate in Indonesia. Therefore, creating a clean political environment by adhering to the SDGs is crucial in ensuring the realization of inclusive and sustainable democracy. By implementing the SDGs and the principles of the 1945 Constitution in political governance, it is expected to create a more transparent, accountable, and integrity-driven political and campaign environment, thereby strengthening the foundation of a healthy democracy in Indonesia. Based on this context, the objective of this research is to examine how the social media account @aniesbubble influences the political image of Anies Baswedan during the 2024 Indonesian presidential election, with a focus on content strategies and interactions with followers, as well as public response and perception towards the crafted image.

Research Methodology

This research adopts a constructivist paradigm, focusing on how individuals or groups within certain subcultures construct their social realities. This paradigm explores

three main questions: ontology, which focuses on the nature of reality (Murdiyanto, 2020), epistemology, which examines the relationship between the knower and the known; and methodology, which investigates the ways of acquiring knowledge. This study employs a qualitative approach to understand the dynamics of social interactions within virtual communities on social media (Widiastuti et al., 2023).

The object of this research is the social media account @aniesbubble, which actively disseminates information about Anies Baswedan's activities and policies. This account is of particular interest as it provides insights into Anies's political image from the perspective of his supporters and reveals the evolving social dynamics among its followers. Virtual ethnography is employed to trace how the followers of this account interact and build an online community (Nasrullah, 2017).

Data were collected through interviews with followers of the account and direct observation of interactions occurring on social media. Informants were selected using purposive sampling techniques (Sugiyono, 2019) based on criteria such as age (19-25 years), gender (male/female), and level of social media activity (supporters of political figure Anies Baswedan, active users of social media X, followers of @aniesbubble account), designed to yield relevant and representative data from the studied community (Ardiansyah et al., 2023).

Primary data were obtained through interviews, while secondary data involved content analysis of posts on the @aniesbubble account.

Data analysis was conducted through data reduction, presentation of data in narrative and diagram forms, and drawing conclusions to identify patterns and themes. Cyber Media Analysis was utilized to understand interactions within the media space, focusing on media structure, content, and community dynamics (Table 1) (Nasrullah, 2017)

Table 1. Cyber Media Analysis

Level	Object
Media Space	Appearance and structure of Media Object devices, relating to technical devices or application procedures.
Media Archive	Aspects of graphic and textual meaning and content as cultural artifacts.
Media Object	Communication that takes place among members of a community and interactions that occur in cyberspace.
Experiential Stories	Myths consisting of motifs, consequences, benefits, or realities connected offline and online.

Source: Nasrullah, 2017

To ensure the validity of the data, this study employs triangulation techniques, which involve comparing and confirming results through various sources and methodologies (Creswell, 2017). This triangulation strengthens the validity of the

research and aids in constructing a holistic and reliable analysis of the political image of Anies Baswedan within the digital context.

Results and Discussion

Results

The profile of the @aniesbubble account on social media platform X serves as a hub for political discussions in Indonesia, with a focus on Anies Baswedan, former Governor of Jakarta and 2024 presidential candidate (Figure 2). The account uses a mix of Indonesian, Korean, and English languages, reflecting the influence of K-Pop culture. Known for its creative content, including videos, posters, and animations, this account is critical of Anies' policies and frequently offers unique perspectives on Indonesia's political dynamics, sparking debates among its followers.

The @aniesbubble account was initially created spontaneously in December 2023 when its owner, inspired by content about Anies on TikTok, decided to participate in the discourse. The account first gained attention when the owner posted content at midnight and retweeted it using another account they owned. The biggest surprise came when Anies himself responded with an owl emoticon, which subsequently became the symbol of the account. The account owner chose the owl emoji to represent Anies, whom they regarded as intelligent, and strategically promoted this emoji through other accounts they managed, eventually gaining a large following.



Figure 2 Profile of the @aniesbubble Account on X
Source: X Account @aniesbubble, 2024

Political Image

A political image is the perception or impression that a politician or political party aims to project to the public in order to garner support and achieve predetermined political goals. According to RNR:

“Political image is something or an impression that an individual wishes to present to the public for their political interests” (interview, RNR, May 1, 2024).

“Political image is a perception or impression held by the public about a politician, a political party, or even a government” (interview, HHH, April 27, 2024).

ALS added that political image is *“like the self-image a politician wants to present to the public”* (interview, ALS, May 5, 2024).

The formation of a political image is significantly influenced by political communication methods, particularly through social media, which allows for closer and more personal interaction with voters. According to (Abdillah & Zulhazmi, 2021), the use of digital media in political campaigns plays a crucial role in shaping an effective political image. HSI stated that:

“A political image is a way for political actors to gain public trust by interacting and mingling with the community openly and casually” (interview, HSI, April 27, 2024).

SMP described the political image as *“an image constructed by a political figure on social media, primarily to attract the attention of potential voters”* (interview, SMP, May 2, 2024).

Political communication refers to symbols or statements that have a significant impact on the political system or produce tangible effects (Rahman & Harmonis, 2022). The effectiveness of political communication is crucial in building and reinforcing the desired political image, as expressed by LA,

“Political image is crucial and must exist because it represents the persona of a political figure within the community, shaping what future leadership will look like” (interview, LA, May 1, 2024).

Thus, political image and communication together play a role in political branding aimed at altering, maintaining, and strengthening the reputation and support for political leaders in the eyes of the public.

Analysis of Cyber Media (AMS)

Level Media Space

As a media space, X provides a structure that enables users to participate in digital social activities through account creation and management, as well as content creation and reception.

1. Procedure for Creating Accounts on Social Media X
 - a. Accessing the Platform: Users initially access X through a web browser or a downloadable mobile application from PlayStore or AppStore.
 - b. Registration: Clicking "Create Account" and selecting registration methods using Google ID or Apple ID.
 - c. Identity Verification: Entering personal details such as name, phone number, and date of birth to receive verification codes via SMS or email.
 - d. Account Setup: Setting a secure password, selecting a profile picture, and choosing an interface language that influences the context of information displayed on the user's feed.
 - e. Initial Selection: X suggests popular or verified accounts to follow as part of the initiation process.
2. Interaction and Key Features in Account Usage
 - a. Content Posting: Users can create and share content in various formats such as text, video, and images.
 - b. Social Interaction: Features like follow, reply, retweet, and comment allow users to interact with content and other users.
 - c. Personalization and Navigation: Users can switch between accounts, customize the app's appearance (dark/light mode), and edit or delete their posts. Premium features enable editing of posted content.
 - d. Notification Settings: Users can configure notifications to receive updates from specific accounts or turn off notifications entirely.
 - e. Managing Interactions with Other Users: Options to share, mute, block, or report other accounts are available via the three-dot menu in the top right corner of the user profile.
3. Settings and Privacy Settings
 - a. Account Management: Users can manage multiple accounts from one device, with options to add existing accounts.
 - b. Interface Customization: Visual adaptation according to the device used and user preferences.
 - c. Security and Privacy Features: Privacy and security settings can be accessed and customized through the settings menu, offering full control over user data and content visibility.

Media Document Level (Media Archive)

This level outlines how the content and meaning of material published in online media are interpreted. Themes in the cyber reality depict the forms, uniqueness, perspectives, and ideologies found in the real world. The media documents in this research focus on content uploaded to social media X, particularly on the account @aniesbubble. At this level, researchers explore cultural artifacts and how these entities are produced as part of interactions within virtual communities (Nasrullah, 2017). Through the procedures explained at the media space level, users can upload content. The

existing content includes text, videos, images or photos, and animations, all packaged in an engaging visual manner.

Overall, the content shared on the @aniesbubble account focuses on information related to daily activities or policies associated with the political figure Anies Baswedan, occasionally touching on the political landscape in Indonesia. Additionally, entertainment content or memes are occasionally included.

From the total number of content pieces on the @aniesbubble account, researchers filter the content into periods that can be analyzed. The chosen period spans one week before and one week after the presidential election on February 14, 2024, specifically from February 7 to February 21, 2024. A total of 21 pieces of content were examined on the @aniesbubble account during this period.

This account specifically uploads various types of content related to Anies Baswedan's daily activities and policies as a political figure. The content includes text providing direct information about Anies's policies or activities, complemented by videos capturing important moments or events he participates in. Additionally, there are images or photos that support the narrative of the text or video, providing richer visual context to followers.

The account also frequently features informational and educational content, including projects, graphs, and informative data aimed at educating followers on various topics. Official and daily activity content is also displayed, giving an overview of Anies's formal and informal engagements, from government events to social activities. Beyond serious topics, the @aniesbubble account also presents entertainment content such as memes, offering a lighthearted and entertaining perspective amidst the dynamics of social media.

Media Object Level (Media Object)

The Media Object Level in this study examines the interactions among users on social media, specifically their responses to content posted on the @aniesbubble account. These interactions include not only the number of comments and likes but also how users respond through various other forms such as retweets and video views.

The primary focus of this level is to understand how text, images, and videos in the content trigger dialogue and opinion exchange among Anies Baswedan's followers. For instance, during the specified research period, a post about Anies Baswedan attending an event received significant reactions in the form of likes and comments, indicating that the content was highly relevant and engaging to its audience. A video showing Anies speaking at a special event could receive thousands of views and hundreds of retweets, indicating a high level of user engagement and support (Table 2). This media object level analysis aims to identify and understand how these interactions are formed and developed, as well as which elements in the content are most effective in eliciting active user participation.

This study is important as it provides insights into the influence of social media in contemporary politics, particularly how information and images of political figures

such as Anies Baswedan are disseminated and received by the public. Additionally, this study aids in understanding effective communication strategies to enhance engagement and support campaigns in the context of social media.

Level Pengalaman (*Experiential Stories*)

In this study, the experiential stories level acts as a bridge between digital reality and the real world. This level evaluates the reasons behind the use of online media and its impact on the real world, which is influenced by digital reality.

According to Christine Hine, what happens on the internet often reflects what occurs in the real world (Nasrullah, 2017). To understand this experiential level, researchers conducted interviews to analyze the experiences of users who follow the @aniesbubble account on social media platform X.

Table 2 Details of Research Data Findings

No.	Date	Content Type		Number of Likes	Number of Comments	Number of Retweets	Number of Quote Retweets	Brief Description of Activity
1	February 8, 2024	Text & Image		2,800	34	1,100	28	Retweet about a fundraising event by @olpproject
2	February 8, 2024	Text & Video		12,700	64	2,740	31	Anies's activities at "Alarm Perubahan" in Jakarta
3	February 9, 2024	Text & Image		72,200	653	7,200	568	Entertainment content with a banner about @aniesbubble
4	February 10, 2024	Text, Image & Video		17,500	54	3,833	50	Anies's activities at Jakarta International Stadium
5	February 10, 2024	Text, Image & Video		31,700	181	8,500	366	Anies and Imin's activities at Jakarta International Stadium
6	February 10, 2024	Text & Video		12,600	137	3,900	432	Anies's appearance at Jakarta International Stadium
7	February 10, 2024	Text & Image		46,300	733	5,300	1,090	TikTok live with Anies and Mutiara
8	February 11, 2024	Text		41,500	1,300	4,700	939	Thank you message during the presidential election quiet week
9	February 12, 2024	Text & Animation		9,800	114	3,200	378	Information from the

No.	Date	Content Type	Number of Likes	Number of Comments	Number of Retweets	Number of Quote Retweets	Brief Description of Activity
10	February 12, 2024	Text & Animation	64,700	1,600	30,700	5,563	@HaveAniesDay team
11	February 13, 2024	Text & Gambar	12,400	254	4,700	1,070	@HaveAniesDay campaign
12	February 13, 2024	Text & Animation	11,500	203	3,600	372	Retweet content from @HaveAniesDay
13	February 13, 2024	Text & Animation	35,300	583	11,700	3,561	Retweet reply from @HaveAniesDay
14	February 14, 2024	Text & Video	39,700	464	10,200	598	Retweet about vote count updates by @pemiluchart
15	February 17, 2024	Text & Animation	6,300	129	2,500	362	Anies and Imin press conference
16	February 18, 2024	Text & Image	43,100	452	4,500	532	Retweet content from @pemiluchart about the website pemiluchart.com
17	February 18, 2024	Text, Image & Video	18,100	222	3,600	815	TikTok live with Anies and Mikail
18	February 18, 2024	Text & Video	10,800	56	2,100	52	Anies's activities with Mutiara
19	February 18, 2024	Text & Video	6,800	38	1,100	21	Quote from Anies's talk during TikTok live with Hangul writing
20	February 18, 2024	Text & Video	28,600	187	4,300	419	Quote from Anies's talk during TikTok live with Hangul writing
21	February 20, 2024	Text & Video	46,400	503	8,800	865	Anies's activities at Unpad
							Entertainment content about Anies's duality

Source: Data processed by researchers, 2024

Based on the interviews conducted, the researchers identified several reasons why informants are interested in following the @aniesbubble account:

1. SSA (May 1, 2024) The informant stated that the @aniesbubble account is very clever in targeting K-pop fans who are prevalent on platform X. The account merges K-pop culture with politics, making political information amusing and enjoyable to follow. Previously, politics was considered boring and traditional, but this account makes it more engaging and exciting.

2. RNR (May 1, 2024) The informant was interested because the account is organic and created from a collective awareness without the involvement of a campaign team. Its content is creative, including websites and animations, and it effectively engages people who are not yet politically literate. This account demonstrates dedication and effort without personal gain.
3. HHH (April 27, 2024) The informant was interested because they have been observing Anies Baswedan's performance since he was the Governor of DKI Jakarta. Through this account, the informant can see Anies's role as a warm father and his heartwarming family interactions, which sparked curiosity and a desire to follow the account.
4. HSI (April 27, 2024) The informant liked the fresh and new approach of the account. Despite being humorous, its content provides the latest political information that is easy to understand. This account makes politics seem more interesting and less boring.
5. LA (May 1, 2024) The informant wanted to get the latest updates from Anies Baswedan and the state of Jakarta. The @aniesbubble account provides the necessary information in an engaging way.
6. SMP (May 2, 2024) The informant was interested because the account incorporates K-pop culture, making politics seem more interesting and relevant to their habits or hobbies. Many millennials engage with the account and interact with each other, making it even more appealing to follow.
7. ALS (May 5, 2024) The informant was interested because they support Anies Baswedan and found the @aniesbubble account packaged with K-pop culture content. This account makes politics feel more fun, expressive, and novel.
8. 8. PAF (May 7, 2024) The informant liked the account because it provides good and easily understandable information. Its content offers a clear understanding of political developments.

Discussion

Political image or image is the portrayal or perception that a politician aims to convey to the public in order to achieve their political goals. This indicates that political image is the result of efforts by a political figure to shape public perception in order to gain support and achieve established political objectives. In forming a political image, political communication is also essential. Political communication refers to symbols or statements that significantly influence the political system or have real impacts.

With effective political communication, messages intended by politicians can be strategically crafted to shape a positive public perception. In this context, political branding becomes key to achieving desired political goals by transforming, maintaining, and strengthening the reputation and support for the political leader in the eyes of the public. This aims to enable political leaders to function in their roles with strong public support and trust.

Social media plays a crucial role in shaping and disseminating political images. Political figures have broader access to communicate directly with voters and the general public. Social media allows politicians to strengthen their political image through various means, such as sharing messages that align with their political vision and mission, promoting positive achievements, and interacting directly with their supporters.

However, the presence of social media also presents its own challenges in shaping political images. For instance, politicians must carefully consider the content they post to align with their political values and objectives, avoid controversies that could damage their image, and manage criticisms and feedback that may arise from various parties. Additionally, due to the rapid spread of information, social media can quickly influence public perception of a politician, either positively or negatively.

Therefore, the use of social media in the context of political image requires careful strategies and awareness of the risks involved. Politicians need to utilize social media as a tool to build and strengthen their positive image, while remaining cautious and responsive to the dynamics in the digital world. With the right approach, social media can be an effective means to support political goals and garner public support, while cultivating a strong political image for a political figure.

One of the current social media platforms is X. Social media X functions to quickly disseminate short messages or information to a wide audience. Before transforming into X, this social media platform was commonly known as Twitter, with its iconic bird logo in blue color. Social media X forms a real-time interaction network that brings users from diverse backgrounds together in a digital space. Beyond being a channel for expressing thoughts, X has evolved into an information hub for news, entertainment, and even politics. Many public figures, including celebrities, politicians, and journalists, use this platform to communicate and interact directly with their followers or supporters.

One such account on the X platform is @aniesbubble. The @aniesbubble account focuses on political issues in Indonesia, particularly those related to political figure Anies Baswedan, the former Governor of Jakarta and a presidential candidate in the 2024 elections. With over 200,000 followers, this account is inspired by K-Pop culture. In addition to using Indonesian language, a key characteristic of this account is the use of Korean and English languages in its tweets.

Moreover, this account is known for its creative content such as videos, posters, photos, animations, and even websites. It represents an innovative approach to political communication strategy that leverages popular culture to connect candidates with the public, especially the younger generation. Furthermore, the account often packages content in a unique and out of the box manner, providing a distinct perspective that attracts attention in the Indonesian political landscape, particularly during the 2024 presidential elections.

The @aniesbubble account has successfully utilized social media platform X to deliver relevant and engaging content to various segments, particularly young voters and the K-pop community. By presenting politics innovatively and integrating elements of popular culture, this account has effectively built a positive image for Anies Baswedan,

strengthened public engagement, and educated voters on the importance of wise political participation. Research findings also reveal that @aniesbubble plays a crucial role in shaping Anies Baswedan's political image. Educational, creative, innovative content, and active social media interactions help broaden political insights and alleviate political tensions during the 2024 presidential election period. The account demonstrates that a more relaxed approach with engaging content can capture the interest of the younger generation, making all things related to politics more accessible and understandable.

The @aniesbubble account has successfully crafted Anies Baswedan's image as an intellectual, friendly, community-oriented politician, relevant to young voters. The account effectively leverages the richness of social media platform X to achieve an effective positioning in political branding. This aligns with the Media Richness Theory, which posits that different media forms possess varying capabilities in conveying specific message characteristics. By presenting politics in an innovative and engaging manner, and fostering active and positive interactions with followers, the account not only reinforces Anies Baswedan's positive image but also educates and engages voters more broadly.

Anies Baswedan has successfully built a strong political persona through various programs and initiatives during his tenure as the Governor of Jakarta. The @aniesbubble account presents these achievements in an engaging and informative manner. The account has the ability to provide comprehensive and insightful information about Anies Baswedan's profile and performance, including his significant achievements. The @aniesbubble account has captured the attention of the younger generation, especially K-pop enthusiasts, by employing a communication approach reminiscent of K-pop idol packaging. This cultural fusion makes politics more appealing and transforms the perception of politics from something dull to something exciting and enjoyable..

This is also consistent with the emphasis on Media Richness Theory, which posits that if individuals perceive new technology as an equal or better option for their current communication needs, they are likely to adopt it (Daft et al., 1987). Therefore, the success of @aniesbubble in capturing attention and gaining support from the younger generation demonstrates significant potential for developing creative, independent, and sustainable political campaigns in the future.

Furthermore, the research findings underscore the importance of social media accounts like @aniesbubble in shaping political opinions and behaviors, especially among undecided or first-time voters. The account helps voters gain a deeper understanding of candidates like Anies Baswedan by showcasing his warm and adaptive interactions with the community. This has resulted in Anies Baswedan being perceived as more engaging and enjoyable compared to before, even leading to a special nickname for him, 'Abah', reflecting his perceived wisdom in handling various matters.

In addition to providing political information and education, the @aniesbubble account makes the political process more enjoyable and interactive, making it an effective tool in capturing attention and influencing voter decisions in the future. By presenting engaging and relevant content, the account expands its reach and strengthens support for

Anies Baswedan, marking a significant shift in how political campaigns are conducted in the current digital era.

Moreover, social media plays a crucial role in creating an inclusive and interactive political environment. The @aniesbubble account has successfully crafted a positive image of Anies Baswedan as someone engaging and wise through its shared content, creating space for people to participate and voice their opinions on politics. This enhances overall political participation, particularly among the youth who may have previously been apathetic towards politics. Thus, accounts like @aniesbubble not only influence public opinion but also bolster awareness and broader political participation.

Media Richness Theory asserts that richer media can effectively convey complex information. The @aniesbubble account exemplifies this theory in practice, utilizing social media X to deliver politically complex messages in an engaging and understandable manner. Social media enables two-way interaction, immediate feedback, and personalized messaging that traditional media cannot achieve. Therefore, this account not only disseminates information but also builds deeper connections with its audience, highlighting social media as a rich platform for political communication.

The @aniesbubble account leverages advanced features of social media to reach a broader and diverse audience. In cyberspace, digital media enables rapid and extensive dissemination of information, which is crucial in modern political campaigns. This account successfully integrates visual elements (photos, videos, animations), text, and direct interactions to create engaging and relevant content for young voters. Political campaigns utilizing sophisticated technology and rich media can enhance the effectiveness of political communication and strengthen public support for political figures like Anies Baswedan.

Overall, the political image cultivated by @aniesbubble enhances positive perceptions of Anies Baswedan, portraying him as an intellectual, friendly, warm, and community-oriented political figure, especially among the younger generation. The @aniesbubble account effectively utilizes social media X to create an effective positioning through innovative political branding, educating voters on the importance of wise political participation, and increasing public engagement. With a creative approach, this account demonstrates that smart communication strategies and appropriate digital technology use can have a significant impact in building a positive political image and expanding public support for Anies Baswedan in the 2024 presidential election.

Conclusion

This research concludes that Anies Baswedan's political image is formed through a combination of competent leadership, strong personal integrity, and compelling charisma, with social media playing a crucial role in managing and promoting this image. The social media account @aniesbubble serves as a tangible example of effective digital media usage, capturing the attention of young voters through the integration of pop culture elements with innovative political content. This demonstrates that intelligent and contemporary communication strategies can enhance political support, especially from the youth, and make politics more accessible and engaging.

From a theoretical perspective, this study offers a new outlook for research in the Communication Science Program at the Universitas Pembangunan Nasional Veteran Jakarta, advocating for broader use of Cyber Media Analysis in qualitative studies. Future studies are encouraged to adopt diverse methodological approaches, including virtual ethnography, to deepen understanding of the role of social media in shaping political images in Indonesia.

Practically, these findings are expected to broaden public awareness about the importance of building and maintaining political images through social media. It encourages society to be more active in online political discussions, fostering a more inclusive and participatory environment. Thus, the public becomes more critical and appreciative of the political information they receive, enabling them to make more informed choices in an increasingly digital political context.

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