



Jurnal Ilmu Komunikasi
ULTIMACOMM

Vol. 13, No. 2

ISSN: 2085 - 4609 (Print), e- ISSN 2656-0208

Journal homepage: bit.ly/UltimaComm



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To cite this article:

Putri, S.A., Wibowo, K.A. & Fuady, I. (2021). Personalisation and User Engagement: A content Analysis of Anies Baswedan's Facebook Posts, *Ultimacomm*, 13(2), 197-213. DOI: <https://doi.org/10.31937/ultimacomm.v13i2.2220>

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Personalisation and User Engagement: A Content Analysis of Anies Baswedan's Facebook Posts

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Received Aug. 5, 2021; Revised on Dec. 11, 2021, Accepted Dec. 30, 2021

Abstract

The development of web 2.0 of social media has caused many changes in the implementation and approach of a political campaign. Nowadays, political campaigns are more personal and can be carried out at any time. Politicians can share personal information directly through social media, even outside a particular electoral or media agenda. The public can also directly communicate with politicians through social features in likes, comments, and shares. Therefore, it becomes interesting to analyse these changes. This study applied a quantitative content analysis method to explore further the concept of personalisation in Facebook contents of one of the famous politicians in Indonesia, Anies Baswedan. The concept of personalisation used in this study is Van Santen and Van Zoonen's typology of self-personalisation. The results show Anies Baswedan Facebook contents commonly utilised the typology of self-personalisation, a correlation between text visual post type with the use of self-personalisation typology, and a strong and positive correlation between the use of self-personalisation typology with the level of user engagement obtained.

Keywords: campaign strategy, Facebook, political communication, self-personalisation, social media

INTRODUCTION

As a new form of media, social media has become an essential part of democracy, especially in campaigning and political communication. *Social media* itself is defined as a collection of web-based content creation and exchange applications founded on the ideological and technical foundations of the web 2.0 paradigm (Kaplan & Haenlein, 2010). Web 2.0 has some unique properties, namely decentralised content production also distribution, user-generated content, and many-to-many interactions (Stoycheff et al., 2017). As proposed by Perloff, the media, in general, have become essential in political campaigns and communication because most people obtain political information through the media (Perloff, 2014). Social media, in this case, has become a new place for

politicians and the public to discuss, debate, obtain, and disseminate information about politics and government. Nowadays, social media has become so embedded in political campaigns that factors such as proficiency in using the internet of a politician (Bimber, 2014) no longer affect whether or not social media is used as a channel for political campaigns.

The characteristics of social media have brought about changes in the norms of how political campaigns are being implemented outside the election period. Specifically, the characteristics of social media have facilitated the development from the web 1.0 paradigm to the web 2.0 paradigm (Hermans & Vergeer, 2013). The web 1.0 paradigm emphasises one-way communication while the 2.0 paradigm emphasises 'two-way', 'top-down', 'shareable', 'social', and 'collaborative' communication (Hermans & Vergeer, 2013). According to Larsson (2015), the two-way communication nature of social media then creates the impression that there will be an ongoing effort by politicians to always appeal to the people outside of the election campaign period. This continued effort is often also referred to as a permanent campaign effort. Vaccari (2008) also reveals that political actors need to always mobilise resources even outside the election period. In view of Larsson (2015) and Vaccari's (2008) explanations, one may suppose that social media further facilitates the efforts of politicians to mobilise resources outside the election period through the dissemination of content about themselves to their supporters at any time, directly and independently from mass media agenda.

More than just bringing about changes in the implementation of permanent campaign efforts, the characteristics of social media also impact changing the political campaign approach to a more personal one. This change in the campaign's approach is often associated with the self-personalisation typology. In general, *personalisation* is defined as a personal narrative, both told by politicians and others (Van Santen & Van Zoonen, 2010). In particular, narratives in which the weight of an individual political actor trumps the narrative weight assigned to his political group (Rahat & Sheaffer, 2007). Personalisation is not a new concept in the realm of political communication. However, only recently, personalisation typology has been recognised as a political communication strategy widely used in social media (Metz et al., 2019).

How, in particular, the characteristics of social media can facilitate a more personal campaign approach can be traced back to the basis of its web 2.0 paradigm. The purpose of social media is to build a direct relationship between

the sender of the message (politicians) and the recipient (voters) and vice versa Politicians their campaign style on social media (Hermans & Vergeer, 2013). One-way communication will be contrary to the paradigm-based web 2.0 of social media itself. In other words, the characteristics of social media that have facilitated the occurrence of permanent campaign efforts from politicians will also encourage these campaign efforts to be carried out with a more personal approach. Personalisation as a concept consists of several dimensions. Van Santen and Van Zoonen (2010) divide self-personalisation typology into three dimensions: privatisation, professionalisation, and emotionalisation. The privatisation dimension is described as a narrative about politicians lives and personal interests (Van Santen & Van Zoonen, 2010). The dimension of professionalisation is described as a narrative about the competence of politicians (Van Santen & Van Zoonen, 2010). Meanwhile, the emotionalisation dimension is defined as an emotional statement or self-reflection of events and political experiences of politicians (Van Santen & Van Zoonen, 2010). On the other hand, Van Elst and colleagues (2012) proposed dividing self-personalisation typology into two dimensions: individualisation and privatisation. However, the self-personalisation typology that Van Elst et al. (2012) proposed is not suitable for reference in social media studies because it ignores the emotional dimension, which is essential given the collaborative characteristics of social media (Metz et al., 2019).

Previous studies have delved into how the characteristics of social media can encourage a more personal approach in the implementation of permanent campaigns in various countries. In his research, Gerodimo and Justinussen (2015) found that Obama appears in more than half of all images uploaded to his Facebook page. Similarly, Small's (2010) study also found that 63% of Canadian politicians' tweets contain personal aspects. In their research, McGregor and colleagues (2017) found some data regarding the personalisation of politicians on social media. First, it was found that male candidates used more personal communication styles than female candidates (McGregor et al., 2017). Second, it was found that in more competitive elections, politicians will tend to use personalisation more in their social media posts (McGregor et al., 2017).

Furthermore, several studies also found that there were differences in the frequency of use of the three personalisation dimensions in politicians' social media. Hermans and Vergeer (2013) found that political candidates primarily

disclose information about their competence, followed by family life and personal interests. On Twitter, Kruikemeir (2014) found that the leading candidates primarily expressed their emotions, followed by competency information and personal information. Meanwhile, Metz and colleagues (2019) found that most politicians mainly share posts containing the dimensions of professionalisation and emotionalisation on Facebook. Only a few politicians are found to share information on the privatisation dimension. Although the results vary and may depend on context (Metz et al., 2019), the professionalisation dimension never ranks last on the frequency of use out of the three self-personalisation dimensions.

While it may sound cliché, the expression that a picture is worth a thousand words may apply to politicians self-personalisation on social media. In many studies conducted, visual elements are used more than text elements to communicate the personalisation of politicians. According to Gerodimos and Justinussen's (2015) research, more than half of Barack Obama's Facebook posts show a photo of Obama himself, while another 13% of posts show pictures of his wife and daughter. Parry (2015) argued that in a digital world montage, juxtaposition, continuous repetition, and distortion, visual elements could develop more rapidly than text. Another study found that self-personalisation has been used as part of a campaign by Swedish political parties on Instagram, a visual-based social media application (Filimonov et al., 2016).

Similarly, Metz et al. (2019) found that self-personalisation can be seen more in visual text posts than text-only posts. How self-personalisation is more visible in a visual post also applies to each of the three dimensions of self-personalisation (Metz et al., 2019). Thus, we expect that there is a correlation between the use of self-personalisation typology with visual text-type posts (Hypothesis 1).

Compared to other social media platforms, Facebook still dominates the market for social media users in Indonesia, making it an accessible arena for political campaigning. As of March 2021, Facebook still ranks first in the number of ownership of social media users in Indonesia (Napoleoncat., 2021a). Facebook has as many as 175.3 million users in Indonesia, mainly aged 25-34 years (Napoleoncat., 2021a). Štětka and colleagues (2014) comparative study on the perceived importance of media platforms by campaign managers across Europe reveals that Facebook ranks third following two traditional media platforms: television and face-to-face communication. Additionally, research on the use of

various social media platforms in the 2014 Jakarta legislative election campaign has proven that a candidate's popularity on Facebook is positively correlated to the number of votes obtained at the time of election (Ramadhan et al., 2014). Considering the massive number of Facebook users in Indonesia, findings of the perceived importance of Facebook and its correlation to the vote received at an election, it is reasonable to think that politicians will carry out their permanent campaign efforts on this particular social media platform.

Moreover, in several studies, self-personalisation typology was found to correlate with the level of engagement a post obtained positively. On Facebook itself, the level of user engagement is reflected and driven by feedback features in the form of comments, likes, emojis, and shares (Gerlitz & Helmond, 2013; Metz et al., 2019). It was found that personalisation on Obama's Facebook was significantly correlated with the level of user engagement obtained (Gerodimos & Justinussen, 2015). The appearance of Obama in a photo has a statistically significant positive impact on the number of likes, comments, and shares (Gerodimos & Justinussen, 2015). Bene (2017) supports this view, who writes that politicians elicit more audience engagement. This finding still seems applicable in the Indonesian political context. During the 2019 presidential election, Jokowi's posts about his government's policies received only about 15,000 likes on Twitter, while posts about activities with his family received more than 30,000 likes on Twitter and more than 1.3 million likes on Instagram (Irawanto, 2019). Meanwhile, there is a difference in the level of effect of the three self-personalisation dimensions on the level of user engagement. It was found that the dimensions of emotionalisation and privatisation have a more positive influence on the level of user engagement in comparison to professionalisation (Metz et al., 2019). Thus, we expect that there is a correlation between the use of self-personalisation typology with the level of user engagement obtained (Hypothesis 2).

Studies have been conducted about self-personalisation typology in Indonesian politicians social media contents. However, most of the research tend to be descriptive and have not explored the depth of the three dimensions. This study aims to remedy these research gaps by exploring the changes in the implementation and approach of a political campaign that has become more personal based on Van Santen and Van Zoonen's (2010) self-personalisation typology. Specifically, the study will explore the changes on Indonesia's famous politicians Facebook contents, Anies Baswedan. Hopefully, this study could

strengthen the theoretical foundation of self-personalisation typology and provide key insights for practitioners of political campaigns in Indonesia.

Based on the background information, these research questions and hypotheses are proposed:

RQ1: Does Anies Baswedan's Facebook post utilise self-personalisation typology?

RQ2: What dimensions of self-personalisation typology are most frequently utilised in Anies Baswedan's Facebook posts?

H1: There is a correlation between the use of self-personalisation typology with visual text-type posts.

H2: There is a correlation between the use of self-personalisation typology with the level of user engagement obtained.

METHOD

The method applied in this study is a quantitative content analysis method with descriptive and correlational research types. Specifically, whether or not Anies Baswedan's Facebook posts utilise self-personalisation typology and the dimensions of self-personalisation most frequently used will be explored descriptively. Meanwhile, the researchers will associatively explore the correlation between self-personalisation typology with visual text post type and between the self-personalisation typology with user engagement.

This study uses variables and indicators taken directly from the coding book in previous research (Metz et al., 2019). The coding book was adjusted to the Indonesian political context to help analyse the overall self-personalisation typology variable, and its three dimensions are in Anies Baswedan's Facebook posts. The following are the clear indicators and operationalisation of each variable:

Table 1. Indicators and Operationalisation of Study Variables

Variables	Indicators	Indicators Operationalisation
Self-personalisation	The presence of politicians	Post depicts or describes politicians explicitly.
Privatisation Dimension	Personal Perspective	Post utilises a selfie perspective. A close-up photo or video was taken using a turned-around camera is also considered a selfie perspective.
	Personal Thought	Post utilises the first-person point of view writing by using words such as saya, aku, kami & kita.
	Personal Information	Post contains information unrelated to the politician's job—dealing with 'who is the politician' behind his work. E.g., Marital status, children, family background, childhood, pets, or politicians wishes and hopes.
Professionalisation Dimension	Direct Appeal to The Audience	Post directly speaks to the audience using words such as teman-teman, bapak, ibu, etc., or post utilises imperative sentences.
	Reference to Professional Qualities	The post displayed professional qualities of politicians relating to their work. E.g., honesty, work experience, education, integrity, achievement, self-confidence, etc.
	Reference to Professional Activities	Post displayed professional activities of the politician that are separate from party activities.
Emotionalization Dimension	Emotional Appeal	Post presents an emotional appeal to the audience, encouraging the audience to experience a particular feeling or react emotionally. Emotions can be positive or negative.
	Emotionally Loaded Content	Post contains content that is emotionally charged. Emotional content can include the usage of emoticons, memes, etc. Emotions can be positive or negative.
	Personal Emotions	Post displayed the politician's emotions either verbally or visually. Emotions can be positive or negative.

The population in this study is Anies Baswedan's Facebook posts in the period of 1 February-31 March 2021, with a total of 150 posts. The period was selected after

considering several things related to the purpose of the study itself. The first thing being considered is Anies Baswedan as one of the famous politicians in Indonesia, as proven by having his name ranked 3rd in the survey for the Indonesian presidential candidates (Lembaga Survei Indonesia, 2021). In line with Van Aelst et al. (2017) research, it was found that popular political candidates received almost all the attention of the mass media, which then made them effective in making an impact and attracting public engagement on social media. Furthermore, politicians in more competitive elections will tend to use personalisation more in their social media posts, thus selecting the presidential candidate's top-of-mind survey (McGregor et al., 2017). The second thing being considered is the period that is not close to an election period, especially an election period related to Anies Baswedan. This period is chosen to give a fair representation of the permanent campaigning efforts.

This study utilises the simple random sampling technique, and all elements contained in Anies Baswedan's Facebook posts become the unit of analysis in the study. The simple random sampling technique was chosen due to the availability of a sampling frame in the form of a list of posts and to ensure that the study could draw valid research conclusions in a short time. Considering the reasonably homogeneous nature of the study population, it is assumed periodicity or oversampling will not be a problem. After the researcher entered the population data, a sample size of 109 posts was obtained.

The measurement tool in the form of a coding book in this study has concurrent validity because this study took the used coding book from the previous research on the same topic (Metz et al., 2019). All indicators of the self-personalisation typology as well as the three dimensions of self-personalisation variable in the coding book are built based on previous studies (Filimonov et al., 2016; Gerodimos & Justinussen, 2015; Kruikemeier, 2014; Kruikemeier et al., 2013; Otto & Maier, 2016; Russmann & Svensson, 2016).

Two coders analysed the study samples chosen at the sampling stage, examining the exact posts. The first coder acts as a coder and a supervisor for the second coder. Before conducting the analysis process, the coder training process was first carried out. The coder training process was carried out in two sessions, each lasting three hours.

Based on the coder training process results, the researcher decided to make several revisions to the coding book from Metz et al.'s (2019) research. First, the

text element indicator was removed because the indicator got undefined results at the coder training reliability test. Second, the definition of each indicator in the three dimensions of self-personalisation is made more detailed and given examples that match Indonesia's political context. After the researcher made revisions to the coding book, all indicators obtained initial reliability test results with the lowest Krippendorff's alpha coefficient ($\alpha = .806$) for the variable of personal thoughts on the dimension of privatisation. All other variables reached Krippendorff's alpha higher than .806. The initial reliability test results prove that the measuring instrument is sufficient to use the final reliability test using the real post being studied.

The researcher then carried out the final reliability test for each indicator. The result for each variable indicator exceeds .8 for the Krippendorff Alpha (Kalpha) coefficient and Scott's Pi coefficient, indicate the coding book is indeed reliable. The number of posts used for the reliability test was calculated using a formula with a 95% confidence interval and a 90% population coding agreement (Riffe et al., 2014). A total of 61 posts were randomly selected from the sample frame. On the self-personalization variable, the test results on the presence of a politician indicator (Scott's Pi = 1, Kalpha = 1, Percentage of Agreement = 100%) can be considered reliable. In the privatization dimension variable, the test results on indicator of personal perspective (Scott's Pi = 0.934, Kalpha = 0.934, Percentage of Agreement = 96.7%), personal thoughts (Scott's Pi = 0.868, Kalpha = 0.869, Percentage of Agreement = 93.4%) and personal information (Scott's Pi = 0.913, Kalpha = 0.914, Percentage of Agreement = 98.3%) can be considered reliable. On the professionalization dimension variable, the test results on the indicator of direct appeal to the audience (Scott's Pi = 0.899, Kalpha = 0.900, Percentage of Agreement = 95%), reference to professional qualities (Scott's Pi = 1, Kalpha = 1, Percentage of Agreement = 100%) and reference to professional activities (Scott's Pi = 0.900, Kalpha = 0.899, Percentage of Agreement = 95%) can be considered reliable. On the emotionalization dimension variable, the test results on the indicator of emotional appeal (Scott's Pi = 1, Kalpha = 1, Percentage of Agreement = 100%), emotionally loaded content (Scott's Pi = 1, Kalpha = 1, Percentage of Agreement = 100%) and personal emotions (Scott's Pi = 0.895, Kalpha = 0.896, Percentage of Agreement = 94.9%) can be considered reliable.

Several descriptive and inferential statistical tests were performed to answer RQs and hypotheses. Descriptive analysis was employed to answer RQ1 and RQ2 with frequency tabulation. A chi-square test was used to confirm H1, and for H2,

Kendall's Tau test was performed. The hypothesis can be accepted if the significance value does not exceed 5% or 0.05.

RESULTS AND DISCUSSIONS

First, this study answers RQ1 through a descriptive statistics frequencies test. The results of the descriptive test showed that there were 55% (N= 60) of Anies Baswedan's Facebook posts that contain self-personalisation. This study also found the frequency of posts containing self-personalisation typology to be higher than posts that didn't contain self-personalisation typology (45%, N=49).

For RQ2, this study found that Anies Baswedan's Facebook posts utilised the privatisation dimension quite often. Moreover, the privatization dimension (53.2%, N= 58) and professionalization dimension (53.2%, N=58) obtained the same frequency calculation results. However, in line with Metz et al. (2019) research, this study found that the emotionalisation dimension was utilised less frequently (38.5%, N=42) compared to other dimensions.

Third, to answer whether there is an association between self-personalisation typology with visual type posts, this study employed chi-square tests. The first test was carried out to examine the association between overall self-personalisation and the type of posting, whether visual or not. The result confirmed H1, $\chi^2(1, N = 109) = 89.73, p < .001$ that the self-personalization posts occurred more in the form of visuals (96,6%, N = 58) compared to other types of posts (3.3%, N=2).

The second test was performed to examine further the association between each dimension of self-personalisation and the type of posting. The result further confirmed H1, with a significant statistical result of the association between the privatisation dimension with a visual type of posting ($\chi^2 (1, N = 109) = 90.05, p < .001$). The professionalisation dimension is more visible in the visual text post type compared to other types of posting ($\chi^2 (1, N = 109) = 82.87, p < .001$). For the emotionalisation dimension, the association was significant with the visual for of posting ($\chi^2 (1, N = 109) = 53.77, p < .001$). These results further strengthen the confirmation of H1.

To answer H2 about the association between self-personalisation and the type of engagements, this study employed Kendall tau-b test. The value of the type of engagements was obtained from likes and emojis and the number of shares and comments on the Facebook posts. Each of the self-personalisation dimensions

was tested with each type of engagement (see Table.2). The results confirmed H2 with all correlations between all types of engagement and all types of self-personalisation dimensions have a positive and significant correlation.

Based on the result in the Table.2, all self-personalization dimension Facebook posts are more likely to get likes and emojis from the followers compared to other type of engagements. The privatization dimension ($r_{\tau} = .688, p < .001$), the professionalization dimension ($r_{\tau} = .627, p < .001$), and the emotionalization dimension ($r_{\tau} = .584, p < .001$) have the strongest correlations with sentiments engagement.

However, all self-personalization dimensions have weakest association with sharing type of engagements despite they still have positive and significant correlations. The privatization has the weakest correlation with shares ($r_{\tau} = .583, p < .001$), also the professionalization ($r_{\tau} = .535, p < .001$), and emotionalization dimension ($r_{\tau} = .546, p < .001$).

Table 2. Kendall's tau-b test results

	Privatization Dimension	Professionalizat ion Dimension	Emotionalization Dimension
Sentiments	.688**	.627**	.584**
Shares	.583**	.535**	.546**
Comments	.624**	.592**	.568**

Note: N = 109, **. Correlation is significant at the 0.01 level (2-tailed).

DISCUSSIONS

Social media has brought many changes in the implementation and approach of a political campaign. The web 2.0 paradigm base of social media has facilitated politicians to conduct a permanent campaign effort with a more personal approach. In general, personalisation is defined as a personal narrative, both told by politicians and others (Van Santen & Van Zoonen, 2010). There are three dimensions in the self-personalisation typology of Van Santen and Van Zoonen (2010): privatisation, professionalisation, and emotionalisation.

Based on the result of the descriptive test, this study finds that Anies Baswedan's Facebook posts do utilise the self-personalisation typology. The majority of the studied posts, as many as 55%, contain a self-personalisation typology in the sense that the posts depict or explicitly describe Anies Baswedan. Theoretically, this finding supports the claim that politicians can further personalise their

campaign-style through social media applications (Hermans & Vergeer, 2013). Apart from that, this finding also supports the statement that self-personalisation typology has been recognised as a political communication strategy widely used in social media (Metz et al., 2019).

This study finds through the descriptive test that Anies Baswedan Facebook posts quite often utilised the privatisation dimension. The privatisation dimensions get the same frequency calculation results as the professionalisation dimensions, which is 53.2%. Considering the high frequency of the privatisation dimensions in the Facebook posts, Anies Baswedan seems relatively comfortable sharing his personal side on social media for society's consumption at large. This finding is in agreement with Budiatri's explanation that states in the domain of Indonesian politics, politicians self-personalisation often gets the main stage (Budiatri et al., 2018). As a result, voters may have stronger levels of social presence, desire to vote, and parasocial interaction with the politicians (McGregor, 2018). These findings differ from Metz's previous study, which found that politicians less utilised the privatisation dimensions on their Facebook posts (Metz et al., 2019). Theoretically, this again supports Metz's statement that the level of self-personalisation seen in politicians, social media is highly dependent on the context of the country in which the politician is located (Metz et al., 2019). Likewise, in Uba's study about how the public uses social media as a channel for a political campaign, specifically how trade unions use YouTube for influencing policymaking, it was found that the intensity of online political mobilisation and online election campaigning differ across regimes in Europe (Uba & Jansson, 2021). Taken together, these findings might suggest the importance of the context of the country or area in which the online political campaign is conducted.

Based on the chi-square test results, this study finds a correlation between the use of self-personalisation typology with visual text type posts in Anies Baswedan's Facebook contents. This finding applies to the overall self-personalisation variable and each of the three self-personalisation dimensions variables. Theoretically, this finding supports the idea that visual elements are used more than text elements to communicate the self-personalisation of the politicians (Metz et al., 2019). Practically speaking, this finding shows that if political marketers want to use self-personalisation as a communication strategy, they should pay more attention to how politicians are visually displayed on social media accounts.

The dimensions of privatisation, professionalisation, and emotionalisation strongly correlate with the level of user engagement. The engagement is reflected through feedback features in sentiments (likes+emojis), shares, and comments. This study finds that the emotionalisation dimension strongly correlates with sentiments (likes+emojis), shares, and comments. Meanwhile, the privatisation dimension has a powerful and positive correlation with sentiments and comments. The strongest correlation with sentiments is also supported by Kim that points out "likes" take less commitment and cognitive work than "comments" and "shares" on Facebook (Kim & Yang, 2017). Theoretically, this finding supports the results of Metz's research, which stated that politicians who are willing to display their emotional and private side on social media would get positive feedback from the public (Metz et al., 2019). However, in contrast to Metz's research (Metz et al., 2019), this study found in Anies Baswedan's Facebook contents that the privatisation dimension has a stronger correlation than the emotionalisation dimension with sentiments. This finding again shows that self-personalisation typology is highly dependent on the factor of the region or country where the politician is located (Metz et al., 2019). Its relationship with the level of user engagement obtained is also very context-dependent. Practically, this finding shows an effective strategy for political marketers or politicians in Indonesia who wish to get positive feedback from the public on their social media accounts.

CONCLUSION

The findings from this study demonstrated that, first, self-personalisation is well utilised by politicians in Indonesia. The self-personalisation is dominating Anies Baswedan's Facebook content. Second, the Facebook posts with self-personalisation are more likely in privatisation and emotionalisation and less likely in the form of professionalisation. Third, the self-personalisation contents in the politicians Facebook are more likely to be visual compared to other types of content. Finally, self-personalisation has a strong and positive association with engagements type, and particularly, all dimensions of self-personalisation are more likely to get likes and emojis for followers.

Overall, this study supports the results of previous self-personalisation studies and has depicted the use of self-personalisation typology in the Indonesian political context. This study particularly supports the result of prior research by Metz et al. (2019) on the Facebook contents of German parliamentarians.

One suggestion can be made from the politicians or political marketers in Indonesia from the results. They should pay more attention to how the private domain of politicians is visually displayed on social media accounts if they want to utilise self-personalisation typology as a political campaign strategy. Additionally, the finding that Anies Baswedan's Facebook contents, as well as other Indonesian politician's social media platforms, quite often utilise the self-personalisation typology (Darwin & Haryanto, 2021; Fatanti, 2014; Nadzir & Rastati, 2020; Widyanty et al., 2014) can also be linked to how the context of the Indonesian political domain is very personal (Budi, 2017; Budiatri et al., 2018).

This study certainly has limitations. Due to limited time and human resources, this study only explores one of the social media contents of a famous Indonesian politician who now serves as the governor of DKI Jakarta, namely Anies Baswedan. Future studies can explore the use of self-personalisation typology in the social media contents of other politicians, such as members of the legislature who serve in areas other than DKI Jakarta, especially in areas where the public less frequently uses social media. Furthermore, although Facebook is still one of the most widely used social media by Indonesians, future studies can explore self-personalisation typology on social media platforms such as Instagram, YouTube, or even TikTok. Considering the difference in the age of the majority of users on each social media (Napoleoncat., 2021a, 2021b), it is assumed that there are also differences in the way politicians present themselves to the public and the feedback they get when using self-personalisation typology as a political campaign strategy. Another limitation of this study is the periods. We did not analyse the politicians' Facebook content in the election campaign period assumed to have a different pattern of self-personalisation. Future studies should examine Indonesian politicians' social media content on the campaign trail to get a strong association between self-personalization and the vote they will get in the election.

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