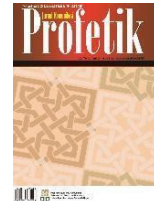




Available online to <https://ejournal.uin-suka.ac.id>

Profetik
Jurnal Komunikasi

Journal Page is available at <https://ejournal.uin-suka.ac.id/isoshum/profetik/>



Framing Political Identity on Instagram: Personal Branding and Public Engagement in the 2024 Indonesian Presidential Election

Frizki Yulianti Nurnisya¹ and Mohd Faizal Kasmani²

¹ Universitas Muhammadiyah Yogyakarta, Jalan Brawijaya Bantul Yogyakarta Indonesia

² Universitas Sains Islam Malaysia, Bandar Baru, Negeri Sembilan Malaysia

*Corresponding author, e-mail: frizkinurnisya@umy.ac.id

ARTICLE INFO

Article history:

Received 15 April 2025

Revised 3 May 2025

10 May 2025

Accepted 27 May 2025

Available online 30 June 2025

Keywords:

Digital Campaign Strategies,
Digital Democracy,
Personal Branding,
Political Communication,
Social Media Sentiment,

A B S T R A C T

Instagram has become a crucial platform for political communication, allowing candidates to connect with voters through visual content and interactions. This study examines the Instagram activity of six candidates in Indonesia's 2024 Presidential Election—three presidential and three vice-presidential candidates—using content analysis to assess their campaign strategies, audience engagement, and public sentiment. The findings indicate significant variations in social media usage among the candidates. Notably, @prabowo and @gibran_rakabuming posted the least but achieved the highest engagement, suggesting that factors beyond posting frequency—such as algorithmic reach, supporter enthusiasm, and external political dynamics—played a crucial role in visibility and interaction. However, despite high engagement levels, public sentiment toward these candidates on Instagram was predominantly negative, highlighting the complex nature of digital influence. This study underscores Instagram's dual role as both a mobilization tool and a contested space for political discourse, revealing how the interplay between engagement metrics, sentiment trends, and strategic content choices shapes political narratives in Indonesia's evolving digital democracy.



**To cite this article with
APA Style:**

Nurnisya, F. Y., & Kasmani, M. F. (2025). Framing political identity on Instagram: Personal branding and public engagement in the 2024 Indonesian presidential election. *Profetik: Jurnal Komunikasi*, 18(1), 88–109.

INTRODUCTION

In recent years, social media platforms have fundamentally transformed political communication (Marques & Miola, 2021; McNair, 2017; Ofori et al., 2023) enabling politicians to engage directly with constituents and disseminate their messages without traditional media intermediaries (Hafel, 2023). This shift is particularly evident in Asia, where the proliferation of internet access and mobile technology has facilitated widespread social media adoption. In Indonesia, for instance, the number of internet users reached approximately 185.3 million in 2024, reflecting a 0.8% increase from the previous year (Dudhat & Agarwal, 2023; Pandjaitan, 2024). This digital expansion has provided a fertile ground for political actors to leverage social media platforms to connect with a diverse and expansive electorate. Politicians utilize social media to humanize their personas, share policy positions, and mobilize support (Vuckovic, 2023). Bypassing traditional media filters, they can control their narratives and respond promptly to political developments. This direct line of communication is instrumental in shaping public perception and fostering a sense of immediacy and intimacy between politicians and voters (Daud, 2021). Moreover, social media analytics offer politicians insights into public sentiment, allowing for more targeted and effective campaign strategies. In Indonesia, the integration of social media

into political campaigns has been particularly pronounced, with platforms like Instagram playing a pivotal role in electoral processes.

Instagram's visual-centric nature and popularity among younger demographics make it a strategic tool for political engagement (Ekman & Widholm, 2017; Olof Larsson, 2023). As of January 2024, Indonesia had approximately 89.9 million Instagram users, accounting for 31.7% of the population (Instagram Users in Indonesia - January 2024 | NapoleonCat, 2024). Notably, the largest user group comprises individuals aged 25 to 34, totaling around 35.8 million users. This demographic is crucial for political campaigns, as engaging younger voters can influence long-term voting patterns and political socialization. Politicians craft visually appealing content, such as infographics, live videos, and stories, to capture attention and convey messages succinctly (Alyatalathaf et al., 2024 ; Kertamukti, 2015; Kuncoro, 2024). The interactive features of Instagram, including comments, likes, and direct messages, facilitate a two-way communication channel, enabling constituents to participate actively in political discourse (Bast, 2021). This dynamic underscores Instagram's dominance in Indonesia's digital landscape and its significance as a platform for political communication.

The 2024 Indonesian Presidential Election marked a significant turning

point in the role of digital media, particularly Instagram, in shaping political narratives and voter engagement. As the nation's electorate became increasingly digital-savvy, candidates recognized the necessity of leveraging Instagram's vast user base to build their political brands, disseminate campaign messages, and establish direct connections with voters. The visual-centric nature of Instagram allowed candidates to craft highly curated personas, utilizing images, videos, and interactive features to communicate their vision and values effectively (De Munter & Pinxteren, 2024). Unlike traditional campaign strategies that relied heavily on television advertisements and physical rallies, Instagram enabled candidates to engage in real-time conversations, provide behind-the-scenes insights, and create a sense of intimacy with their supporters. This shift underscored the growing influence of social media in Indonesian politics, where digital presence became as crucial as on-ground campaigning.

One of the key strategies observed in the 2024 election was political branding through Instagram, where candidates meticulously crafted their online personas to appear relatable and approachable. Political branding on Instagram involved a consistent aesthetic, the strategic use of colors, fonts, and themes, and the careful curation of content to maintain a coherent narrative (De Munter & Pinxteren, 2024; Parmelee et al., 2023; Raynauld & Lalancette, 2023). By presenting themselves as authentic, empathetic leaders, candidates sought to foster a personal connection with voters, thereby enhancing their political appeal. For instance, Prabowo

Subianto, the eventual winner of the election, adopted a warm and personable approach, often sharing candid moments with his running mate and team, as well as engaging with cultural and grassroots elements. His Instagram page was carefully curated to depict him as a leader who was both strong and accessible, a contrast to his previously perceived authoritative image.

Another significant trend in Instagram campaigning was the use of personalization and storytelling, where candidates incorporated elements of their personal lives to strengthen emotional connections with voters (Mossberg, 2021; Sihombing, 2024). Anies Baswedan, for example, extensively used Instagram to share moments with his family, highlighting his role as a devoted father and husband. These personal insights allowed him to project an image of integrity and moral leadership, reinforcing his appeal to conservative and family-oriented voters. Similarly, Ganjar Pranowo leveraged personal storytelling by sharing anecdotes from his tenure as Governor of Central Java, emphasizing his close interactions with ordinary citizens. By showcasing personal stories alongside policy discussions, candidates were able to humanize their political personas and make their campaigns more relatable to the public.

A crucial component of Instagram's effectiveness in political campaigns was the strategic use of aesthetics and visual consistency in branding (Peng, 2021; Prihatmoko & Setiyadi, 2024). Candidates ensured that their Instagram profiles followed a specific visual identity, using well-designed templates, high-quality images, and a consistent

color scheme to reinforce their campaign messaging. Ganjar Pranowo, for instance, maintained a vibrant and energetic visual style, often using red—his party's color—to symbolize his affiliation with the Indonesian Democratic Party of Struggle (PDI-P). This consistency in aesthetics helped create a strong brand identity, making his campaign easily recognizable across digital platforms. In contrast, Prabowo Subianto adopted a more traditional yet engaging visual approach, using blue and white hues to evoke stability and trustworthiness, reinforcing his image as an experienced statesman.

Beyond aesthetics, Instagram's interactive features—such as Instagram Stories, Reels, and live sessions—were pivotal in fostering voter engagement and participation (Hajad et al., 2024). Candidates frequently utilized live Q&A sessions, behind-the-scenes campaign footage, and user-generated content to create a two-way communication channel with supporters. Anies Baswedan, for example, hosted frequent Instagram Live discussions to address voter concerns directly, positioning himself as a transparent and approachable leader. Similarly, Prabowo's campaign strategically used Instagram Reels to highlight his on-ground campaign efforts, capturing moments of public interactions and endorsements from influential figures. These digital engagements not only strengthened voter enthusiasm but also allowed candidates to counter misinformation and shape the political discourse in real time. Thus, the 2024 Indonesian Presidential Election exemplified how Instagram had evolved into a powerful tool for political

branding, voter mobilization, and direct candidate-voter interaction.

The 2024 Indonesian Presidential Election marks a significant moment in the country's democratic process, with candidates actively leveraging social media platforms to connect with voters (Anom et al., 2024). Among these platforms, Instagram has emerged as a crucial tool for political communication (Ferreira et al., 2021a), enabling candidates to engage with the public through visual content, interactive posts, and direct conversations. Given the increasing influence of digital campaigning, this study aims to analyze how the six presidential and vice-presidential candidates utilized Instagram during the official campaign period (28 November 2023 – 10 February 2024).

This research examines the Instagram activity of three presidential candidates (@aniesbawesdan, @prabowo, and @ganjar_pranowo) and three vice-presidential candidates (@cakiminnnow, @gibran_rakabumingraka, and @mohmahfudmd) in the context of the 2024 Indonesian Presidential Election. While previous studies have established the significance of Instagram as a political communication tool, few have systematically analyzed the specific ways in which candidates leverage this platform to construct political identities, engage voters, and influence public discourse. This study aims to fill this gap by investigating three critical dimensions of Instagram use in political campaigns: posting frequency, influencer interactions, and audience sentiment. These dimensions are selected based on their relevance to political branding, digital visibility, and voter

mobilization—concepts rooted in agenda-setting theory, framing theory, and social influence theory. By applying content analysis, this study explores how these candidates utilized Instagram to communicate political messages, mobilize support, and shape voter perceptions. It specifically examines which candidates were most active in creating content, which influencers frequently interacted with their accounts, and how their posts resonated with netizens in terms of engagement and sentiment. In doing so, this research provides a more nuanced understanding of the role of Instagram in shaping contemporary political narratives and electoral dynamics in Indonesia, addressing a critical gap in the literature on digital political communication.

METHODOLOGY

This research employs content analysis as the primary method to examine how the six candidates in Indonesia's 2024 Presidential Election utilized Instagram for political communication during the official campaign period from November 28, 2023, to February 10, 2024. Content analysis, as defined by Neuendorf, is a systematic approach to analyzing textual, visual, and interactive media, making it particularly suitable for evaluating social media engagement (Neuendorf, 2010; Neuendorf & Kumar, 2015). The study focuses on the Instagram activity of three presidential candidates (@aniesbawesdan, @prabowo, and @ganjar_pranowo) and three vice-presidential candidates (@cakiminnow, @gibran_rakabumingraka, and @mohmahfudmd), examining the frequency and nature of their posts, their

engagement with followers, and the overall sentiment surrounding their campaigns. By analyzing their Instagram content, this study identifies which candidates were most active in posting political messages, which influencers played a significant role in interacting with and amplifying their content, and how netizens engaged with their accounts through likes, comments, and shares.

This research systematically examines multiple dimensions of Instagram activity among the six candidates in the 2024 Indonesian Presidential Election. By analysing various engagement metrics and interaction patterns, the study aims to understand how Instagram was utilized as a strategic communication tool during the campaign period. The key aspects explored in this study include posting frequency, influencer interactions, user engagement, and public sentiment, each of which provides critical insights into the candidates' digital outreach and voter engagement (Nuralina et al., 2024).

Table 1 A Structured Framework

Aspects of Instagram	Description
Posting frequency	Identifying which candidates posted the most content and how their posting behavior varied throughout the campaign (Trevisan et al., 2019).
Influencers interactions	Analyzing which top influencers engaged with each candidate's account and how their interactions contributed to content visibility and public discourse (Belanche et al., 2020).
User engagement	Measuring likes, comments, and shares to

	determine the level of interaction between candidates and their followers (Mameli et al., 2022).
Public Sentiment	Evaluating positive, neutral, and negative sentiment in the comments section to assess how Instagram engagement influenced public perception of each candidate (Ferreira et al., 2021b).

By integrating these four key analytical dimensions, this study provides a holistic examination of Instagram as a political communication tool in the 2024 Indonesian Presidential Election. The findings contribute to the broader discourse on digital campaigning, social media influence, and voter engagement in contemporary electoral politics.

To ensure accuracy and comprehensiveness in data collection, this research utilizes NoLimit, a digital analytics tool designed for processing big data from social media platforms. NoLimit enables large-scale extraction and systematic analysis of Instagram content, allowing for a detailed examination of engagement metrics such as post frequency, audience interaction, influencer involvement, and sentiment trends. By leveraging this technology, the study effectively captures the emotional tone and discourse patterns within user-generated content, providing insights into how political narratives are constructed and received on Instagram. This methodological approach allows for an in-depth understanding of the digital political landscape, the role of social media in voter mobilization, and the implications of engagement patterns on

public sentiment during the 2024 Indonesian Presidential Election.

RESULTS AND DISCUSSIONS

Indonesia upholds a democratic political system where every citizen has the right to vote (Suparto et al., 2024), embodying the principle of "one person, one vote, one voice" which ensures that every citizen has an equal voice in electing their president and political representatives. This system empowers the people to actively participate in the democratic process, making their choices based on policies, leadership qualities, and political vision. Given the rapid digitalization of political campaigns, social media platforms, particularly Instagram, have become crucial tools for candidates to communicate with voters (Boulianne & Larsson, 2023). Through Instagram, candidates can engage directly with the public, share their campaign messages, and build a digital presence that influences voter perception. As the electorate increasingly relies on social media for political information, candidates strategically utilize Instagram to maximize their reach, foster engagement, and shape public discourse.

This article analyzes the Instagram activity of Indonesia's presidential and vice-presidential candidates during the official campaign period, spanning from 28 November 2023 to 10 February 2024. The candidates included Anies Baswedan and Muhaimin Iskandar (Candidate #1), Prabowo Subianto and Gibran Rakabuming Raka (Candidate #2), and Ganjar Pranowo and Mahfud MD (Candidate #3). Their Instagram engagement—measured through total

posts, likes, comments, and overall interaction—reflects the varying levels of digital influence and public responsiveness to their campaigns.

by algorithmic amplification, supporter enthusiasm, and influencer involvement, all of which contributed to the virality of their content (Rathje et al., 2024).

Elected Leaders with High Instagram Engagement

The 2024 Indonesian Presidential Election concluded with the victory of Prabowo Subianto as President and Gibran Rakabuming Raka as Vice President, marking a significant shift in Indonesia's political landscape. Their campaign strategy, particularly on social media, demonstrated an unconventional yet highly effective approach to digital political communication. Despite being the least active candidates in terms of Instagram posting, both @prabowo and @gibran_rakabuming managed to generate exceptionally high engagement rates, as shown in Table 2. This phenomenon raises important questions about the factors influencing online political engagement and the role of digital presence in modern electoral campaigns.

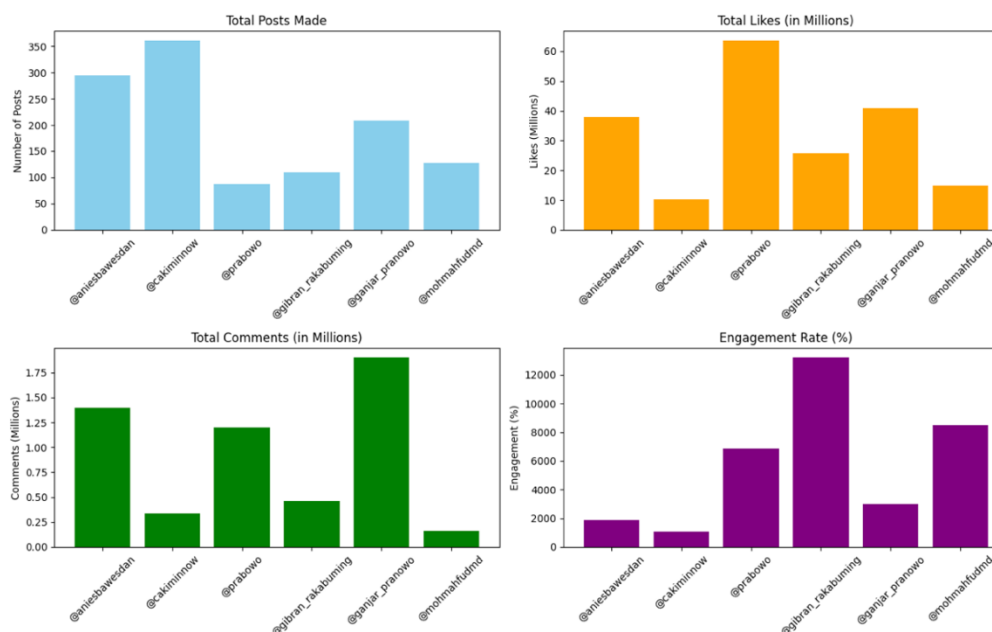
Their limited number of posts suggests a strategic approach to content dissemination, where selectivity and exclusivity played a crucial role in maintaining voter interest and engagement. Rather than overwhelming their audience with frequent updates, their campaign focused on high-impact content that resonated with supporters and gained widespread traction. This strategy aligns with the principle of quality over quantity, where fewer posts received a disproportionately high number of likes, comments, and shares (Philp et al., 2022). Additionally, the high engagement levels may have been driven

Table 2 Instagram Engagement Data from Presidential Election Candidates During the Campaign Period

IG Account	Total Post made	Total Like	Total Comment	Engagement
@aniesbawesdan	294	38M	1,4M	1,889%
@cakiminnow	361	10,2M	336,K	1,082%
@prabowo	88	63,6M	1,2M	6,868%
@gibran_rakabuming	110	25,8M	463,4K	13,197%
@ganjar_pranowo	209	40,9M	1,9M	3,006%
@mohmahfudmd	128	15,M	160,1K	8,506%

From table 2 shows @prabowo, with only 88 posts, garnered the highest number of likes (63.6 million), demonstrating strong audience appeal and content effectiveness. @gibran_rakabuming, despite posting just 110 times, achieved the highest engagement rate (13,197%), suggesting a deeply connected and responsive audience. Meanwhile, @ganjar_pranowo and @aniesbawesdan maintained steady interaction levels with over 200 posts each, accumulating millions of likes and comments. Conversely, @cakiminnow and @mohmahfudmd posted more frequently but had comparatively lower engagement rates, highlighting the varying effectiveness of digital outreach. This data illustrates how Instagram became a key battleground for political influence during the campaign period, reflecting the evolving landscape of democratic participation (Yuhannan, 2024), including in Indonesia that is similar to the figure 1 below.

digital public sphere where political



The figure 1 is the visualization of Instagram engagement metrics among the Indonesian presidential and vice-presidential candidates highlights the increasing role of social media as a space for political discourse and voter interaction. The data reveals varying levels of public engagement, with some candidates generating significant interactions despite posting less frequently. @prabowo, for instance, received the highest number of total likes (63.6 million) despite making only 88 posts, whereas @cakiminnow, with the highest number of posts (361), experienced comparatively lower engagement. Furthermore, the engagement rate chart indicates that @gibran_rakabuming led in audience responsiveness (13,197%), suggesting that his content resonated strongly with the public. This trend underscores how Instagram serves as more than a broadcasting platform—it functions as a

discourse unfolds dynamically (Cohen, 2023; Rosa, 2022).

On the other hand, content analysis of @cakiminnow's Instagram activity during the 2024 Indonesian Presidential Election campaign period (28 November 2023 – 10 February 2024) reveals a highly active posting strategy, with a total of 361 posts. Among these, 64.5% (233 posts) consisted of videos, while 35.5% (128 posts) were images. This high volume of content indicates an aggressive digital campaign approach, where visual media—particularly videos—were utilized to communicate his political vision, campaign promises, and policy proposals to the electorate. However, despite this extensive social media presence, @cakiminnow recorded the lowest engagement rate compared to other candidates, suggesting a gap between content production and audience interaction. A qualitative review of his posts shows that the

majority of his content focused on political messaging aimed at presenting his vision for a better Indonesia, emphasizing governance reforms, economic development, and social welfare improvements. While these themes are central to any political campaign, the lack of audience engagement—evidenced by a low volume of comments and limited interactive discussions—indicates that his posts did not successfully generate widespread discourse among followers or non-followers. This observation aligns with previous studies (Raynauld & Lalancette, 2023; Suryani, 2024) that highlight the limitations of one-way communication in digital political campaigns. Simply posting high volumes of content without fostering meaningful dialogue may lead to passive consumption rather than active voter engagement.

Additionally, the absence of interactive discussions in the comment sections suggests that either the content did not provoke significant public response, or the campaign did not effectively stimulate conversations among users. This finding underscores the importance of two-way communication strategies in social media political campaigns, where engagement is not solely driven by the frequency of posting but also by the ability to encourage discussion, address public concerns, and create a sense of direct interaction between candidates and voters.

Instagram Content Comparison Among Presidential Candidates

The use of Instagram as a political communication tool during the 2024 Indonesian Presidential Election varied

significantly among the three presidential candidates, each adopting distinct content strategies to engage with voters. A comparative analysis of their Instagram activity during the official campaign period (28 November 2023 – 10 February 2024) reveals differences in posting frequency, content type, and audience interaction, as reflected in Table 3, which presents data on likes, comments, and engagement rates. These metrics serve as indicators of how effectively each candidate was able to capture public attention and foster digital engagement.

Table 3 Top 5 Content from President Candidate

Account	Content Type	Date	Like	Comment	Engagement Rate
@prabowo	Image	6 Jan '24	2,5M	34,8K	18,0
@prabowo	Image	31 Jan '24	2,5M	63,6K	17,4
@prabowo	Image	10 Feb '24	1,9M	44,6K	16,2
@prabowo	Image	10 Feb '24	1,5M	17,3K	13,9
@prabowo	Image	23 Jan '24	1,1M	20K	11,78

An analysis of the five top-performing Instagram posts from the 2024 Indonesian Presidential Election candidates reveals that all of the highest-engagement content belonged exclusively to @prabowo, with no representation from other presidential candidates. This finding suggests that @prabowo maintained a significantly stronger presence and interaction level on Instagram compared to his competitors, indicating a high level of digital influence and audience responsiveness.

The engagement data highlights that all five top posts were image-based content, reinforcing the effectiveness of visual communication in political campaigns.

The post with the highest engagement rate (18.0) was published on January 6, 2024, garnering 2.5 million likes and 34.8K comments. Another post on January 31, 2024, also received 2.5 million likes but a higher comment volume (63.6K), resulting in an engagement rate of 17.4. The engagement trend declined slightly in February, with a 1.9 million-like post on February 10 achieving an engagement rate of 16.2, followed by another post on the same day with 1.5 million likes and an engagement rate of 13.9. The lowest among the top five posts was on January 23, 2024, with 1.1 million likes and a 11.78 engagement rate.

The exclusivity of @prabowo's posts in the top engagement rankings suggests that his campaign successfully leveraged Instagram to capture public attention. The combination of high like counts and substantial comment volumes indicates both strong supporter interaction and potential public discourse surrounding his candidacy. However, the absence of top-performing content from other candidates raises questions about their digital campaign effectiveness, content strategy, or the role of external amplification in @prabowo's engagement performance. This dominance underscores the growing importance of Instagram as a political battleground, where engagement metrics serve as indicators of public interest, mobilization, and campaign visibility in modern elections (Rackaway, 2023).

The data in Table 3 highlights notable variations in content performance, with some candidates generating high engagement despite posting less frequently, while others maintained a

high volume of posts but struggled to achieve similar interaction levels. Likes and comments serve as key indicators of audience responsiveness, while engagement rates measure the overall effectiveness of content in sparking interaction (Giertz et al., 2022; Steinmetz et al., 2020). Certain candidates leveraged high-impact visual content, while others relied on policy-driven messaging, leading to contrasting levels of digital influence. The analysis of these patterns provides insights into the evolving role of social media in political campaigns, illustrating how digital presence and engagement dynamics shape voter perceptions and campaign effectiveness in modern electoral processes (McNair, 2017; Meraz, 2022).

Figure SEQ Figure * ARABIC 2 Sentiment Analysis of Presidential Candidates on Instagram



The data on figure 2 reveals that while Candidate 2 (@prabowo) achieved the highest overall engagement, his sentiment distribution was predominantly neutral. In contrast, Candidate 3 (@ganjar_pranowo) received the highest volume of positive sentiment, surpassing both Candidate 1 and Candidate 2 in terms of favourable public perception. This divergence in sentiment despite differences in engagement levels

suggests that various factors influenced audience reactions and voter sentiment.

A possible explanation for @prabowo's high engagement but neutral sentiment is the nature of his campaign strategy and audience composition. Neutral sentiment often indicates informational or non-polarized interactions, where users engage with content through likes and shares without expressing strong opinions in the comments. Additionally, high-profile candidates with broad voter bases may attract engagement from both supporters and critics, diluting positive sentiment.

In contrast, @ganjar_pranowo's dominant positive sentiment suggests a stronger emotional connection with his audience, possibly driven by campaign messaging, voter enthusiasm, or targeted digital outreach strategies. Another contributing factor could be the role of influencers, media narratives, and political endorsements, which may have shaped audience perceptions differently for each candidate.

Overall, the sentiment analysis indicates that high engagement does not necessarily translate to positive sentiment, reinforcing the need for a nuanced approach in evaluating digital political campaigns. While @prabowo's engagement dominance suggests high visibility and public interest, @ganjar_pranowo's sentiment advantage reflects stronger approval and voter

alignment. However, it is important to note that the NoLimit app used for this analysis categorizes sentiments into positive, neutral, and negative based on automated algorithms, without explicitly revealing the dominant words or phrases that contribute to these classifications. This limitation presents an opportunity for future research to explore the linguistic and contextual factors driving public sentiment on social media, potentially providing deeper insights into voter attitudes and political discourse.

Comparative Analysis of Instagram Content Among Vice Presidential Candidates

The utilization of Instagram as a platform for political communication during the 2024 Indonesian Presidential Election exhibited notable differences among the three vice presidential candidates, each implementing distinct content strategies to connect with voters. A comparative assessment of their Instagram activity throughout the official campaign period (28 November 2023 – 10 February 2024) highlights variations in posting frequency, content format, and audience engagement levels. These differences are reflected in Table 4 Top 5 Content from Vice Presidential Candidates, which presents key metrics, including likes, comments, and engagement rates. These indicators provide valuable insights into how effectively each candidate attracted public attention and generated digital interactions.

Table 4 Top 5 Content from Vice President Candidate

Account	Content Type	Date	Like	Comment	Engagement Rate
@mohmahfudmd	Image	26 Jan '24	326K	1,4K	25,7

@gibran_rakabuming	Image	23 Jan '24	642,8K	11,4K	25,6
@mohmahfudmd	Video	27 Jan '24	335,3K	5,8K	24,9
@mohmahfudmd	Image	31 Jan '24	328,1K	797	24,5
@mohmahfudmd	Video	30 Jan '24	319,7K	879	24,0

Content analysis, as defined by Neuendorf, provides a systematic approach to examining communication patterns by analyzing textual, visual, and interactive media (Neuendorf & Kumar, 2015). Applying this framework to the Instagram activity of vice-presidential candidates during the 2024 Indonesian Presidential Election campaign offers insights into the effectiveness of their content strategies, engagement levels, and audience interaction. In the table 4, the data highlights that the top five highest-performing posts belong to @mohmahfudmd and @gibran_rakabuming, while @cakiminnow—despite posting the highest number of posts among vice-presidential candidates—did not appear in the top-performing content rankings.

This raises critical questions about the relationship between content frequency, engagement dynamics, and audience response in political communication. The five highest-performing posts, with engagement rates ranging from 24.0 to 25.7, consisted of both image and video content. The highest engagement rate (25.7) was recorded for an image post by @mohmahfudmd on January 26, 2024, which received 326K likes and 1.4K comments.

Similarly, @gibran_rakabuming's image post on January 23, 2024, garnered 642.8K likes and 11.4K comments, resulting in an engagement rate of 25.6. The presence of video content in @mohmahfudmd's top-

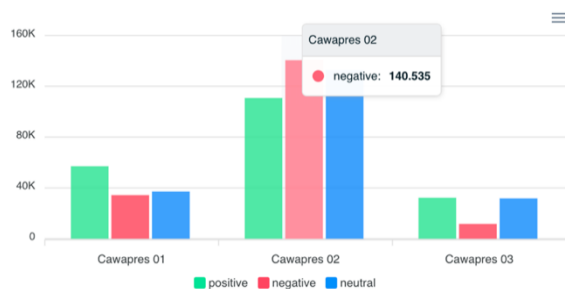
performing posts (January 27 and January 30) suggests that incorporating multimedia formats contributed to audience interaction, even though video posts received fewer likes and comments compared to images. This indicates that both candidates successfully leveraged visual content to drive engagement, even with a lower frequency of posting compared to @cakiminnow.

In contrast, @cakiminnow, despite making the highest number of Instagram posts among vice-presidential candidates (361 posts), failed to generate any top-performing content. This suggests that high posting frequency alone does not guarantee strong engagement. While @cakiminnow's strategy focused on constant content dissemination, the lack of high-ranking posts indicates that audience interaction was limited, either due to content saturation, lower relatability, or ineffective engagement strategies. His campaign posts predominantly featured political promises and policy discussions but failed to stimulate active discussions or emotional responses from followers. This aligns with research in digital political communication, which suggests that audience engagement is driven not only by content volume but also by message resonance, emotional appeal, and interactivity (Tong & Chan, 2023).

From a content analysis perspective, the data underscores the importance of

strategic content planning rather than high posting frequency in digital political campaigns. While @mohmahfudmd and @gibran_rakabuming's selective posting strategy led to higher engagement rates, @cakiminnow's high-volume approach did not translate into audience interaction. This highlights a critical lesson in political social media strategy: effective digital engagement relies on meaningful, well-crafted content rather than sheer posting frequency

Figure 3 Sentiment Analysis of Vice-Presidential Candidates on Instagram



The figure 3 shows that Instagram sentiment analysis of Vice-Presidential Candidate 02 during the 2024 Indonesian Presidential Election campaign reveals a significant disparity between engagement levels and public sentiment. While Candidate 02 recorded the highest overall engagement compared to the other vice-presidential candidates, the sentiment analysis indicates that a substantial portion of this engagement was negative. The data shows that negative sentiment (140,535 mentions) exceeded both positive and neutral mentions, reflecting a highly polarized public response.

A critical factor influencing this high level of engagement and negative sentiment is Candidate 02's political background and the controversy

surrounding his candidacy. He is the son of President Joko Widodo, who served two terms (2014-2019 and 2019-2024), and he also held the position of Mayor of Surakarta for the 2020-2025 period before being nominated and subsequently elected as Vice President of Indonesia for the 2024-2029 term. Despite his political lineage and executive experience, his candidacy became a subject of national controversy due to the Constitutional Court decision No. 90/PUU-XXI/2023. This ruling revised the age requirement for presidential and vice-presidential candidates, lowering it from 40 years to allowing individuals to run if they have previously served or are currently serving as a regional head. This change directly enabled Candidate 02's eligibility, leading to public criticism and accusations of political favoritism.

The sentiment data on Instagram reflects the public backlash surrounding this controversy. While his high engagement suggests strong public attention and digital discourse, the overwhelming negative sentiment indicates that much of this engagement was critical rather than supportive. This trend aligns with studies in digital political communication, which highlight that high engagement does not necessarily equate to public approval, as controversy often fuels online discussions, increasing visibility but also intensifying scrutiny (Moreno-Fernández & Fuentes-Lara, 2019; Olszowski, 2024; Tong & Chan, 2023).

In contrast, the sentiment analysis of the other vice-presidential candidates indicates more balanced or neutral engagement patterns, with significantly lower levels of negative sentiment. This suggests that Candidate 02's unique political circumstances and perceived

preferential treatment contributed to heightened public discontent, driving both engagement and criticism. These findings emphasize the complex interplay

between political legitimacy, digital discourse, and public perception in contemporary electoral campaigns.

Table 5 Top Talkers, Influencers, and User Engagement in the 2024 Indonesian Presidential Election Campaign

Activity	Candidate #1	Candidate #2	Candidate #3
5 Top Talker	@kkk1808 (502 talk) @risa_masita (290 talk) @danudanu4346 (221talk) @lintangsaputri12 (209) @aguss4lim (205 talk)	@ifyuumatcha_ (287 talk) @kimmy_me97 (285 talk) @art_jepret (240 talk) @nurulkrisy17 (231 talk) @putriiayunii26 (214 talk)	@ca.ca6454 (259 talk) @naala.luthfi (198 talk) @jesicca_kumala_wongso (192) @albert__sandy (183 talk) @munfaatinsri (166 talk)
5 Top Influencer	@kartikaputriworld @oktavianuskokoh @collective_pedia @aceh.viral @raimlaode	@pashaungu_vm @belvinvip @silviaroyshita_ @bebby.inca @wirangbirawa	@sandiono @oktavianuskokoh @wirangbirawa @nany_atminingsih @indoflashlight
Total Engaged User	255,5K	425,5K	140,6K

The table 5 presents an overview of Instagram engagement in the 2024 Indonesian presidential election campaign, highlighting key participants in the digital discourse. The data categorizes engagement into "Top Talkers" (users generating the most discussions), "Top Influencers" (accounts amplifying campaign narratives), and the total number of engaged users for each candidate. Notably, Candidate #2 (Prabowo-Gibran) recorded the highest engagement with 425.5K users, followed by Candidate #1 (Anies-Muhaimin) with 255.5K, and Candidate #3 (Ganjar-Mahfud) with 140.6K. This variation suggests differing levels of public interest, mobilization strategies, and digital influence across the campaigns. Candidate #2's dominance in

engagement indicates a highly active and interactive follower base, potentially influenced by the presence of influential figures amplifying campaign messages.

An analysis of the five top talkers during the 2024 Indonesian Presidential Election campaign reveals an intriguing pattern: most of these accounts did not create any original posts during the campaign period and, in some cases, no longer exist. This raises important questions about the nature of political engagement on Instagram, the authenticity of high-engagement users, and the sustainability of digital political discourse. The fact that these top talkers contributed significantly to discussions without producing their own content suggests that their engagement was primarily driven by commenting on, sharing, or reacting to

posts from other users or candidates. Their activity may have included amplifying campaign narratives, engaging in political debates, or even influencing public sentiment through repetitive or coordinated interactions.

However, the disappearance of some of these accounts after the campaign period raises concerns about the authenticity and longevity of digital political engagement. This phenomenon could indicate the presence of temporary or purpose-driven accounts, possibly linked to campaign strategies, automated engagement (bot activity), or orchestrated online mobilization efforts. From a content analysis perspective this pattern highlights the ephemeral nature of political engagement on social media (Neuendorf & Kumar, 2015), where high-discussion accounts may not always represent organic, long-term voter interest. The absence of these accounts post-election suggests that some digital interactions during the campaign may have been artificially amplified, rather than reflecting sustained public discourse. This finding underscores the need for further investigation into the role of short-lived accounts in shaping online political narratives and the broader implications of digital engagement strategies in electoral processes.

The Complex Dynamics of Instagram Political Communication

This section explores the complex relationship between posting frequency, engagement rate, and sentiment in the context of the 2024 Indonesian presidential election campaign, as illustrated in Table 6 below. The data reveals that a high volume of Instagram posts does not necessarily result in a high

engagement rate, and conversely, a high engagement rate does not always correlate with positive sentiment. Some candidates who posted frequently experienced lower interaction levels, while others with fewer posts achieved significantly higher engagement. However, this engagement was not always reflective of strong public support, as sentiment analysis indicates that high engagement often included negative interactions, criticism, or controversy-driven discussions.

Table 6 Sentiment Analysis in the 2024 Indonesian Presidential Election Campaign

	Candidate #1	Candidate #2	Candidate #3
Talk	675,2K	963,2K	986,3K
Talker	255,5K	425,5K	140,6K
Positive Talk	266,3K	280,7K	563,7K
Negative Talk	199,9K	291,7K	104,8K
Sentiment Analysis	Positive 39,4% Neutral 31% Negative 29,6%	Positive 29,1% Neutral 40,6% Negative 30,3%	Positive 57,2% Neutral 32,2% Negative 10,6%

The table 6 shows the sentiment analysis of Instagram discussions during the 2024 Indonesian Presidential Election campaign provides valuable insights into public engagement, discourse intensity, and sentiment distribution among the three candidates. The table presents key metrics, including "Talk," which refers to the total volume of discussions related to each candidate, and "Talker," representing the number of unique individuals participating in these conversations. By analyzing these data points alongside sentiment trends, we can assess how each candidate was perceived

and the extent of public interaction surrounding their campaign.

Candidate #3 recorded the highest positive sentiment (57.2%), significantly higher than Candidate #1 (39.4%) and Candidate #2 (29.1%). This suggests that a majority of discussions surrounding Candidate #3 were favourable, indicating strong public approval and positive engagement. Despite having the lowest number of total talkers (140.6K), Candidate #3 generated the highest proportion of positive discussions (563.7K), suggesting that his supporters were highly vocal and engaged.

Conversely, Candidate #2 had the highest overall discussion volume (963.2K "Talk") and the highest number of unique participants (425.5K "Talkers"), yet his sentiment analysis shows a dominance of neutral (40.6%) and negative (30.3%) discussions. This indicates that while he attracted significant attention, much of the discourse was either critical or lacked strong emotional support. The high volume of negative sentiment suggests that a considerable portion of the engagement could have been driven by controversy, opposition discourse, or public skepticism.

Candidate #1 exhibited a more balanced sentiment distribution, with 39.4% positive, 31% neutral, and 29.6% negative discussions. This pattern suggests a relatively stable engagement dynamic, with a mix of both support and criticism. With 255.5K talkers contributing to 675.2K discussions, Candidate #1's engagement level was substantial but not as polarized as Candidate #2.

Overall, these findings indicate that high discussion volume does not always correlate with positive sentiment. While Candidate #2 generated the most conversations, a large portion of the discourse was neutral or negative. Meanwhile, Candidate #3, despite having fewer talkers, saw the highest percentage of positive sentiment, suggesting stronger supporter enthusiasm and favourable public perception. This analysis highlights the complex relationship between engagement, sentiment, and public discourse in political campaigns.

Political Communication Analysis of Instagram Engagement in the 2024 Indonesian Presidential Election

The 2024 Indonesian Presidential Election demonstrated the growing importance of Instagram as a political communication tool, with candidates strategically utilizing the platform to engage with voters, shape public perception, and mobilize support. In modern political campaigns, social media serves as a direct channel of communication between politicians and the public, bypassing traditional media filters. However, an in-depth analysis of Instagram engagement data reveals a complex relationship between posting frequency, audience interaction, and sentiment. Contrary to common assumptions, a high volume of posts does not guarantee strong engagement, and high engagement does not necessarily indicate positive sentiment. This dynamic is particularly evident in the cases of Prabowo Subianto and Gibran Rakabuming Raka, who won the election despite having lower posting activity but significantly higher engagement levels.

Political communication theory highlights the agenda-setting function of media, where political figures attempt to control narratives and influence public opinion (Buyanza-Mwidima, 2024). Instagram, as a visual and interactive platform, allows candidates to not only disseminate political messages but also engage directly with supporters and critics. However, the effectiveness of Instagram as a campaign tool depends on more than just content volume. While some candidates posted extensively, their engagement levels remained relatively low, demonstrating that simply increasing content output does not automatically translate into voter interest or meaningful interaction. For instance, @cakiminnow posted the highest number of times (361 posts), yet his engagement rate remained the lowest among vice-presidential candidates. This suggests that message resonance, rather than frequency, is a key determinant of digital influence.

Engagement metrics—likes, comments, and shares—are commonly used to assess the impact of political communication on social media. However, sentiment analysis reveals that engagement does not always reflect positive voter support. The sentiment data from Instagram discussions during the campaign period highlights Prabowo and Gibran's paradoxical position: they generated exceptionally high engagement despite facing substantial negative sentiment.

For example:

1. Candidate #2 (Prabowo) had the highest engagement but predominantly neutral sentiment (40.6%), with a considerable share of negative sentiment (30.3%).
2. Candidate #3 (Ganjar) had the highest proportion of positive sentiment (57.2%) but lower overall engagement than Prabowo.
3. Candidate #1 (Anies) exhibited a more balanced sentiment distribution, with 39.4% positive, 31% neutral, and 29.6% negative sentiment.

This pattern aligns with two key concepts in political communication: the spiral of silence theory and the role of controversy in media visibility (Noelle-Neumann, 1974). High engagement may be driven by controversy, criticism, or viral discussions rather than genuine political support. In Prabowo and Gibran's case, their campaign was accompanied by significant public discourse, particularly regarding Gibran's candidacy following the Constitutional Court's ruling on the age requirement for presidential and vice-presidential candidates. The ruling, which allowed Gibran to qualify based on his position as Mayor of Surakarta, sparked widespread debate, leading to high engagement on Instagram but also fueling negative sentiment.

Despite facing high levels of neutral and negative sentiment, Prabowo and Gibran emerged victorious in the election. This outcome highlights the power of political branding, strategic messaging, and offline voter mobilization. While Instagram engagement provides insights into public discourse, electoral success is ultimately determined by voter turnout, coalition strength, and political alliances. Prabowo, having run for president twice before (2014 and 2019), had strong political name recognition and a well-established supporter base. Meanwhile, Gibran's association with President Joko

Widodo (his father) helped consolidate voter support among Jokowi's loyalists. Their campaign likely focused on targeted outreach beyond social media, leveraging grassroots mobilization, media endorsements, and coalition-building strategies that translated digital visibility into real-world electoral gains. The 2024 Indonesian Presidential Election illustrates that Instagram plays a crucial role in shaping public discourse but does not singularly determine electoral outcomes. While high engagement may indicate public interest, it does not necessarily translate into voter support, as seen in the case of Prabowo and Gibran, who won despite substantial negative sentiment. Likewise, frequent posting does not guarantee strong engagement or electoral success, as demonstrated by @cakiminnow's low engagement despite the highest posting frequency.

These findings emphasize the complex dynamics of digital political communication, where narrative control, controversy, and strategic voter mobilization collectively influence election results. Ultimately, Instagram serves as a political battlefield for visibility and influence, but winning an election requires a multi-dimensional approach that extends beyond digital engagement.

CONCLUSION

This research provides an in-depth analysis of Instagram's role as a political communication tool during the 2024 Indonesian Presidential Election, focusing on the content strategies, engagement levels, and sentiment dynamics of presidential and vice-presidential candidates. The findings

demonstrate that social media engagement is a complex and multidimensional phenomenon, where high posting frequency does not necessarily lead to greater audience interaction, and high engagement does not always indicate positive sentiment. These insights challenge conventional assumptions regarding digital political campaigns and underscore the importance of qualitative factors such as message resonance, narrative control, and public perception in shaping online discourse.

A key contribution of this study is its examination of how Prabowo Subianto and Gibran Rakabuming Raka secured electoral victory despite lower posting activity and a high prevalence of neutral and negative sentiment. While Ganjar Pranowo recorded the highest percentage of positive sentiment, this did not translate into an electoral advantage, highlighting the distinction between online approval and actual voter mobilization. Furthermore, Gibran's candidacy, which was facilitated by a Constitutional Court ruling, became a central topic of digital discourse, contributing to elevated engagement levels but also intensifying public scrutiny. This research thus emphasizes the role of controversy, algorithmic amplification, and political branding in shaping social media engagement during elections.

These findings contribute to the broader field of political communication and digital campaign strategies, demonstrating that while Instagram is a crucial platform for political discourse, its impact on electoral outcomes is contingent upon a range of external factors, including political networks, offline mobilization, and institutional

dynamics. Future research should further explore the long-term implications of social media engagement on voter behavior, political trust, and democratic participation, providing deeper insights into the evolving intersection of digital media and electoral politics.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Frizki Yulianti Nurnisya:
 Writing-Conceptual Draft,
 Methodology, Data curation, Writing,
 Data curation, Draft Compilation,
 Investigation, Methodology, **Mohd
 Faizal Kasmani:** Reviewing and
 Translating.

DECLARATION OF COMPETING INTEREST

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organizations related to the material discussed in the manuscript.

ACKNOWLEDGMENTS

The authors would like to thank all the NoLimit team who were provide the bigdata in the research. Many thanks are also addressed to the reviewers and editor of the Profetik: Jurnal Komunikasi.

REFERENCES

- Alyatalathaf, M. D. M., Lobodally, A., & Putri, N. F. (n.d.). Dissecting the Political Persona of the 2024 Indonesian Presidential Election through Visual Framing Analysis. *Profetik: Jurnal Komunikasi*, 17(2).
- Anom, E., Vina, E., & Samani, M. C. (2024). Political Communication Strategy in the 2024 Indonesia's Presidential Election. *Jurnal Komunikasi: Malaysian Journal of Communication*, Jilid 240 (2).
- Bast, J. B. J. (2021). Politicians, parties, and government representatives on Instagram: A review of research approaches, usage patterns, and effects. *Review of Communication Research*, 9.
- Belanche, D., Flavián, M., & Ibáñez-Sánchez, S. (2020). Followers' reactions to influencers' Instagram posts. *Spanish Journal of Marketing-ESIC*, 24(1), 37–54.
- Boulianne, S., & Larsson, A. O. (2023). Engagement with candidate posts on Twitter, Instagram, and Facebook during the 2019 election. *New Media & Society*, 25(1), 119–140.
- Buyanza-Mwidima, C. (2024). Rethinking the Influence of Agenda Setting Theory: An Assessment of the Influence of Agenda Setting Theory in the Voting Decisions during the 2020 General Election in Tanzania. *International Journal of Geopolitics and Governance*, 3(1), 26–37.
- Cohen, J. E. (2023). Infrastructuring the digital public sphere. *Yale JL & Tech.*, 25, 1.
- Daud, R. S. (2021). The role of political communication in shaping public opinion: A comparative analysis of traditional and digital media. *Journal of Public Representative and Society Provision*, 1(2), 80–89.
- De Munter, S., & Pinxteren, S. (2024). Making Sense of Political Images on Instagram: Analysing the Online Image and Impression Management of World Leaders versus Belgian Politicians. A Comparison of Two Case Studies. *PCS–Politics, Culture and Socialization*, 12(1+ 2), 34–62.
- Dudhat, A., & Agarwal, V. (2023). Indonesia's digital economy's development. *IAIC Transactions on Sustainable Digital Innovation (ITSDI)*, 4(2), 109–118.



- Ekman, M., & Widholm, A. (2017). Political communication in an age of visual connectivity: Exploring Instagram practices among Swedish politicians. *Northern Lights*, 15(1), 15–32.
- Ferreira, C. H. G., Murai, F., Silva, A. P. C., Almeida, J. M., Trevisan, M., Vassio, L., Mellia, M., & Drago, I. (2021a). On the dynamics of political discussions on instagram: A network perspective. *Online Social Networks and Media*, 25, 100155.
- Ferreira, C. H. G., Murai, F., Silva, A. P. C., Almeida, J. M., Trevisan, M., Vassio, L., Mellia, M., & Drago, I. (2021b). On the dynamics of political discussions on instagram: A network perspective. *Online Social Networks and Media*, 25, 100155.
- Giertz, J. N., Weiger, W. H., Törhönen, M., & Hamari, J. (2022). Content versus community focus in live streaming services: how to drive engagement in synchronous social media. *Journal of Service Management*, 33(1), 33–58.
<https://doi.org/10.1108/JOSM-12-2020-0439/FULL/HTML>
- Hafel, M. (2023). Digital Transformation in Politics and Governance in Indonesia: Opportunities and Challenges in the Era of Technological Disruption. *Society*, 11(2), 742–757.
- Hajad, V., Ikhsan, I., Latif, I. R., & Saputra, I. M. (2024). Countering Stereotypes: How Female Politicians in Indonesia Utilize Instagram. *Thammasat Review*, 27(1), 177–205.
- Instagram users in Indonesia - January 2024 / NapoleonCat*. (n.d.). Retrieved January 24, 2025, from <https://napoleoncat.com/stats/instagram-users-in-indonesia/2024/01/>
- Kertamukti, R. (2015). Instagram dan pembentukan citra (Studi kualitatif komunikasi visual dalam pembentukan personal karakter account instagram@basukibtp). *Jurnal Komunikasi Profetik*, 8(1), 57–66.
- Kuncoro, H. R. (2024). Digital Echoes: Unraveling the Transnational Spread of Far-Right Ideologies through the Identitarian Movement's Social Media Strategies. *Jurnal Studi Diplomasi Dan Keamanan*, 16(2), 1–24.
- Mameli, M., Paolanti, M., Morbidoni, C., Frontoni, E., & Teti, A. (2022). Social media analytics system for action inspection on social networks. *Social Network Analysis and Mining*, 12(1), 33.
- Marques, F. P. J., & Miola, E. (2021). Key concepts, dilemmas, and trends in political communication: a literature review considering the Brazilian landscape. *Annals of the International Communication Association*, 45(2), 95–112.
<https://doi.org/10.1080/23808985.2021.1945479>
- McNair, B. (2017). An introduction to political communication: Sixth edition. *An Introduction to Political Communication: Sixth Edition*, 1–251.
<https://doi.org/10.4324/9781315750293/INTRODUCTION-POLITICAL-COMMUNICATION-BRIAN-MCNAIR-BRIAN-MCNAIR>
- Meraz, S. (2022). Political Communication in the Digital Age. *The SAGE Handbook of Digital Society*, 407.
- Moreno-Fernández, A., & Fuentes-Lara, M. C. (2019). Engagement and social media. bibliometric analysis from the scientific field of public relations. *Tripodos*, 45, 49–72.
<https://doi.org/10.51698/TRIPODOS.2019.45P49-72>
- Mossberg, C. (2021). *Ordinary People Leading Extraordinary Lives the Personalization of Politics on Swedish Party Leaders' Instagram*.
- Neuendorf, K. A. (2010). Reliability for content analysis. In *Media messages and public health* (pp. 85–105). Routledge.

- Neuendorf, K. A., & Kumar, A. (2015). Content analysis. *The International Encyclopedia of Political Communication*, 1–10.
- Noelle-Neumann, E. (1974). The spiral of silence a theory of public opinion. *Journal of Communication*, 24(2), 43–51.
- Nuralina, B., Mamirbekov, N., & Mansurov, A. (2024). Investigating The Influence Of Social Media Algorithms On The Digital Perception Of Political Parties. *Journal of Philosophy, Culture & Political Science*, 87(1).
- Ofori, D., Appiah-Nimo, C., & Boachie-Mensah, F. O. (2023). *Social Media Adoption in Public Sector Communication: Practices, Opportunities and Challenges in Public Sector Organisations*. 185–211.
https://doi.org/10.1007/978-3-031-17863-4_8
- Olof Larsson, A. (2023). The rise of Instagram as a tool for political communication: A longitudinal study of European political parties and their followers. *New Media & Society*, 25(10), 2744–2762.
- Olszowski, R. (2024). Online Public Debate. How Can We Make It More Intelligent? In *Collective Intelligence in Open Policymaking* (pp. 225–299). Springer.
- Pandjaitan, R. H. (2024). The Social Media Marketing Mix Trends in Indonesia for 2024: Communication Perspective. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 9(1), 251–269.
- Parmelee, J. H., Perkins, S. C., & Beasley, B. (2023). Personalization of politicians on Instagram: what Generation Z wants to see in political posts. *Information, Communication & Society*, 26(9), 1773–1788.
- Peng, Y. (2021). What makes politicians' Instagram posts popular? Analyzing social media strategies of candidates and office holders with computer vision. *The International Journal of Press/Politics*, 26(1), 143–166.
- Philp, M., Jacobson, J., & Pancer, E. (2022). Predicting social media engagement with computer vision: An examination of food marketing on Instagram. *Journal of Business Research*, 149, 736–747.
- Prihatmoko, S., & Setiyadi, T. (2024). Enhancing Public Awareness of the Designer Profession: Visual Communication Strategies in Instagram Campaigns. *International Journal of Graphic Design*, 2(2), 179–194.
- Rackaway, C. (2023). *Communicating Politics Online: Disruption and Democracy*. Springer Nature.
- Rathje, S., Robertson, C., Brady, W. J., & Van Bavel, J. J. (2024). People think that social media platforms do (but should not) amplify divisive content. *Perspectives on Psychological Science*, 19(5), 781–795.
- Raynauld, V., & Lalancette, M. (2023). Social media, visuals, and politics: a look at politicians' digital visual habitus on Instagram. In *Research handbook on visual politics* (pp. 167–180). Edward Elgar Publishing.
- Rosa, H. (2022). Social media filters and resonances: Democracy and the contemporary public sphere. *Theory, Culture & Society*, 39(4), 17–35.
- Sihombing, S. O. (2024). *FROM IMAGE TO VOTING INTENTION: The Role of Attitude in Connecting Social Media Influence and Candidate Perception in Indonesian Elections*. Penerbit NEM.
- Steinmetz, C., Rahmat, H., Marshall, N., Bishop, K., Thompson, S., Park, M., Corkery, L., & Tietz, C. (2020). Liking, Tweeting and Posting: An Analysis of Community Engagement through Social Media Platforms. *Urban Policy and Research*, 1–21.
<https://doi.org/10.1080/08111146.2020.1792283>
- Suparto, S., Ibnuususilo, E., Admiral, A., & Taufiqurrahman, F. (2024). Indonesia's



Simultaneous Electoral System Under Human Rihts and Democracy: Challenges and Opportunities. *Kanun: Jurnal Ilmu Hukum*, 26(1), 244–261.

- Suryani, A. (2024). Digital Dialogues: Analyzing the Impact of Social Media on the Effectiveness of Public Health Campaigns. *Social Communication*, 25(1), 82–97.
- Tong, S. C., & Chan, F. F. Y. (2023). Strategies to drive interactivity and digital engagement: a practitioners' perspective. *Journal of Research in Interactive Marketing*, 17(6), 901–920.
- Trevisan, M., Vassio, L., Drago, I., Mellia, M., Murai, F., Figueiredo, F., Couto da Silva, A. P., & Almeida, J. M. (2019). Towards understanding political interactions on Instagram. *Proceedings of the 30th ACM Conference on Hypertext and Social Media*, 247–251.
- Vuckovic, M. (2023). Politicizing, Personalizing, and Mobilizing in Online Political Communication: Drivers and Killers of Users' Engagement. *International Journal of Communication*, 17, 21.
- Yuhannan, A. (2024). The Digital Battlefield: Investigating the Role of Online Platforms and Social Media in Shaping the Chana Movement's Quest for Democracy and Justice. *Journal of Roi Kaensarn Academi*, 9(9), 74–86.

