

## Analysis of Democratic Party Political Imagery Communication on Social Media in 2024

Tiara Friska Mauliana<sup>1</sup>, Nursapia Harahap<sup>2\*</sup>

Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial, Universitas Islam Negeri Sumatera Utara

**Corresponding Author:** Nursapia Harahap, [nursapiaharahap@uinsu.ac.id](mailto:nursapiaharahap@uinsu.ac.id)

---

### ARTICLE INFO

*Keywords:* Democratic Party, Political Communication, Social Media, Political Imagery

*Received :* 12, September

*Revised :* 26, September

*Accepted:* 17, October

©2024 Mauliana, Harahap: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

The ways in which technology has impacted human life are numerous. Social media is one of the most widely used technical innovations. These days, social media is an integral part of politics, not just for the general public. Social media provides a platform for political players to garner positive support. It is also true that social media can readily become a boomerang that can harm someone's political image at any time by easily stemming a favorable image. The examination of how the Democratic Party uses political communication to shape its public image, particularly on social media platforms, is the main emphasis of this essay. by employing a descriptive technique, which entails reading references from other books. This article will discuss how the Democratic Party uses social media. Moreover, in reference to the political communication employed. Finally, it can be said that social media plays a significant role in establishing the party's image and serving as a platform for campaigning.

---

## **INTRODUCTION**

Communication complements the human need to interact with each other; Therefore, man cannot be separated from him. Likewise in the world of politics, political communication is a way of conveying political messages with the aim of influencing the public (Alam, 2021). In the era of technology, namely the era of online political communication, social media has become a new forum for campaigns and imagery that has a wide reach and high effectiveness (Farkas & Bene, 2021), Politics is one of them, among others. When it comes to using social media to reach a large audience, Indonesia is in eighth position globally (Hasfi, 2019).

A study conducted by Douglas Hagar (Erayani & Arwani, 2020), found that social media can contribute to political success. This is because conventional campaign patterns such as brochures, door-to-door campaigns, and print and television media coverage do not allow candidates to interact with potential voters with the same intensity and scale (Ajar, n.d.) Successful social media campaigns do not always result in a candidate's victory in the election. In addition, the campaign triangulation strategy should be used to follow social media campaigns (Bossetta & Schmøkel, 2023). In other words, an intense social media campaign must be followed by an in-person campaign or other conventional campaign approaches. This is because studies in various countries have shown that large campaign capital is more important than social media in terms of electability (Fransisika Silolongan, Ambarwati, 2023).

Political parties cannot be separated from the image, competing for the hearts of the people to get votes. Cirta is the view of others towards a person, group, or institution related to their role in society (Chano & Paramita, 2019). Soleh Soemirat and Elvinaro (2010) define an image as an impression made by an object, individual, or organization or an impression made by the public about a company (Haris et al., 2022). Although the word "imagery" may not be suitable for this context, it is an essential means of communication for the party's ideology to be delivered.

A political party is an association or coalition of elected officials who have decided to adopt a particular philosophy as their guiding principle (Grusell & Nord, 2023). There are multiple political parties in Indonesia, including the Democrats, PAN, Gerindra, Perindo, PKS, PDIP, and others. In Indonesia itself, there is more than one political party such as the Democrats, Pan, Gerindra, Perindo, PKS. PDIP and so on. The Indonesian Democratic Party is the party with the most positions in the current government and has won elections in 2004 and 2009. During Mr. Susillo Bambang Yudhoyono's prime, traditional political communication channels including radio, television, and newspapers were still in use. However, as Mr. SBY's popularity started to wane, the Democratic Party saw a sharp decrease (Indrawan et al., 2020). Even until the last election year, the votes obtained by this party did not improve and were declining. According to a quick count of votes conducted by several polling agencies for the 2014 Legislative Election, the Democrats received only 9.43% of

the vote, a significant drop from the 20.85% they obtained in the 2009 Legislative Election.

As the Democratic Party entered this era of political communication through the Internet, it started to establish and enhance its reputation in the political community. The Democratic Party communicates its goals in a number of ways, including via social media. Social media has emerged as a new platform for numerous political parties, primarily Democratic ones. Imaging is frequently done to rebuild public confidence (Kamaruddin, 2009).

However, only politicians who continue to develop their parties and ideologies can make significant use of social media. Instead of a five-year job, the election results will be produced by politicians who actively disseminate ideas and speak in-depth about a particular field all the time. And the way in which they communicate or provide information still determines how the imagery will turn out in the end.

The main issue with political communication is how the Democratic Party is seen. The author wants the reader to understand more about how the Democratic Party uses social media for political communication. The journal's mission is to provide information on the most recent research findings that are backed by substantial and convincing evidence.

## **LITERATURE REVIEW**

### ***Definition of Political Communication***

According to Afnan (2017), Political communication is communication related to government, power, and government policies or political messages and political actors (Haris et al., 2022). This definition has been around for a long time. One of the definitions of political communication is communication between "the ruled" and "the ruled".

According to Dan Nimmo, political communication is a communication activity that has an impact on the results. Political communication regulates human actions in conflict situations (Haris et al., 2022).

### ***Definition of Political Imagery***

Bernays, one of the early figures in public relations and imagery, described imagery as "a conscious attempt to influence the opinions (Lubis & Rabbani, 2023), behaviors, and actions of others through the delivery of information that is systematically planned and directed to achieve specific outcomes." (Gil de Zúñiga & Chen, 2019)

The attempt of a person or group to create a certain perception or perception in the eyes of the public in order to gain political support or maintain an existing political position is known as political imagery (Suratno et al., 2020). Using the mass media, campaigning, or public speaking are some of the ways in which political imagery is carried out (Lubis & Rabbani, 2023).

To gain public support, political parties and general election candidates in Indonesia often carry out political imagery (Grover & Kuo, 2023). This

imaging effort usually involves mass media and social media, as well as campaign activities in various locations.

### ***Definition of Social Media***

Kaplan and Haenlein stated that social media are broadly defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated content" (Voorveld, 2019). In other words, social media is an Internet-based application that is based on Web 2.0 technology and ideology. They allow users to create and share their own content (Lee et al., 2023). Social media is no longer a new communication platform; Rather, they are the evolution of Web 2.0 with features that allow its users to generate, share, speak, and exchange information independently. Due to its unique features, social media has become very popular among media users (Muzahid Akbar Hayat et al., 2021).

### ***Democratic Party***

In Indonesia, the Democratic Party is one of the significant political parties. Susilo Bambang Yudhoyono (SBY), who went on to become President of Indonesia from 2004 to 2014, launched the party on September 9, 2001. The Indonesian Democratic Party has a political platform that covers a wide range of issues, including democracy, social justice, economic development, education, health, the environment, and law enforcement. Throughout its history, the party has become one of the significant political forces in Indonesia (Rosadi et al., 2020).

The Democratic Party has won elections at the local, national, and regional levels. In addition, this party has also been part of the coalition government for several periods, both at the central and regional levels. Along with the political dynamics in Indonesia, the Democratic Party is also experiencing internal and external changes as well as challenges in maintaining relevance and gaining support from voters. Like other political parties, the Democratic Party continues to strive to articulate its vision and program and adapt to political and social changes in Indonesia (Shahreza, 2018).

The public's response to the Indonesian Democratic Party ranged from support, criticism, neutral attitude, and change in opinion. Some supporters feel called to the party's vision and programs, while others may have criticism of the party's performance and policies, including issues such as corruption and a lack of transparency. On the other hand, there are also those who choose to be neutral and judge the party based on its concrete performance, while individual opinions can change over time according to experience and new information obtained. Overall, the public's response to the Democratic Party reflects the diversity of political views in Indonesia and the complex political dynamics within it (Reviyanti, 2023).

## **METHODOLOGY**

The case study method or descriptive literature study is a very useful research approach in exploring and understanding certain phenomena in depth (Z et al., 2023). Through the collection of data from a variety of reliable sources,

such as literature, books, notes, and reports, the study allows researchers to compile a comprehensive understanding of the topic being researched (Zappettini & Rezazadah, 2024). According to Nazir (2013), literary studies are an important part of this method, where researchers collect information from various sources relevant to the research topic (Vaccari, 2022).

This makes it possible to gain a deeper and more thorough insight into the subject being studied. In the context of online research, research locations are expanding globally due to easy access to various sources of information through the internet (Wijaya & Nasution, 2022). The time required to conduct research can be more efficient because of the quick and easy access to the necessary literature. However, researchers need to be careful about the reliability of online information sources and ensure that the literature used has gone through an appropriate review process.

The techniques used in this study involve identifying relevant literature, systematically collecting data, in-depth analysis of the information obtained, and the preparation of reports or journals based on findings obtained from the literature. In compiling this study, challenges that may be faced include difficulties in finding relevant literature, assessing the reliability of online information sources, and the possibility of bias in data interpretation.

However, online research also provides advantages in terms of broad access to information, the possibility of collaboration with other researchers globally, and time efficiency in data collection. By understanding these methods in depth and addressing any challenges that may arise, researchers can produce quality research and make a meaningful contribution to the understanding of the topic being studied.

## RESULT AND DISCUSSION

Pemilu	Nomor Urut	Calon Presiden	Calon Wakil Presiden	Putaran 1 (Total suara)	%	Hasil	Putaran 2 (Total suara)	%	Hasil
2004	4	Susilo Bambang Yudhoyono	Jusuf Kalla	39,838,184	33.57%	Putaran kedua	69,266,350	60.62%	Terpilih ✓
2009	2	Susilo Bambang Yudhoyono	Boediono	73,874,562	60.80%	Terpilih ✓	N/A		
2014	1	Prabowo Subianto <sup>[55]</sup>	Hatta Rajasa	62,576,444	46.85%	Kalah ✗			
2019	2	Prabowo Subianto	Sandiaga Uno	68,650,239	44.50%	Kalah ✗			
2024	2	Prabowo Subianto	Gibran Rakabuming Raka	96.214.691	58,59%	Terpilih ✓			

Figure 1. Democratic Party vote results

This chart shows that the Democratic Party's loss in the popular vote in 2014 and 2019 was extremely sharp. The Democratic Party is still working to rebuild its reputation through a variety of media platforms. The Democratic Party continues to establish its reputation on social media as a fresh, more expansive platform as it ushers in the technological era and sets the pace for the 2024 elections. Prior to the 2024 elections, the Surabaya Democratic Party DPC held an instant consolidation and mandated that all cadres and administrators participate in "One Day One Post".

In terms of reach, using social media as a platform to raise the image of the Democratic Party is much more effective and widespread, as well as much lower cost savings. In this day and age, social media easily reaches many people and easily influences the opinion of the Democratic Party.

In imaging or campaign activities, the most appropriate communication technique used is the persuasive communication technique. Communication with the intention of persuading someone to act in a way that aligns with the communicator's expectations is known as persuasive communication. Delivering a message with the intention of reinforcing, influencing, or altering a person's response is known as persuasive communication. (Dwi, 2023)

According to the author's research findings, which were derived from a descriptive literature analysis, social media is crucial for spreading political ideas. Social media is a highly powerful tool for political imagery, particularly for the Democratic Party, whose reputation is being enhanced. The following author attaches some official social media accounts of the Democratic Party that the author will use as a basis for analyzing the Democratic Party in August 2024:

1. Instagram: @pdemokrat have Followers: 630K Followers: 371
2. X: @PDemokrat have Followers: 241.5K Followers: 1.8K.
3. TikTok: @pdemokrat have Followers: 211.2K Followers: 687

Verbal and non-verbal communication delivery forms are further separated into two categories. The following are some categories of communication-based on how they are delivered:

1. Verbal  
Verbal communication is direct communication, namely direct speech (face-to-face) or through intermediary media. Examples such as speeches or message texts.
2. Non-verbal  
Non-verbal communication is communication without words. Examples include facial expressions and gestures.

Based on the nature of communication, the most appropriate form of delivery on social media is verbal communication. A clear presentation is needed both orally and in writing to clarify the purpose and purpose to be conveyed. This is necessary because miscommunication is very common and easy to occur on social media. Miscommunication is very sensitive in the world

of politics, which results in public opinion and the party's image can be considered bad.

To find out the type of political communication used by the Democratic Party in the field of social media, the author analyzes the content published by the Democratic Party itself. Below is some content from various social media accounts published by the official Democratic Party accounts:



Figure 2. Image posted by the Democratic Party on social media Instagram



Figure 3. Image posted by the Democratic Party on social media Instagram

As we know, the slogan of the Democratic Party is "People's Hope, Democratic Struggle". The image above is one of the Democratic Party's posts on the social media platform Instagram. Judging from the picture, persuasive communication techniques are used with the type of written verbal

communication. With an inconspicuous and prominent element of invitation, this post was made clear as a form of image of the Democratic Party.



Figure 4. Image of the Democratic Party's post on the X platform



Figure 5. Image of the post of the democratic party on the X platform

The following picture is a tweet from the Democratic Party. Like Instagram, most tweets on Twitter are written verbal communications that convey the author's ideas and the results of their labor that they have documented and put into words.



Figure 6. Image of the post of the democratic party on the twitter platform

Research conducted to determine the value of one or more variables without comparing them to other variables or examining their correlations with them is known as descriptive research. Additionally, the author performed a case study to examine this subject (Creswell, 2014). A case study is a kind of research in which a topic is thoroughly investigated by gathering comprehensive data through a variety of data collection techniques.

Based on the author's research, it can be concluded that the image is political and that the Democratic Party uses persuasive tactics in their social media communications in an effort to influence or encourage viewers to cast ballots. When organizing a campaign or seminar, the aforementioned communication process must be taken into account in order to allow the audience to be influenced and persuaded by the message without feeling under duress. Therefore, if persuasive communication is done correctly, a campaign or seminar will be successful.

Additionally, it can be inferred from the author's case study that the Democratic Party mostly uses verbal communication in its content, with an estimated 80% of communications being written and 20% being spoken. According to Muhammad (2005: 95), communication is defined as the use of symbols or words expressed vocally and in writing (written). The author's data, conclusions, and opinions support this. It is still regarded as verbal communication whether it is done directly or through a middleman.

## CONCLUSIONS AND RECOMMENDATIONS

The use of social media as an imaging forum must also be designed in such a way by paying attention to what issues have not been resolved and the reach of which platforms are suitable for the content to be published. Especially

the Democratic Party which is improving its political image, it is better to be more careful in conveying political messages because just one thing can further damage their image. It can be concluded that the image carried out by the Democratic Party on social media platforms uses persuasive communication techniques in the form of verbal delivery. Additionally, based on the author's analysis, the Democratic Party has been successful in enhancing its reputation through the use of persuasive communication techniques because, ever since utilizing this strategy with verbal delivery, the party has once again been welcomed into the community and has encountered little blasphemy.

### ADVANCED RESEARCH

It is not surprising that researchers discovered multiple issues with writing, language, presentation style, and report presentation given their flaws and limitations. In order to achieve optimal outcomes, scholars anticipate insightful critiques and guidance from numerous sources.

### REFERENCES

- Ajar, M. (n.d.). *Interaksi Sosial di Era Digital*.
- Alam, S. (2021). *Penggunaan Media Sosial Sebagai Alat Komunikasi Politik*. [https://twitter.com/PSI\\_Jakarta](https://twitter.com/PSI_Jakarta)
- Borchers, N. S. (2019). Editorial: Social Media Influencers in Strategic Communication. *International Journal of Strategic Communication*, 13(4), 255–260. <https://doi.org/10.1080/1553118X.2019.1634075>
- Bossetta, M., & Schmøkel, R. (2023). Cross-Platform Emotions and Audience Engagement in Social Media Political Campaigning: Comparing Candidates' Facebook and Instagram Images in the 2020 US Election. *Political Communication*, 40(1), 48–68. <https://doi.org/10.1080/10584609.2022.2128949>
- Chano, T. M., & Paramita, S. (2019). Transformasi Komunikasi Politik Melalui Media Sosial Instagram (Studi terhadap Akun @karyaadalahdoa). *Koneksi*, 3(1), 176. <https://doi.org/10.24912/kn.v3i1.6201>
- Erayani, A., & Arwani, M. (2020). Peranan Media Sosial Sebagai Media Promosi Partai Demokrat. *Wacana: Jurnal Ilmu Sosial Dan Ilmu Politik Interdisiplin*, 7(2), 173–178.
- Fahrianoor, F. (2020). Strategi Pencitraan Partai Demokrat Wilayah Kota Banjarmasin Saat Pemilu Tahun 2019. *Metacommunication: Journal of Communication Studies*, 5(1), 38. <https://doi.org/10.20527/mc.v5i1.7953>
- Farkas, X., & Bene, M. (2021). Images, Politicians, and Social Media: Patterns and Effects of Politicians' Image-Based Political Communication Strategies on Social Media. *International Journal of Press/Politics*, 26(1), 119–142. <https://doi.org/10.1177/1940161220959553>
- Fransisika Silolongan, Ambarwati, N. E. A. (2023). Strategi Komunikasi Politik

- Ketua Dprd Dki Jakarta Pada Konstituen Dengan Memanfaatkan Media Sosial Facebook. *Journal Syntax Idea*, 4(1), 1210-1215.
- Gil de Zúñiga, H., & Chen, H. T. (2019). Digital Media and Politics: Effects of the Great Information and Communication Divides. *Journal of Broadcasting and Electronic Media*, 63(3), 365-373. <https://doi.org/10.1080/08838151.2019.1662019>
- Grover, R., & Kuo, R. (2023). Destabilizing Race in Political Communication: Social Movements as Sites of Political Imagination. *Political Communication*, 40(4), 484-503. <https://doi.org/10.1080/10584609.2023.2198986>
- Grusell, M., & Nord, L. (2023). Not so Intimate Instagram: Images of Swedish Political Party Leaders in the 2018 National Election Campaign. *Journal of Political Marketing*, 22(2), 92-107. <https://doi.org/10.1080/15377857.2020.1841709>
- Haris, A., Amalia, A., & Hanafi Program Studi Ilmu Komunikasi Universitas Muhammadiyah Riau Jl Jl Tuanku Tambusai, K. (2022). Communiverse : Jurnal Ilmu Komunikasi CITRA POLITIK ANIES BASWEDAN DI MEDIA MASSA. *Ilmu Komunikasi*, 7 No.2(2), 1-10. <http://jurnal.univrab.ac.id/index.php/cmvm/article/view/2631>
- Hasfi, N. (2019). KOMUNIKASI POLITIK DI ERA DIGITAL. In *Jurnal Ilmu Politik* (Vol. 10, Issue 1).
- Indrawan, J., Efriza, & Ilmar, A. (2020). Kehadiran Media Baru (New Media) Dalam Proses Komunikasi Politik. *Medium*, 8(1), 1-17. [https://doi.org/10.25299/medium.2020.vol8\(1\).4820](https://doi.org/10.25299/medium.2020.vol8(1).4820)
- Kamaruddin. (2009). Komunikasi Politik dan Pencitraan. *Jurnal*.
- Lee, E. J., Kim, H. S., & Joo, M. H. (2023). Social Media vs. Mass Media: Mitigating the Suspicion of Ulterior Motives in Public Health Communication. *Health Communication*, 38(11), 2450-2460. <https://doi.org/10.1080/10410236.2022.2074781>
- Lubis, I. A. R., & Rabbani, R. F. (2023). Pencitraan Dan Identitas Politik Bagi Masyarakat. *Journal of Digital Communication Science*, 1(1), 42-55. <https://doi.org/10.56956/jdcs.v1i1.183>
- Muzahid Akbar Hayat, Sjaiful Jayadiningrat, Gunawan Wibisono, & Muhammad Iwu Iyansyah. (2021). Peran Media Sosial Dalam Komunikasi Politik. *Jurnal Indonesia Sosial Teknologi*, 2(1), 104-114. <https://doi.org/10.36418/jist.v2i1.61>
- Reviyanti, N. (2023). Multimodal Pencitraan Anies Baswedan dalam Akun Instagram @aniesbaswedan Menjelang Pemilihan Presiden 2024. WACANA: *Jurnal Ilmiah Ilmu Komunikasi*, 22(2), 260-271.

<https://doi.org/10.32509/wacana.v22i2.3105>

- Rosadi, B., Darmawan, C., Anggraeni, L., & Kunci, K. (2020). Pengaruh Pesan Politik Di Media Sosial Terhadap Peningkatan Literasi Politik Generasi Milenial. *Jurnal Civicus*, 20(1), 26–30.
- Shahreza, M. (2018). Pengertian Komunikasi Politik. *Etika Komunikasi Politik*, 1–33.
- Suratno, S., Irwansyah, I., Ernungtyas, N. F., Prisanto, G. F., & Hasna, S. (2020). Pemanfaatan Media Sosial Facebook Sebagai Strategi Komunikasi Politik. *SOURCE : Jurnal Ilmu Komunikasi*, 6(1), 89. <https://doi.org/10.35308/source.v6i1.1552>
- Vaccari, C. (2022). The International and Post-disciplinary Journey of Political Communication: Reflections on “Media-centric and Politics-centric Views of Media and Democracy: A Longitudinal Analysis of Political Communication and the International Journal of Press/Politics. *Political Communication*, 39(2), 286–290. <https://doi.org/10.1080/10584609.2021.1966599>
- Voorveld, H. A. M. (2019). Brand Communication in Social Media: A Research Agenda. *Journal of Advertising*, 48(1), 14–26. <https://doi.org/10.1080/00913367.2019.1588808>
- Wijaya, B. S., & Nasution, A. A. (2022). Social media, personal branding, and the hypoesthesia of communication corruption. *Cogent Arts and Humanities*, 9(1). <https://doi.org/10.1080/23311983.2022.2095095>
- Z, J., Priadi, R., & Thariq, M. (2023). Strategi Komunikasi Politik Partai Golkar Dalam Meningkatkan Partisipasi Politik Masyarakat Terhadap Calon Kepala Daerah Pada Pilkada Kota Sibolga. *Jurnal Ilmiah Muqoddimah : Jurnal Ilmu Sosial, Politik, Dan Humaniora*, 7(2), 453. <https://doi.org/10.31604/jim.v7i2.2023.453-460>
- Zappettini, F., & Rezazadah, M. (2024). Communication Strategies on Twitter: A Critical Discourse Analysis of the US Withdrawal from Afghanistan. *International Journal of Strategic Communication*, 18(2), 115–131. <https://doi.org/10.1080/1553118X.2023.2280555>