

Digital Storytelling in Political Marketing Communication Ganjar Pranowo and Anies Baswedan on Instagram Leading Up to the 2024 Presidential Election

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ARTICLE INFO

Keywords: Digital Storytelling, Political Marketing Communication, Instagram

Received : 2 January

Revised : 17 February

Accepted: 17 March

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ABSTRACT

The research has the objective to analyze the political marketing communication content on the Instagram accounts of Ganjar Pranowo and Anies Baswedan, as well as to analyze the aspect of digital storytelling. The researcher employed a visual content analysis method based on quantitative descriptive analysis of image types. The posts were categorized into 12 types of images. Additionally, we analyzed the digital storytelling elements in the uploads that featured the most image types. The outcomes indicate that Anies' digital storytelling strategy involves more interaction with his followers compared to Ganjar's strategy. The most frequently posted image type on the @aniesbaswedan account is campaign-related, which is suitable for political marketing communication efforts leading up to the 2024 presidential election. In contrast, the most frequently posted type of image on the @ganjar_pranowo account, background stories, is considered less appropriate for such purposes. Image types with themes suitable for the 2024 Presidential Election and presented in narrative form are likely to be more engaging, potentially encouraging followers to participate in exercising their voting rights

INTRODUCTION

The Ministry of Home Affairs aims to achieve a voter turnout rate of at least 79.5% in the 2024 elections. This target is based on the success of the 2019 elections (Nugraha & Ilham, 2023). According to the Central Bureau of Statistics (2019), the voter participation rate in the 2019 presidential election was 81.97%. However, there was a decrease in participation in the 2014 presidential election, where the rate was 70%, compared to 72% in the 2009 presidential election (Respati, 2015). Additionally, the voter participation rate in the 2004 presidential election was 79.76% (Sadya, 2022). Achieving the high voter turnout of the 2019 election poses a challenge for all parties to surpass the predetermined target in the 2024 presidential election.

The 2024 presidential election will feature three candidates: Prabowo Subianto, Ganjar Pranowo, and Anies Baswedan (Farisa, 2023). Prabowo Subianto is backed by the Gerindra Party and PKB, Anies Baswedan is supported by the NasDem Party, PKS, and Democratic Party, while Ganjar Pranowo is supported by PDIP and PKB. Each of these candidates has utilized social media for their political activities.

In the context of political engagement, political communication involves the dissemination of information to specific groups about the policies that political actors, including relevant parties and candidates, intend to pursue. The aim of this dissemination is to persuade the recipients to alter their perspectives, knowledge, attitudes, and behaviors (Cangara, 2016). Political marketing is a large, growing industry that affects all people and institutions. Political marketing also includes building successful candidates and causes (Kotler, 1999). Political marketing also means taking voters' votes through the candidate's strengths, weaknesses, threats, and opportunities. (Kusumawardhana & Rizkimawati, 2022)..

Multidisciplinary communication science encompasses marketing communication in politics. Internet-based marketing communications have evolved due to technological advancements (Tasnim et al., 2021). Digital technology-based marketing communications provide benefits for companies by reaching more consumers (Sari & Utami, 2021). In Indonesia, Instagram is a highly preferred social media that utilises audio and visuals for political communication (Anshor et al., 2022). Instagram can be used as a communication platform by various parties to exploit their party's image through uploads (Ichsan et al., 2023). As the third largest most popular social media platform in Indonesia, politicians utilise Instagram to conduct their political marketing (Iqbal, 2022).

Researches related to political marketing communication using Instagram social media have been conducted by many scholars Krisnanto (2019) in his research stated that Instagram was very instrumental in the 2017 DKI Jakarta governor election. Instagram has a role to reach out to first-time voters such as the millennial generation, which consists of people aged 17 to 25, telling people how important the election is. Taqwa et al, (2022) in their research stated that Instagram used by Ganjar Pranowo can generate more votes due to the fast access speed and the ability to expand the upload of each campaign activity. One of the

benefits is that it makes it easier for Bawaslu to monitor Ganjar Pranowo's campaign activities, allows the public to directly follow his campaign activities, and can predict his victory based on the number of supporters who like each campaign post. The negative effect was that it was impossible to monitor thoroughly as Ganjar Pranowo did not upload all of his campaign activities. As only positive campaign activities are uploaded, the public cannot see directly what is actually happening.

Storytelling is a factor that influences the success of marketing communications on social media. Narrative or storytelling can capture user attention (Andrews & Shimp, 2017). The narrative is eagerly awaited by users because it is able to create emotions and does not seem to be an advertisement which is part of marketing communication activities. Researchers then link political marketing communication with digital storytelling strategies to increase political participation.

LITERATURE REVIEW

Digital Storytelling

Digital storytelling can be seen as an extension of reception theory or as an outgrowth of digital narratives that are a way to exchange information and provide meaning (Irwin, 2014). Digital storytelling is unique in that it is based on people's lives or experiences, it is easy to use, fun, inspiring, and genuine from their own experiences (Nguyen & Nuñez-Janes, 2017). Narratives have the ability to grab the reader's attention and make them remember the story with interesting parts, emotional engagement and strong narrative expectations (Cao et al., 2015).

Drawing from Fog et al. (2005), digital storytelling comprises five components: (1) story setting, which delineates the place and time; (2) characters, detailing the individuals in the narrative and their roles; (3) conflict, portraying events that deviate from the expected course and how characters respond to them; (4) storyline; and (5) message, representing the moral lesson intended to be conveyed.

There have been many studies related to marketing communication using digital storytelling strategies. Aripadono (2020) stated that the use of stories on Instagram SociopreneurID, storytelling can increase reach, impression, and interaction in marketing communications. From the perspective of companies engaged in social and commercial innovation, stories have an emotive power that is connected to interpersonal relationships Imania Assilah (2023) stated that digital storytelling can build the emotional side of the audience and become more eager to donate to the LAZISNU crowdfunding organisation. In political activities, digital storytelling is a strategy related to personal and political narratives. The strategy includes the use of personal images, family history, and relevant locations in political campaigns. (Liebhart & Bernhardt, 2017).

S-O-R Communication

Communication plays a pivotal role in various facets of life, including political marketing activities. The communication process operates optimally when it fulfills three elements: Stimulus, Organism, and Response (S-O-R). This form of communication was developed by Hovland (1953).

The following is a schematic of the S-O-R form of communication:

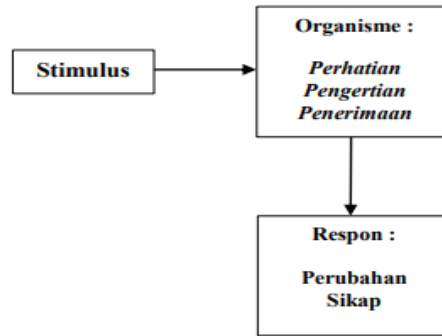


Figure 1. S-O-R Communication Form
Source: Effendy (2003)

Based on the S-O-R communication model scheme in Figure 1, it is evident that the communication process can influence the attitude of message recipients. Effendy (2003) elucidates that attitude change transpires when the stimulus provided surpasses the original state. This change in attitude is influenced by three variables: attention, understanding, and acceptance. The stimulus, delivered in the form of a message, should stimulate motivation or interest so that the message recipient can readily grasp the message and consequently undergo an attitude change.

Messages in the form of images, illustrations or short videos that are packaged in the form of narratives will be attractive to message recipients. Narratives that fulfil the elements of digital storytelling according to the idea of Fog et al. (2005) (2005), namely setting, character, plot, conflict, and message will be easy to remember because it involves the emotions of the recipient of the message so that there is a change in attitude.

Based on the explanation above, there has not been much research on the use of digital storytelling techniques in political marketing activities in Indonesia. Researchers made two objectives of this article, namely (1) to analyse the content of political marketing communication on the Instagram social media of Ganjar Pranowo and Anies Baswedan (2) to analyse the digital storytelling aspects of the Instagram accounts of Ganjar Pranowo and Anies Baswedan in increasing online engagement.

METHODOLOGY

This research was conducted to explore the types of characters and information related to the narratives built in the uploads or visual content that mark Anies Baswedan's political marketing on the @aniesbaswedan Instagram account and Ganjar Pranowo on the @ganjar_pranowo Instagram account ahead of the 2024 presidential election. This research uses a visual content analysis method based on quantitative descriptive image type analysis to obtain objective and systematic results. Image type analysis is a method that is carried out by categorising visual content as a certain type of image according to its motives (Grittmann, 2018). Digital storytelling was chosen as the research model used by researchers to explore the visual content of Anies Baswedan and Ganjar Pranowo in conducting political marketing.

Primary and secondary data were used in processing this article. Instagram accounts of @aniesbaswedan and @ganjar_pranowo such as photos, images or short videos, infographics, image-text combinations, and captions are the primary data used by researchers. Meanwhile, secondary data consists of journal articles, books, and a number of other references.

The data collection techniques were document research and literature research methods. In this research, researchers analysed posts on the @aniesbaswedan account and @ganjar_pranowo account, and searched for information related to the object of research from 1 to 31 May 2023.

The period was chosen because in May 2023, both Anies Baswedan and Ganjar Pranowo were officially declared as vice presidential candidates in the 2024 presidential election. In addition, there is an important moment in May, which coincides with the people's deliberation (Musra) consisting of various volunteer organisations supporting President Joko Widodo (Jokowi). As a result of the Musra Relawan Jokowi held on Sunday, 14 May 2023 at Istora Senayan, Central Jakarta, there were three names given by volunteers to Jokowi to be supported as a presidential candidate, namely Defence Minister Prabowo Subianto, Airlangga Hartarto who serves as Coordinating Minister for Economic Affairs, and Central Java Governor Ganjar Pranowo. Jokowi's volunteers have a significant role in the 2024 presidential election. Alam, et al ((2017) stated that political volunteers have an important role to play in increasing public participation.

The researcher then chose one of the three names to analyse his political marketing practices ahead of the 2024 presidential election. We chose Ganjar Pranowo because he is known to actively use social media in his daily activities. (Taqwa & Herawati, 2022).. Through his Instagram account, Ganjar tries to get a positive impression from the public through impression management (Isa & Santoso, 2021). Instagram was also used by Ganjar Pranowo to share his political activities ahead of the Central Java Governor Election in 2018.

As a comparison, researchers compared Anies Baswedan with the vice presidential candidate. Both are vice presidential candidates who are equally active on Instagram social media and have experience leading regions. Anies Baswedan uses his personal Instagram account, @aniesbaswedan, to communicate with Jakarta residents (Hanifah et al., 2021). Anies Baswedan also used Instagram in politics in the DKI Jakarta elections in 2017.

During May 2023, researchers found 143 posts by Ganjar Pranowo on his @ganjar_pranowo account. Meanwhile, Anies Baswedan uploaded 47 uploads on the @aniesbaswedan account. All of these uploads were then manually coded by researchers.

The coding process was carried out by categorising the uploads into 12 image types according to the image types from Liebhart & Bernhardt (2017) :

- a. Campaign: A type of image that depicts the candidate and conveys information about the campaign, such as survey results and advertising materials.
- b. Media work: A type of visual image that shows the candidate's activities with the media such as an interview, press conference or panel discussion. On location there is a studio set-up, the presence of cameras and microphones, and conversations with journalists.
- c. Fan contact: A type of image that emphasises a specific target group. This includes photos that show the candidate interacting with people from different segments of the population or selfies of the candidate.
- d. Call to action: A type of image that consists of a visual image that explicitly asks the customer to support the campaign in some way. The call to action is usually included with text.
- e. Background stories: A type of image that shows the candidate as a private person or non-political figure, places them in the context of a person's biography, and emphasises personal qualities.
- f. Positioning: A type of image where the visual image shows the political issue and the reason the candidate is positioning himself on the political scale.
- g. Discussions: Image type featuring activities with young voters.
- h. Fan Art: A type of image that displays gifts received from fans. The gift is given to express the candidate's popularity with constituents.
- i. Endorsement: A type of image that shows an endorsement from a famous person, such as an artist.
- j. Family: A type of image that presents a visual image where the candidate and his/her family are presented in a semi-private moment.
- k. Meeting politicians: A type of image where the candidate talks to a governor or minister at an event or meeting.
- l. Site visits

The subsequent step involves conducting a descriptive analysis by examining the elements of digital storytelling in uploads containing the most types of images. Subsequently, the upload is correlated with available data on Instagram, such as the number of likes and comments, to ascertain online engagement.

RESEARCH RESULTS



Figure 2. Ganjar Pranowo's Instagram Profile
Source: Instagram Account @ganjar_pranowo

Based on researchers' observations, Ganjar Pranowo has 5.7 million followers on Instagram but only follows 4 accounts. Ganjar has shared a total of 7,130 posts. The data collection process for the research object involved collecting 143 uploads by Ganjar Pranowo, including photos, images, and videos uploaded from May 1 to May 31, 2023.



Figure 3. Anies Baswedan's Instagram Profile
Source: Instagram Account @aniesbaswedan

Anies Baswedan, supported by PKS, NasDem Party, and the Democratic Party, has 5.9 million followers and follows 186 accounts. He has uploaded 4,466 posts consisting of images and short videos. Throughout the research process, Anies Baswedan only posted 47 times.

Image Type Analysis of Ganjar Pranowo

We found 143 posts on the @ganjar_pranowo account consisting of images and short videos during the period of May 2023. We categorised Ganjar Pranowo's posts into 12 image types based on Liebhart & Bernhardt's approach. (2017). However, not all of these image types appear in the @ganjar_pranowo account.

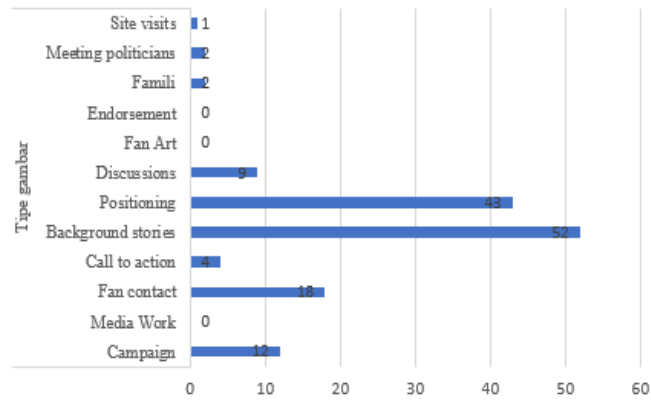


Figure 4. Graph of Ganjar Pranowo Image Type Quantification
Source: Processed by Researchers, 2023

Based on the graph above, it is evident that the most common type of images on @ganjar_pranowo's account are background stories (n=52). Ganjar Pranowo frequently uploads photos when visiting various scholars. In these uploads, Ganjar does not portray himself as a political figure but rather as an individual who is close to religious leaders. Additionally, Ganjar often shares photos of himself jogging with his wife, Siti Atiqoh Supriyanti, to convey that he is someone who values fitness.

The second most common image type is positioning (n=44). In his posts, Ganjar positions himself as the Governor of Central Java who works for the welfare of the community. Ganjar often uploads photos when reviewing Central Java Provincial Government programmes such as checking the construction of the Central Java Great Mosque in Magelang. The next most common image type is fan contact (n=18). Ganjar often uploads selfies with his supporters such as during his political safari in Medan.

The campaign category (n=12) on @ganjar_pranowo's account is predominantly composed of photos or short videos depicting Ganjar Pranowo on political safaris in various regions. In another upload, Ganjar is seen delivering a speech in front of Jokowi's volunteers, urging them to strive for victory in the 2024 Election. Some uploads on the @ganjar_pranowo account fall into the discussion image category (n=9). In these posts, Ganjar held discussions with students in a humorous and laughter-filled atmosphere. The call to action image type (n=4) is seen in a number of Ganjar's uploads, one of which displays a photo congratulating National Education Day. In his caption, Ganjar invites the public to continue to prioritise education so that Indonesia becomes a dignified country.

Ganjar has uploads with family image types (n=2) and meeting image types (n=2) which are few in number. The family image type can be seen in an upload that shows Ganjar taking a selfie with his wife, Siti Atiqoh. Meanwhile, the meeting type of upload can be seen when Ganjar Pranowo received a visit from the Qatari Ambassador to Indonesia.

Image Type Analysis of Anies Baswedan

Researchers discovered 47 posts on the @aniesbaswedan account in May 2023. According to the quantification graph of image types on Anies Baswedan's account, the majority of uploads are images or videos categorized as campaign type (n=10). Despite the campaign period not yet commencing, Anies Baswedan has engaged in political safari activities in several regions of Indonesia. Anies Baswedan introduced himself as a presidential candidate for the 2024 presidential election through his declaration speech.

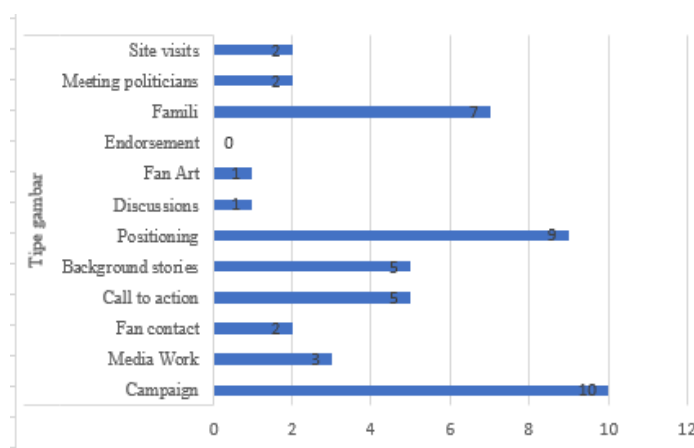


Figure 5. Graph of Quantification of Anies Baswedan Image Types
Source: Processed by Researchers, 2023

The majority of Anies' uploads show Anies Baswedan giving a speech to his volunteers. In his declaration speech, Anies offered the spirit of change for a better Indonesia. He wants to bring social justice to the people of Indonesia.

The second most common image type in Anies Baswedan's uploads is Positioning (n=9). Anies Baswedan often uploads pictures or videos when visiting a number of clerics or scholars. Anies Baswedan creates an impression in the minds of the public as a political figure who is close to the ulama. In marketing, positioning is how products or services are portrayed in the minds of customers so that they can distinguish goods and services. Anies' upload when meeting with clerics gives the impression in the minds of the Indonesian people that Anies is a religious leader because he often keeps in touch with religious leaders.

"Family" is the third most frequent image type (n=7) in Anies Baswedan's Instagram uploads. Anies has shared several moments with his wife, Fery Farhati, to portray himself as a leader who values family closeness. A harmonious family dynamic presents a positive image that captures the attention of his social media followers.

The next most common types of images are "call to action" (n=5) and "background stories" (n=5). The "call to action" images in Anies' uploads invite volunteers to support him in the 2024 presidential election. These uploads highlight reasons why the Indonesian people should choose Anies Baswedan by showcasing his track record while leading DKI Jakarta. While the background stories type displays Anies Baswedan's childhood with his grandfather Abdurrahman Baswedan or popularly called A.R Baswedan. In another upload,

Anies Baswedan remembers his grandfather through a letter written by Buya Hamka.

The type of media work image (n=3) in Anies Baswedan's upload was seen when conducting a podcast with motivator Merry Riana. In another upload, Anies Baswedan held a press conference with a number of media related to concerns that the 2024 elections would not be neutral and fair. There were two types of fan contact, meeting politician, and site visiting images on Anies Baswedan's Instagram (n=2). The fan contact type is seen when Anies takes selfies with his supporters.

The image type depicting meetings with politicians is evident in uploads showing Anies Baswedan shaking hands with Ahmad Syaikh, the President of PKS, at the 21st PKS Milad event. Similarly, another upload shows Anies Baswedan at the inauguration of the NasDem DPW Building in Bangka Belitung, where he appears very acquainted with NasDem Chairman Surya Paloh. Additionally, the type of site visit, known colloquially as 'blusukan', is observed in Anies' upload when he visited a sheep farm in Garut, West Java.

Meanwhile, the remaining types of images, namely discussion (n=1) and fan art (n=1) are very few in Anies Baswedan's Instagram account. The discussion image type is seen in Anies Baswedan's Instagram account when he held a dinner and interactive dialogue with the Yellow Ijo Biru Volunteers (KIB) in Pasuruan, East Java. Then the fan art image type is seen in the video of Anies Baswedan receiving birthday greetings from his supporters.

DISCUSSION

In terms of storytelling elements, there are five things that stand out: setting, characters, plot, conflict, and message (Fog et al., 2005). These five elements are a unity that must exist in order for storytelling to be conveyed perfectly. According to Oliver (1998), the elements of a story are the setting or place where the action takes place, the characters, which are individuals who directly represent and create narrative events, the storyline which is a synthesis of various events, situations, and life activities that are put together into a single unit. Donly (2017) states that conflict functions as a catalyst for the storyline in a story, making it important. From the data obtained, both @ganjar_pranowo account and @aniesbaswedan account have storytelling elements. However, not all posts have all the elements of storytelling.



Figure 6. Image Type of Ganjar Pranowo's Background Stories
Source: Instagram Account @ganjar_pranowo

Ganjar's upload of the background story type encompasses all five elements of digital storytelling. The setting in Ganjar Pranowo's upload is at Habib Syech's residence. The characters featured are Habib Syech, a scholar, and Ganjar Pranowo, who presents himself as an ordinary person. The conflict arises when Habib Syech becomes curious about the contents of Ganjar's car. The plot is clearly structured around the upload occurring after Eid al-Fitr, during which Ganjar visited Habib Syech's house for a halal bi halal gathering. The message that Ganjar Pranowo aims to convey is the importance of building relationships.

The digital storytelling in Ganjar's upload was perfectly conveyed. This can be seen from the number of comments and the number of likes. The post has 27,653 likes and 512 comments, which means there is engagement.



Figure 7. Image Type of Anies Baswedan Campaign
Source: Instagram Account @aniesbaswedan

The same pattern is also observed in Anies Baswedan's uploads, primarily of the campaign type. In these uploads, all five storytelling elements are evident. The setting is depicted when Anies is delivering a speech from the pulpit. The character element features Anies addressing the audience as a prospective national leader. The conflict arises from the enthusiastic declaration participants, hoping for the changes proposed by Anies Baswedan. The plot indicates that the speech took place after Anies Baswedan's declaration as a presidential candidate. The message conveyed is the promotion of justice, the central theme of Anies Baswedan's speech. This particular upload received 88,923 likes and 2,575 comments.

Instagram has two features, namely likes and comments, to see followers' responses to posts. Both features show online engagement or the interaction process that occurs on the upload. (Coelho et al., 2016).. Based on the data above, it is known that the @aniesbaswedan account has higher online engagement than the @ganjar_pranowo account. This can be seen from the number of likes and comments on @aniesbaswedan account uploads which are more than uploads on @ganjar_pranowo account in most types of images. Online engagement can be defined as a user's psychological state that is classified based on the user's interactive interaction, the user's co-creative interaction with agents, and objects. (Bonsón & Ratkai, 2013)..

CONCLUSIONS AND RECOMMENDATIONS

Based on the outcomes of this research, differences exist in the types of political communication images on the @ganjar_pranowo and @aniesbaswedan accounts. Since his declaration as a presidential candidate, Ganjar has initiated political safaris to different regions, where he engages with supporters and communicates his plans for the 2024 presidential election. However, these activities are currently limited as Ganjar is still serving as the Governor of Central Java. Through his Instagram uploads, Ganjar Pranowo aims to convey the message that he is an ordinary person in addition to being the Governor of Central Java. This differs from Anies Baswedan, who is no longer constrained by his position as a regional leader and can conduct his political safaris at any time. Based on his Instagram uploads, Anies Baswedan seeks to convey the message that he is a vice presidential candidate who aspires to bring about change for the welfare of the Indonesian people.

Both Ganjar Pranowo and Anies Baswedan utilize Instagram for their political campaigns, which is a component of political marketing communication. Instagram, as a social media platform, serves as a means to convey positive messages. It enables reaching a broader audience and motivating further engagement. Consequently, many politicians employ Instagram as a tool for their political marketing communications. In this research, Ganjar Pranowo and Anies Baswedan leverage Instagram to shape their self-image and establish personal connections with voters. Instagram is utilized for sharing political narratives and constructing digital storytelling.

Ganjar Pranowo and Anies Baswedan employ digital storytelling strategies to convey political messages on their Instagram accounts. They both utilize these strategies to foster a sense of intimacy with their followers on the platform. Digital storytelling plays a pivotal role in evoking emotions that motivate their respective followers to engage in various actions leading up to the 2024 presidential election.

In this research, the online engagement of the @aniesbaswedan account is higher than that of the @ganjar_pranowo account. This is evident from the @aniesbaswedan account, which received a total of 88,923 likes and 2,575 comments on one of its uploads, which falls under the most common image type. In comparison, one of @ganjar_pranowo's posts received 27,653 likes and 512 comments under similar conditions. The likelihood of a brand becoming more well-known in the community increases with the amount of online engagement it receives. Online engagement is crucial as it can help establish enduring connections with clients that influence their loyalty (Santoso & Baihaqi, 2017).

Based on the results of this research, it is known that the digital storytelling strategy in political marketing communication carried out by Anies Baswedan involves more interaction with his followers than Ganjar Pranowo. This can be seen from the number of likes and comments on Anies' uploads which are more even though the number of uploads is less than Ganjar Pranowo. The success of the digital storytelling strategy lies in the motif of the most image types on each account. The most image types on the @aniesbaswedan account, namely *campaigns*, have messages that are in accordance with political marketing communication efforts ahead of the 2024 Presidential Election. Meanwhile, the *background stories image type*, which is the most uploaded type on the @ganjar_pranowo account, has a message that is not in accordance with the 2024 Presidential Election. The solution provided by researchers in developing a digital storytelling strategy in political marketing communication is to adjust the type of image or visual content to be uploaded. The type of image that has a theme or message that is in accordance with the 2024 Presidential Election and is packaged in the form of a narrative will be more interesting so as to encourage followers to engage in political marketing communication by doing likes and comments. The message in the upload will create emotions so as to encourage followers on Instagram to participate both online and offline by using their voting rights in the 2024 Election.

FURTHER STUDY

This article has certain limitations, particularly in sampling, which was carried out before the presidential candidates registered for the 2024 elections. Future research should address these gaps by employing alternative methods to contribute to the existing literature. Additionally, there is a need for research on the use of social media for political marketing communication once the vice presidential candidates have registered for the 2024 elections.

ACKNOWLEDGEMENTS

The author wishes to extend sincere gratitude to all those who contributed to the completion of this article, particularly the Department of Communication Studies at Sebelas Maret University, Surakarta. The author also acknowledges the Human Resources Research and Development Agency, Ministry of Communication and Information Technology, for providing a scholarship for the Domestic Master Programme at Sebelas Maret University, Surakarta.

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