

PDIP vs Gerindra: Political Marketing Communication through Instagram Ahead of the 2024 Election

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ABSTRACT

This article reviews the role of social media Instagram in the political marketing communications of the PDI Perjuangan and Gerindra Party ahead of the 2024 Election; the election of these two parties is the subject of study because they are the political parties that won the 2019 Election with votes and won the most number of seats. Research using qualitative methods. Data were analyzed using qualitative content analysis by observing the Instagram accounts @pdiperjuangan and @gerindra. The study results show that Instagram is operated by political parties in digital marketing communications to attract public sympathy. The form of political marketing communication that is spread has a variety of themes and types of uploaded content

INTRODUCTION

Political communication through social media is currently intensively carried out by political stakeholders. Political marketing communication is the dissemination of information about political messages that aim to persuade netizens; this can be done of them through social media; just as a company carries out communication to increase brand awareness and sell its products, political marketing communication is also carried out to explain and persuade their target market with a wide selection of social media and the effects they provide (Strömbäck et al., 2018). Political marketing communication through social media is also carried out by thinking of a strategy so that the goals of political marketing communication can be achieved effectively (Knoll et al., 2020).

Political marketing is used in the political arena to build credibility to convey understanding to the general public. Political communication and related fields of press/politics have been historically determined by the interaction of social conditions that determine netizens, the communication process that sends messages to netizens, and the effects of the communication process (Bennett & Pfetsch, 2018). Political marketing used by political parties combines various parties and internal elites in a political party to formulate perceptions that underlie ideas, ideas, and work programs so that they can build the great strength of the political party. (Rizkia et al., 2020). The effectiveness of marketing communications carried out by an organization will work by looking at the satisfaction of receiving messages from the audience (Einwiller & Boenigk, 2012).

The General Election Commission (KPU) stated in a press release that the 2024 simultaneous Presidential Election (Pilpres) and General Election (Pemilu) will be held on 14 February 2024. politics to carry out political marketing communications to persuade netizens to vote for the candidate that will be carried out in 2024. The KPU, through the official channel kpu.go.id, has determined 17 national political parties and six local Acehnese political parties to take part in the 2024 Election as stated in KPU Decree Number 518 of 2022 (kpu.go.id, 2022).

Political marketing is a communication process by political candidates or parties to influence voters or the public to win elections or gain political support. Political marketing involves marketing strategies and techniques to build a positive image and promote political messages to voters or the public. Political marketing communications aim to influence voters or the public to win elections or gain political support. Political marketing involves marketing strategies and techniques to build a positive image and promote political messages to voters or the public.

Sani (2015) analyzes the political marketing strategies used by the ruling and opposition parties in the Kajang by-elections in Malaysia and provides insights into the effectiveness of these strategies in influencing voter behavior. The study results found that marketing politics played an important role in winning the general election in Malaysia. In the 2014 Kajang general election, the two political parties, Barisan Nasional (BN) and the People's Justice Party (PKR), used a political marketing strategy called the "4Ps" (product, promotion, party, and price) to attract voters— appreciation of the emotions displayed by

politicians than Facebook users. Stier et al. (2018) investigate how politicians use social media platforms in political communication during election campaigns, focusing on the German federal election campaign 2013. The result is that politicians use social media platforms in different ways during election campaigns, depending on their objectives and the characteristics of the platforms used. Politicians use Twitter to discuss campaign policies and events, while Facebook is used for campaigning and mobilization. Grusell & Nord (2020) analyze the use of Instagram by political party leaders during the general election campaign in Sweden 2018 and explore how party leaders utilize social media platforms to build image and influence voters. The results of this study show that although party leaders visually appear innovative, they still appear in predictable campaign contexts. Research has also found that the party's long-term branding and strategy outweighs the short-term effects of exposing party leaders' surprising personal and emotional characteristics.

In contrast to the topic of the research above, this study focuses on how political marketing communications are carried out by political parties through Instagram social media posts on the official Instagram accounts of each political party carried out by two political parties with voters and getting the most number of seats in the DPR RI in The previous Legislative Election in 2019 that the KPU set was the PDI Perjuangan with a vote of 19.33% and won 128 seats, followed by the Gerindra Party with a vote of 12.57% and 85 seats. Researchers will analyze the content distributed by the two political parties ahead of the 2024 Election before the official campaign set by the KPU takes place.

This research is essential to do by looking at the current cultural situation and condition of society. Instagram has become among the most popular social media platforms in various circles. Many potential voters use Instagram regularly to fulfill their information needs, making Instagram an effective channel for political parties to communicate with their target audience. Political marketing communication through Instagram also has unique challenges and opportunities because it has a wide reach and many users.

Writing this article aims to analyze how the use of Instagram social media by political parties as a marketing communication medium in forming and spreading political messages ahead of the 2024 Election, which is contained in the content of Instagram posts @pdiperjuangan and @gerindra based on the behavior of the community. The results of this study are expected to be able to contribute to the 2024 Election, especially in political marketing communications, and to be able to become a reference for political parties and political actors in carrying out political marketing communications in the upcoming official campaigns and other times with the hope of realizing safe and peaceful elections.

LITERATURE REVIEW

Political Marketing Communication

Newman and Perloff (2004), in the *Handbook Of Political Communication Research*, explain that political marketing involves a series of concepts and theories that non-profit organizations have used in selling goods and services to consumers. This section applies the same procedure to political markets in which candidates, government officials, and political parties use these techniques to steer public opinion in the desired direction. Politicians belong to the same organization and continually strive to create value for their constituents by improving the quality of life and creating benefits at the lowest possible cost. Marketing is often described as a buying and selling process between buyers and sellers, with buyers exchanging money for the seller's products or services. When applying marketing to political marketing,

Based on the behavior of voters, there is a model put forward by Newman, namely a predictive model of voter behavior. The model combines the influence of individual affiliation with groups of people in their social environment. The model proposes five distinct and separate cognitive domains that drive voter behavior.

1. Political issues, representing the policies proposed and promised by the candidate, apply if elected into office.
2. Social image uses stereotypes to attract voters by creating associations between candidates and selected societal segments.
3. Candidate personality captures the importance of candidate personality in helping to strengthen and create an image in voters' minds.
4. Situational contingency, representing the dimension of voters who think so, can be influenced by hypothetical events profiled during political communication.
5. Epistemic Value represents an attractive dimension to the sense of curiosity or novelty voters in selecting candidates.

In politics, image is created through visual impressions that are communicated by the candidate's physical presence, media appearances, and experiences and records as a political leader as that information is integrated into the minds of citizens. The image of a candidate is greatly influenced by the support of well-known people in the country who support him. A marketing strategy is a plan of action to implement activities to ensure success in the marketplace. A successful marketing strategy starts with recruiting worthy candidates. After the candidate has been recruited, a marketing strategy is developed and implemented (Newman & Perloff, 2004).

By carrying out political marketing communications, it can help political parties to be better able to identify the people they are targeting and then develop political issues on the aspirations of the people in an era with technological developments that have also resulted in changes in behavior in society. Everyone is now more digitally connected and looking for the information they need using the network; they also easily access information from various sources and interact with anyone through various platforms, including social media. Political parties will create a political marketing communication strategy to spread their

political messages through social media so that later various feedback will appear on the disseminated marketing communication messages.

New Media

New media is essential for political marketing communications to engage with potential voters and raise funds. Future political campaigns are likely to increase their virtual and mobile presence, using microtargeting and attitude targeting to reach specific groups of voters. Political marketing communications aim to influence voters and win their support for a particular candidate or political party. Political marketing communication through new media aims to reach a broader and more segmented potential electorate and build a positive image of a candidate or political party through consistent and coordinated messages.

Several essential things must be reviewed in political marketing communications, such as messages in political communications that must be consistent and coordinated to build a positive image of candidates or political parties. The message must also be tailored to the intended audience. The media used in political communication can vary, including social media. Political communication must target specific groups, such as potential voters who have not yet decided on their choice or minority groups critical to winning elections. The political communication style can vary from persuasive to more informative and educative (Towner & Dulio, 2012).

Social Media

Social media is a new medium that provides easy and fast access to its users in exchanging information; this proves that there is a rapid revolution in the digital space, and will continue to grow (Buccoliero et al., 2020). Social media differs from traditional media formats in that most content is generated by the friends or accounts one follows and is interactive. Users can create personal profiles, post photos and share information, explore posts, and interact with others (Tiggemann & Anderberg, 2020).

As a new media that provides convenience with the power of social media, Instagram can make a person dependent on the information they need (Khairil et al., 2019). Because of this, Instagram social media is currently used as one of the media in various fields of marketing communications and encourages stakeholders to compete to design marketing communication strategies to get wins per their intended targets so that they can generate profits for them (Riskyan & Ervianty, 2019). Political marketing communications through Instagram allow candidates and political parties to engage with netizens through the distributed content (Towner & Muñoz, 2022). Display visuals in pictures and videos so that the message reaches netizens effectively and is responded to by collecting likes and comments (Muñoz & Towner, 2017). Thus political parties can control the image of their candidates through the uploading of enhanced content at scheduled times (Bossetta, 2018).

METHODOLOGY

The researcher uses a qualitative approach in this study to understand social phenomena or human behavior by collecting and analyzing data that is not numerically measurable. This method focuses more on interpretation and in-depth understanding of the research subject rather than simply measuring and calculating data. The results of qualitative research are often described in narrative or descriptive form and can provide deeper insight into the human experience and the social contexts that influence it (Elo et al., 2014). Researchers only focus on how political parties use Instagram as a medium in political marketing communications used by political parties to get people's votes ahead of the 2024 election. Instagram elections are also based on social media used by political parties with the most followers compared to other social media. The method used is qualitative content analysis; this method is often used to analyze written content. The skills of sound analysis and self-criticism are things that must be considered in conducting a qualitative content analysis.

The data used in the research are the Instagram accounts of 2 political parties, @pdiperjuangan and @gerindra. Researchers analyzed documents on the publication of political marketing communication messages through official political party Instagram accounts for four different content categories with the highest engagement rates based on the most likes and comments from the content categories shared by the two parties. This research was conducted six months before the official campaign period set by the KPU or from April 2023 to May 2023, coinciding with the start of the candidacy for legislative members in the 2024 election.

The data analysis phase in the context of content analysis includes three phases (Elo et al., 2014), that is:

1. Preparation: This phase includes selecting data to be analyzed, selecting units of analysis, and developing analysis categories. In this phase, the researcher must ensure that the selected data is by the research objectives and that the categories of analysis developed can accurately describe the data.
2. Organization: This phase includes data coding, developing analysis categories, and grouping data into appropriate categories. In this phase, the researcher must ensure that the data coding is carried out consistently and that the categories of analysis developed can describe the data accurately.
3. Reporting: This phase includes describing the content analysis results and the interpretation. In this phase, the researcher must ensure that the results of the reported content analysis can accurately describe the data and that the interpretation of the analysis results can answer the research objectives.

The following components of data analysis were carried out in this study. First, the information part of the content or political marketing messages disseminated, such as the type of content in the form of images or videos, posting time, duration, number of likes, and comments. Second, the content section is in the form of content that is disseminated by viewing and analyzing the message

of the content. Third, interpret the analysis results so that they can describe the contents of political marketing communications carried out by political parties.

RESULTS AND DISCUSSIONS

PDI Perjuangan Political Marketing Communication

The profile information on the PDIP's official Instagram account, namely @pdiperjuangan, as of June 1, 2023, shows that the account has more than 290 thousand followers and more than 36 thousand posts distributed via social media Instagram. With qualified followers, PDIP can reach a large audience to persuade and get votes in the upcoming 2024 election. From April to May 2023, 1,875 posts were uploaded by the official PDI Perjuangan Instagram account; in a day, the content distributed could reach more than 30 posts.

Based on the posts uploaded, several dominant content categories appear, such as content related to Ganjar Pranowo; the purpose of this content is various activities from Ganjar Pranowo, support for Ganjar Pranowo, and other matters related to Ganjar Pranowo. Content Political issues are political communications that discuss various issues netizens currently discuss. Collaborative content with other political parties displays cooperation between PDIP and other political parties. Content related to prospective legislative candidates is various political marketing communications that discuss prospective legislative candidates from PDIP. The following is PDI Perjuangan political marketing communication content posting data with the dominant content category from frequently posted. Based on the four categories of political marketing content above, the content with the highest engagement rate is the following.

Table 1. Content on the PDI Perjuangan Official Instagram Account
@pdiperjuangan

No.	Pos Post D Date	Contents/Short Description	Category	Likes & Comments
1	April 21, 2023	PDI Perjuangan has officially nominated Ganjar Pranowo as a presidential candidate	Ganjar Pranowo	16 thousand more likes and 800 more comments
2	April 25, 2023	The white hair trend in the style of Ganjar Pranowo is starting to emerge	Political Issues	3 thousand more likes and 79 comments
3	April 29, 2023	PDI Perjuangan and PPP are ready to collaborate to become an example for other political parties to support Ganjar Pranowo in the 2024 election	Collaboration with Other Political Parties	6 thousand more likes and 190 more comments
4	May 15, 2023	All PDIP candidates come from the people	Legislative Candidate	500+ likes and 15 comments

Source: Research Documentation Results (2023)

Introduction of the Ganjar Pranowo Bacapres as the First Step in Political Marketing Communication

The PDIP Instagram account, which carries Ganjar Pranowo as a presidential candidate, is posted frequently to lure netizens to vote for Ganjar Pranowo in the 2024 Presidential Election. Various activities of Ganjar Pranowo are posted via the @pdiperjuangan account using the hashtag #MEnangkanGanjar. This is done so that netizens who visit their Instagram are familiar with the presidential candidates; content in the form of exposure via photos or videos can change the evaluation of message recipients and will be better known by the public. (Munoz & Towner, 2022)

Ganjar Pranowo's content with the highest engagement rate was posted on April 21, 2023, in the form of a 15-second Instagram video reel featuring PDIP Chairperson Megawati accompanied by Indonesian President Jokowi and RI DPR Chair Puan Maharani, who is also a member of the PDIP political party declaring the Candidate for PDIP President Ganjar Pranowo with the statement "PDI Perjuangan carries Ganjar Pranowo as a Presidential Candidate to Lead Indonesia to a Brighter Future" received 16 thousand more likes and more than 800 comments.

PDIP, through its general chairperson Megawati, announced Ganjar Pranowo in April 2023, 6 months earlier than the presidential candidacy registration period. This faster step allows PDIP to carry out political marketing communications with the presidential candidates they are running so that later the response from the public via social media and Instagram can be used as a reference in political marketing communications carried out during the official 2024 election campaign or other times. The longer PDIP carries out political marketing communications, it will develop the popularity of prospective presidential candidates who play a vital role in determining party performance in elections (Tsuma, 2021).

The presence of the President of the Republic of Indonesia, Jokowi, and the Speaker of the DPR RI Puan Maharani, who are also members of the PDI Perjuangan on political marketing communication content posted on the @pdiperjuangan account, is a strategy used by PDIP in attracting trust and attention from the public to re-elect PDIP as these two figures are products of success PDIP in the last 2019 elections. Jokowi and Puan Maharani, who are political figures, will be able to persuade netizens who like these figures so that later the public will re-elect the PDIP and the candidates running for the 2024 election. (Mubarak et al., 2021).

Using the White Hair Trend to Increase Ganjar Pranowo's Popularity

Political marketing Communication was carried out by PDIP through the Instagram account @pdiperjuangan and discussing the white hair trend in the style of Ganjar Pranowo, the presidential candidate PDIP promoted. Content in the form of a poster with the words "Ganjar Pranowo's White Hair Trend Begins to Emerge" was posted on April 25, 2023, with the caption "Ganjar Pranowo's white hair trend is starting to emerge. After it was announced that Ganjar Pranowo was the presidential candidate of the PDI Perjuangan, residents were busy dyeing their hair white to resemble Ganjar. Inspired by Ganjar and, at the same time wanting to ground the PDI Perjuangan presidential candidate in

society. Ganjar inspired them and, at the same time, wanted to ground the PDI Perjuangan presidential candidate in society. Polishing white hair together is an effort to bring Ganjar Pranowo down to earth, known to have white hair. The white hair polish activity is the initial moment we hope it can roll like a snowball."

In this context, several people appear with hair polished to white, describing the trend of white hair to resemble the hair of the presidential candidate Ganjar Pranowo physically. This content received more than 3,000 likes and 79 comments. Trend creation attracts the attention of netizens to follow trends to create the popularity of these trends, which can directly affect netizens who are interested in the message(Armawan et al., 2023).

Before this trend emerged, the term white hair had become a topic of conversation among netizens after President Jokowi mentioned the characteristics of a leader who thinks of people as having lots of wrinkles on his face and white hair at an event (Tempo. co, 2022). Based on this statement, many netizens related this statement to Ganjar Pranowo. Using trends currently being discussed can make an organization create exciting content to get an interesting response from the audience(Alfajri et al., 2019). Netizens tend to be interested in Instagram content that is up-to-date and is being widely discussed, so discussing issues that are trending among the public can provoke responses from netizens toward the content being spread. The response given by netizens indicates an interest that makes a person respond to the content that is distributed and creates a relationship between political parties and netizens.

The strategy of discussing trends carried out by PDIP is with the hope that many people who follow the white hair trend can indirectly create engagement between people who follow trends and political parties to improve relations between political parties and netizens on Instagram social media when the relationship between political parties and netizens will generate trust in the messages conveyed so that the political marketing communications carried out by PDIP become effective and by the goals to be achieved(Amanah & Hope, 2018).

PDIP and PPP Collaborative Strategy

Content that has also caught the attention of netizens on Instagram is the collaboration between PDIP and PPP. The political message is a poster with a picture of Ganjar Pranowo with the words "PDI Perjuangan & PPP continue the goodness of winning Ganjar" on the picture, which also contains the PDIP and PPP logos. This post was uploaded on April 29, 2023, with the caption, "PDI Perjuangan and PPP are ready to collaborate to set an example for other political parties in embracing common strengths and working together to continue the goodness and victory of Ganjar Pranowo in the 2024 elections", the post received more than 6 thousand likes and 190 more comments.

This political marketing communication strategy between political parties can generate even more excellent support for parties that work together by collaborating between these parties and then spreading political messages through Instagram social media resulting in a combination of resources, support, and voter base from each -each party to make political power more prominent

and more influential on the political messages that are propagated (Razaqtiar, 2016). In this context, PDIP is collaborating with PPP, an Islamic party with a reasonably high voter base and one of the parties that obtain votes exceeding the 4 percent parliamentary threshold in the 2019 elections (Kominfo.go.id).

The content of the collaboration between PDIP and PPP describes an invitation to other parties who wish to join forces to work together to support Ganjar Pranowo as a presidential candidate so that he can gather even more power. With this invitation statement, of course, political marketing communications regarding this cooperation are not only addressed to netizens, but also to other political parties; in other words, the content of this collaboration becomes an inducement so that other political parties also join PPP to join and cooperate with PDIP to support Ganjar Pranowo and can create a large coalition to win Ganjar Pranowo in the 2024 presidential election.

Building Trust Through Exposure of Candidate Background on Instagram

Political marketing communications via Instagram carried out by PDIP via the @pdiperjuangan account often make background statements from prospective legislative candidates (Caleg) from PDIP; this is done with the aim that the public, especially netizens, are familiar with candidates from PDIP. Content by explaining the background of this candidate contributes to the trust and reliability of the candidate so that it can give confidence to netizens via Instagram that the candidate promoted by a political party has the ability and dedication needed to adequately represent the interests of society (Rustandi, 2013).

Creating content and disseminating information about prospective legislative candidates on Instagram can help increase their awareness of the political parties represented by the legislative candidates. Political messages that contain the background of legislative candidates, as carried out by the PDIP, can build a good image and strengthen party identity in the eyes of voters, with the characteristics of political communication highlighted by a political party that can help distinguish candidates for a political party from other political parties. The content with the highest engagement rate in this category was posted on May 12, 2023, as a poster with the caption "All PDI Perjuangan Legislative Candidates Come from the People" with the caption. Describing PDIP's claims to candidates from PDIP originating from the people was done to attract the attention of the lower middle-class society. Political marketing like this connects the messenger and the public (Simons, 2019).

PDIP's statement stating that all candidates come from the people can make people believe in the party; in this context, PDIP indirectly brings candidates closer to the community by representing politics so that PDIP can listen to the people's aspirations, needs, and interests. In mentioning coming from the people, he also describes the PDIP candidates as a forum for community aspirations. He can become a representative of the community's voice in political interests because they come from the same circle, namely the people, so it can improve its public reputation to build trust and foster voter confidence (Akinola & Adekunle, 2022).

Gerindra Party Political Marketing Communication

Based on information from the Gerindra party's official Instagram account, namely @gerindra, as of June 1, 2023, the account has more than 560 thousand followers and more than 2900 posts. Based on this, the Gerindra party can reach a broader audience to spread political marketing communications ahead of the 2024 election. From April to May 2023, there were 57 political marketing communication posts uploaded by the Gerindra Party via the official Instagram account @gerindra; in a day via the @gerindra account, you can only post 1 to 3 content, but this is not done every day, various marketing content Politics is spread to attract people's attention.

Four categories of dominant content are often posted, such as content related to Prabowo Subianto, namely various activities carried out by Prabowo Subianto. Content that attracts the attention of the millennial generation is political communication that aims to attract the attention of the millennial generation, such as collaboration with the millennial generation or other matters related to the millennial generation. Collaborative content with other political parties is content featuring the Gerindra Party as represented by the General Chairperson and members of the Gerindra Party collaborating with other political parties. Content that addresses issues of religion and diversity is a political marketing communication that addresses issues of religion and diversity, such as various religious and diversity activities. Based on the four content categories often shared by the @gerindra account above, here is the content that gets the highest engagement rate.

Table 2. Content on the Official Gerindra Party Instagram Account @gerindra

No.	Post Date	Contents/Short Description	Category	Number of Likes Comments
1	April 24, 2023	The Gerindra Party has nominated Prabowo Subianto as its presidential candidate to run for the 2024 Presidential Election	Prabowo Subianto	21 thousand more likes and 900 more comments
2	April 28, 2023	The Gerindra Party has received assistance from the millennial generation Alghazali and El Rumi	Millennial Generation	25 thousand more likes and 900 more comments
3	May 3, 2023	The Gerindra Party respects all political parties in Indonesia and is ready to cooperate with anyone	Collaboration with Other Political Parties	10 thousand more likes and 250 more comments
4	May 15, 2023	We are Pancasila; we are Bhinneka Tunggal Ika, and we fight for all Indonesian people, from Sabang to Merauke, all ethnicities, all religions, all races	Issues of Religion and Diversity	13 thousand more likes and 300 more comments

Source: Research Documentation Results (2023)

Building Party Personality Through Prabowo Subianto's Activities

Marketing communication content with various activities of the General Chairperson of Gerindra Prabowo Subianto and the prospective presidential candidate promoted by the Gerindra Party is frequently posted via the Instagram account @gerindra. As the general chairman of Gerindra, political marketing content spread through social media can affect the image and personality of the Gerindra Party represented by its general chairman Prabowo Subianto (Pratwi, 2018). A political communication strategy like this can persuade people to vote for the Gerindra Party in the 2024 Election because they are attracted to Prabowo Subianto.

The content with the highest engagement rate was in the form of a 33-second Instagram video reel posted on April 25, 2023, featuring General Chairperson Prabowo with various blusukans to the public, which he had done with the caption "Gerindra Party supports Pak Prabowo Subianto as a presidential candidate to run for the 2024 Presidential Election, as which has been stipulated at the National Leadership Meeting last year". This post received more than 21,000 likes and more than 900 comments, indicating that the Gerindra Party announced that it would nominate its general chairman, Prabowo Subianto, as a presidential candidate.

Through the Instagram video reels, first, Prabowo said, "Cawapres?". As if luring netizens to respond to the content by answering who would be the right vice presidential candidate to accompany Prabowo in 2024.

Presidential election. The Gerindra Party carried out this communication strategy to involve netizens to increase the involvement and interaction between political parties and netizens. This involvement will later expand the reach of marketing content carried out by the Gerindra Party; when netizens feel involved can create a stronger relationship between communicators and communicants, in this context, Gerindra Party and netizens.

The content distributed by the Gerindra Party also displays various activities Prabowo Subianto has carried out, such as during the previous election campaigns. This political marketing strategy can steal the attention and support of netizens as Prabowo had run for the previous Presidential Election, so with this content, the public can perceive Prabowo as an experienced person with the knowledge and expertise developed in that period.

Attract the Young Generation's Attention with Celebrity Influencers

Political marketing communication by including figures or influencers is one of the communication strategies carried out by the Gerindra Party through the @gerindra account. The post is in the form of a 40-second Instagram video reel with the caption, "The strength of young people, millennials who are ready to fight with us. We are determined that Gerindra must become the party of the future" featuring general chairman Prabowo with Alghazali and El Rumi accompanied by musician Ahmad Dhani who declared that Alghazali and El Rumi were members of the Gerindra Party by tagging accounts @alghazali7 and @elelrumi getting 24 thousand more likes and 900 more comments.

Including celebrity figures as influencers who have a large follower base will be able to increase the reach of political messages that are spread. The role of influencers as a bridge for spreading messages will affect the relationship between political party brand personality, political brand preferences, and political brand equity. (Kaur & Sohal, 2022). The uploaded content will be able to attract the attention of fans of this character so that it can inspire netizens or followers of this figure to participate in politics, and the main goal is to support the Gerindra Party in the 2024 election.

Political communications that present celebrities can provide additional credibility for a political party. Netizens who get political messages bridged by celebrities tend to listen more and consider the messages conveyed; this can happen because of an inherent relationship between netizens and admired figures. Directly netizens interested in these celebrities can be more active in providing good responses in the form of comments and even improving the content distributed to others who like the character.

The content of recruiting Al Ghazali and El Rumi is also a strategy carried out by Patai Gerindra to attract the attention of the younger generation to be interested in politics, especially the Gerindra party. In the 2024 election, the participation of the younger generation is taken into account; the KPU stated that 60 percent of all voters in the 2024 election are young people (Tempo. co, 2022). Based on this, political parties need to steal the younger generation's attention to choose and

support candidates that are carried out in the 2024 election. Often the followers of these celebrities are the younger generation; the cooperation carried out by political parties with celebrities among the younger generation can indirectly increase involvement and support from this segment. Instagram is a social media platform among the younger generation (databooks.metadata.co.id).

Another category of content that has caught the attention of netizens is content that invites cooperation with other political parties. The content is in the form of Instagram video reels with a duration of 44 seconds containing the voice of the general chairman of the Gerindra Party, who describes being ready to cooperate with other political parties for the betterment of the Indonesian nation. This post has the caption, "We must be able to cooperate with other political forces. The Gerindra Party respects all political parties in Indonesia. As long as it is for the nation, state, and people of Indonesia, the Gerindra Party is ready to work with anyone," and got more than 10,000 likes and 250 more comments.

The content calling for cooperation with political parties and other political actors has led to a video of general chairman Prabowo Subianto meeting other political actors such as Golkar Party chairman Airlangga Hartanto, former vice president Jusuf Kalla and Aburizal Bakrie. This collaboration, carried out by the Gerindra Party through its official Instagram account, can create political synergy and increase other attractions from parties and political actors cooperating. Collaborative content can also be a tool used to persuade people by expanding their reach in achieving a political goal (Qoyimah et al., 2023).

The purpose of this collaboration content is also to attract attention from other parties to strengthen further the candidates they are carrying in the election later. When cooperation occurs and gets a good response from the public through political marketing communications carried out by the Gerindra Party, this political message can induce other political parties to join the Gerindra Party so that the political messages conveyed can reach a wider community.

Religious Figures to Build the Issue of Diversity and Unity

Political marketing communication by including religious figures in Instagram posts carried out by the Gerindra party, uploaded on May 4, 2023, in the form of Instagram video reels, received 13 thousand more likes and 300 more comments. The 24-second content features general chairman Prabowo and a candidate for President from the Gerindra Party, Together with Gus Miftah, an Islamic religious figure, and Pdt. Gilbert Lumoindong is a figure of Christianity with the post caption, "Do not believe in slander. We are Pancasila, Bhinneka Tunggal Ika, fighting for all Indonesian people, from Sabang to Merauke, all ethnicities, religions, and races".

The involvement of religious leaders in political communication spread by the Gerindra Party can create support from groups of voters associated with that religion. Currently, in Indonesia, religious leaders strongly influence a community within a religion, so the presence of religious leaders can increase the confidence of religious voters to support the Gerindra Party.

The content describes the unity and integrity of diverse Indonesia; political marketing communications like this can raise a good image which is a central aspect of Building an image of politics on Instagram (Bast, 2021). In this

context, the Gerindra Party does not focus on just one religion to increase public confidence in the issues being spread. The communication strategy used by the Gerindra Party can also address issues of conflict and division in the political environment to win the community's trust and support.

The community trusts religious figures in conveying messages regarding justice, solidarity, peace, and unity through religious teachings. This helps faith-based voters to understand and identify with the party as a representation of their values. Indonesia is a country that upholds religious values, so many people with strong religious beliefs look for leaders or political parties who pay attention to their religious values. Having content that includes religious figures can attract the interest and support of religious-based voters who may not have previously received information about the party.

CONCLUSION AND RECOMMENDATIONS

Various political marketing content is distributed via Instagram with different strategies from each respective party; Instagram posts in the form of marketing communications from political parties can make the characteristics of each political party to attract the attention of netizens to vote for the right candidate. they will run it in the 2024 elections.

Like a organizations and companies, the sale of goods and services requires marketing communications to attract consumers' attention to buy the products offered, political parties that carry out political marketing communications, primarily through Instagram social media, offer their candidates for the 2024 election so that they attract public attention and get great support to win candidates from each political party. PDIP and the Gerindra Party carry out political marketing communications through their official Instagram to encourage voter behavior and disseminate their marketing content in various forms, such as spreading political issues that are currently rife among the public, building the social image of candidates that are carried through collaboration with various figures,

Several similarities and differences exist in the contents of the political marketing communication messages carried out by the PDI Perjuangan and the Gerindra Party. The similarities in political marketing communication between the two parties can be seen in the context of political marketing communication content such as 1) Content for Presidential Candidates to increase the popularity of the proposed presidential candidate. 2) Collaborative content with elites and other political parties that aims to invite other political parties to join and build coalitions.

The difference in the political marketing communications carried out by the two parties can be seen in several aspects, such as 1) The amount of content posted; PDIP posts more content than the Gerindra Party and can even upload up to 30 more days. Gerindra Party only posts 1 to 3 pieces of content a day. 2) Content on the PDI Perjuangan Instagram account more often shares political messages by involving internal party elites, such as spreading the activities of party members and candidates they carry. In contrast, the Gerindra Party, through its Instagram

account, often collaborates with external parties to attract the audience's attention regarding trends and the latest issues.

Finally, this study recommends that future researchers research political marketing communication carried out by political parties during the upcoming 2024 election campaign to see the differences in how political marketing communication strategies are carried out before and during the campaign. Furthermore, it is also recommended to examine political marketing content carried out through other platforms so that various variations of political marketing messages emerge.

FURTHER STUDY

This study certainly has shortcomings and limitations because the researcher only limits the research object to two political parties and one media, Instagram social media. So this research does not touch on political party marketing communication on other social media, which is also widely used by society today, such as websites, Facebook, Youtube, and others. This research limits the object to only two political parties, the PDI Perjuangan, and the Gerindra Party. It is also interesting to see how other political parties in Indonesia carry out political marketing communications before the 2024 election.

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