Positive Trend Correlation of Jokowi's Social Media Exposure Regarding Electability of #probowopresiden2024

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Abstract

The political contestation of the 2024 presidential election in Indonesia has shown the influence of the electability of each candidate. One of them is through President Jokowi's social media, giving a positive trend for several candidates, followers give signs of support to the 2024 presidential candidates. Signs on social media have become a new trend for people in cyberspace to discuss it. The purpose of this study, how President Jokowi through his social media provides a positive trend for the 2024 presidential candidates, through new signs on social media becomes prevalent because the current president should not provide support to one of the candidates, but because the 2 presidential candidates are currently still officials in the government. President Jokowi's support on social media for presidential candidate Prabowo Subianto, who is currently the Minister of Defence, has been read by the signs given on Jokowi's social media. This will make a positive trend for Prabowo to get attention for the public. Through big data analysis on social media Instagram and Twitter. The click bait media questioned where is Jokowi's support going? To Ganjar or Prabowo? The signs analysed through big data show that Jokowi is playing a role in the two 2024 presidential contenders. The sign #prabowopresident2024 received positive sentiment on Facebook, Instagram, and TikTok.

Keywords: Jokowi social media, positive trends, Prabowo electability

INTRODUCTION

The political contest of the 2024 presidential election in Indonesia has shown an influence on the electability of each candidate. Electability is a measure of the extent to which a candidate has the support of voters and the general public, especially in today's digital world. Contestation is more on the digital stage, because the dominant community is currently active through social media (Vyas et al., 2020). Social media activities are also carried out by political figures who will inform their activities on social media. This is inseparable from Indonesian president Joko Widodo's online presence on social media, mainly through the account @jokowi. The political contestation of the 2024 presidential election, the Indonesian president also took the stage with the aim of being discussed by the digital society.

News on several national media portals became the subject of virtual public conversation at that time, including liputan6.com making the click bait "managed to absorb Jokowi voters' votes, making Prabowo's electability shoot sharply" news written by Johan Tallo on October 20, 2023 (Tallo, 2023). Furthermore, news from metrotvnews.com made a click bait "hand in hand Jokowi and Prabowo appear more in the media" news written by Gervin Nathaniel Purba, dated June 20, 2023 (Purba, 2023). The two (2) national news stories illustrate how the media is branding that the electability of presidential candidate Prabowo rose sharply due to meeting with President Jokowi.

The concept of political communication in digital media is the most appropriate concept in this research. How the interests of political elites in playing language and signs in using interests that will influence the public in the democratic party, in this case the 2024 presidential election. The concept of positive or negative sentiment is the effect of political communication from political messages delivered by social media channels (Manullang & Prianto, 2023). In addition, researchers found that from political messages through social media designed in the political communication process of political elites, there is a gap in the use of social media, the president's support as head of state of Indonesia is unevenly distributed to each current presidential candidate (Sellita, 2022). Support should be given openly to the three presidential candidates, but in this case it still appears that the president is still concerned with the interests of the support group (Hartanto, 2021). According to Russman (2020), the government must follow normative government guidelines and regulations, government communications funded by taxes must be neutral, informative, and autonomous from party politics. By using a multi-method approach, which combines structural analysis of formal criteria into an exclusive tool for government digital communication (Russmann et al., 2020).

Political advertising is a form of marketing, a form of advertising that is formed to persuade people, thus creating the needs of its audience, persuading the other party to agree with the opinion of the persuading party. Political advertising is a selling tool to generate the need for constituents for political parties or figures who advertise, so as to gain support. The problem (Hisan & Azhar, 2020), Political advertisements delivered on social media have already occurred in the 2019 presidential general election, where according to Amalia (2021) in her research conveyed that only a third of respondents had chosen a presidential candidate by the time the General Election Commission (KPU) announced the candidates (about six months before voting day), while only a third of respondents had chosen their legislative candidates or parties three months before voting, and around 29% said that they made the decision within one day before voting or at the time of voting itself (Amalia et al., 2021).

The presidential election is a democratic process, and it is important for each voter to conduct careful research and selection based on their own values and views (Hisan & Azhar, 2020). Signs or trends on social media are often the dominant topic of conversation in cyberspace. Social media allows issues, events or trends to spread quickly and reach a very wide audience (Hartanto, 2021; N. Nugraha & Saidi, 2022).

People in cyberspace need to be careful in filtering information and not always follow trends without good consideration. Social media is a powerful tool for communication and conversation, but it can also be a place where disinformation is spread. Therefore, media literacy and critical thinking are essential when dealing with trends in social media (Fuchs, 2014).

The purpose of this study is to examines how President Jokowi through his social media provides a positive trend for the 2024 presidential candidates, through new signs on social media has become widespread because the current president is not allowed to provide support to one of the candidates, but because the two current presidential candidates are still officials in the government. President Jokowi's support on social media to presidential candidate Prabowo who is currently serving as Minister of Defense has been read from the signs given on Jokowi's social media.

Reflecting influence digital society views the Internet as an autonomous space to establish politics as mainstream. In contrast, the populist turn with the birth of influencers on social media can be informed as a "popular space", a common space inhabited by ordinary citizens, and largely dedicated to non-political activities, such as gossip, celebrity culture, or interpersonal communication, but which can nonetheless be politicized, and directed towards the goal of popular mobilization against the neoliberal elites responsible for economic and social chaos (Gerbaudo, 2017).

This research brings the concept of political communication from several political elites who have a role in using social media. Political communication is a communication process that occurs in a political context, where messages, information, and ideas are conveyed, received, and understood by various political stakeholders, including voters, candidates, political parties, and governments (Nofiard, 2022). Politicians and political parties use political communication to shape, influence and capitalize on public opinion. They can do this through various means, including giving speeches, taking part in media interviews, and participating in debates. With the development of technology, online political campaigns through social media and websites have become increasingly important (Ardha, 2014). This includes using social media platforms to communicate directly with voters, disseminate campaign messages and garner support (Abdillah; & Zulhazmi, 2021).

Political communication often involves efforts to influence public opinion and behavior, thus having a major impact in the political and policy process (Zaman & Misnan, 2021). It is also often a reflection of democratic principles, such as freedom of speech and opinion. Social media is the current media platform that is most popular with the public. So that conversations can easily spread and occur through signs spread through social media (Sukri et al., 2021). New Media theory is a group of concepts and views related to the development of new media technologies, especially information and communication technologies (ICT) that have changed the way we access, disseminate, and interact with information and media.

The concept of political communication in digital media is the most appropriate concept in this research. How the interests of political elites in playing language and signs in using interests that will influence the public in a democratic party, in this case the 2024 presidential election. The concept of positive or negative sentiment is the effect of political communication from political messages delivered by social media channels. In addition, researchers found from political messages through social media designed in the political communication process of political elites, there is a gap in the utilization of social media, the president's support as head of state of Indonesia is unevenly distributed to each current presidential candidate. Support should be given openly to the three presidential candidates, but in this case it still appears that the president is still concerned with the interests of the support group (Hartanto, 2021). According to Russman (2020), the government must follow normative government guidelines and regulations, government communication funded by taxes must be neutral, informative, and autonomous from party politics. By using a multi-method approach, which combines structural analysis of formal criteria into an exclusive tool for government digital communication (Russmann et al., 2020).

Political advertising is a sales tool to create a need for constituents for political parties or figures who advertise, so as to gain support. The problem (Hisan & Azhar, 2020). Political advertisements delivered on social media have occurred in the 2019 presidential general election, where according to Amalia (2021) in her research, only a quarter of respondents had chosen a presidential candidate when the General Election Commission (KPU) announced the candidates (around six months before the date voting), while only respondents had chosen their legislative or party candidate three months before the voting, and around 29% said that they took that decision within one day before the voting or during the voting itself (Amalia et al., 2021).

METHODOLOGY

The method used in this research is big data description. The term "big data" makes people focus on the enormity of big data. However, unstructuredness in terms of form is the variety of forms that big data takes, for example, as text, images, message sender/receiver, location, time, and audio/video clips (of course, to analyze big data, converting it afterwards into structured format). By using big data, researchers can determine who shares conversations with whom, where, when, how often, and for how long (Choi, 2020).

The 2024 presidential election on social media which is aimed at in this research is not limited to people who are formed and centered on certain accounts, but all social media users who use the same signs and use algorithms on all social media platforms. However, this research only covered the social media Twitter, Facebook and TikTok according to what was able to be displayed by the social media monitoring tools Brand24. To see the positive trend in one of the 2024 presidential candidates, namely with the hashtag (#) prabowopresident2024, which is supported by being present several times on President Jokowi's social media, this research uses the netnographic method (Priyowidodo, 2020).

Netnography is used as an approach to understand the social dynamics that occur in virtual communities (Kozinets, 2020). This research specifically focuses on digital netnography typology, namely a method that focuses on global phenomena and uses technical analysis and statistical data to detect patterns and understand existing interactions (Eriyanto, 2021). The netnography process can be divided into several stages, namely the research planning and cultural entrée stage, data collection and interpretation, ensuring ethical standards, and research representation. At the research planning and cultural entrée stage, the researcher determines the context and objectives of the netnography process that will be carried out. Researchers as netnographers have been involved and carried out observations of #prabowopresident2024 since July 2023 with a focus on collecting data between 1 July - 30 September 2023 (3 months). This time period was chosen because there are several important events in the declarations of several 2024 presidential candidates who will welcome next year's democratic party. the selection of this date period is the time of determining the presidential candidate in 2024 after being announced by the General Election Commission (KPU).

Meanwhile, data collection and interpretation will come from discussions that took place on the signs #prabowopresi2024 and #Jokowi on Twitter, Facebook and TikTok. The data taken is all conversation data that uses the keyword "#prabowopresidency2024". This research uses social network analysis tools to extract conversation data, namely Brand24. Social media monitoring tools can provide social media statistical data consistently over a certain period of time (Del Vecchio et al., 2020).

Then the data interpretation process will be based on the concept of virtual society, sense of community, communication network patterns and structures, as well as cultural elements in the community. This research will represent positive trends in social media in virtual community communication networks on Twitter, Facebook and TikTok by looking at network structure data, sense of community, and several cultural elements such as language and habits that exist in virtual communities (R. A. Nugraha et al., 2020). Big data analysis will give rise to a series of knowledge about the intricacies of technology, its political significance, commercial value and cultural impact (Pentzold et al., 2019).

RESULTS AND DISCUSSION
The #prabowopresident2024 sign began to emerge and become the talk of the digital community from the beginning of July to September 2023. More precisely, when each presidential candidate in 2024 has begun to be discussed and informed on social media. Data collection from the #prabowopresident2024 sign appeared 8996 mentions.
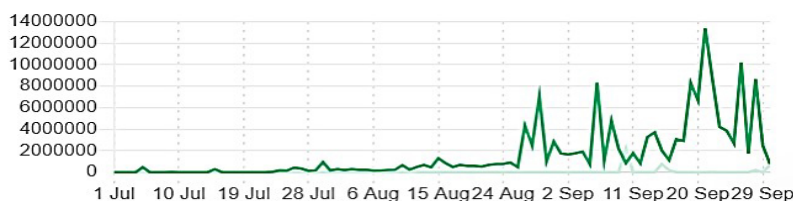
Figure 1: Data analysis of brand24 #prabowopresident2024

Mention	Range SM	Interaction	Positive	Negative
8960	**150 M**	**16 M**	**1411**	**504**
+8939 (+42567%)	+146 M (+3579%)	+14 M (+1022%)	+1403 (+17538%)	+504 (+100%)

📊 **Mention**

📶 **Social Media Reach**

Source: research results using brand24

Social media algorithms including social media, Facebook and TikTok do not limit users to reach and social media users only. These updates include popularity on a topic that is followed. Social media algorithms will also recommend posts according to topics favoured by users. Furthermore, users can also interact with other users who post posts on the topics they follow by liking, replying, reposting, quoting, and mentioning. Of course, interaction can only be done with users who have a public account type. So that community interactions formed on social media are not limited to certain accounts.

Similarly, the virtual community on social media consists of social media users who can meet and interact with each other freely without having to follow certain accounts. The interaction occurs when users see the latest and most popular post recommendations from topics discussed by digital communities and decide to interact in the form of likes, replies, mentions, quotes and reposts. After that users may decide to follow certain accounts to ensure they do not miss updates from the conversations they follow. In order for a user's post about the #prabowopresident2024 sign to appear as a recent or most popular recommendation, it is necessary to have keywords around the 2024 presidential election or provide community hashtags and cashtags on the posted post.

Therefore, in order to join and interact with #prabowopresident2024 on social media, there is no need for special membership centred on a particular account. As for the data

mining process carried out with Brand24 tools, a total of 150 million mentions were obtained on social media twitter, facebook and tiktok with the keyword #prabowopresident2024 in the time span of 1 July - 30 September 2023. Brand24 was then used to categorise the data and perform text analysis based on keywords and hashtags. In addition, Brand24 was used to obtain #prabowopresident2024 data.

Based on netnographer observations, posts posted in the community have certain motivations according to the factors that exist in the sense of community principle. The use of hashtags, cashtags and certain keywords shows the motivation of the post. The findings and analysis of these keywords are in accordance with Kozinets' (2015) statement that the insights gained from netnography can include cultural elements such as language use, rituals, roles, identities, values, stories, myths, and implied meanings (Kozinets, 2015).

Figure 2: difference between #jokowi and #prabowopresident2024 signs
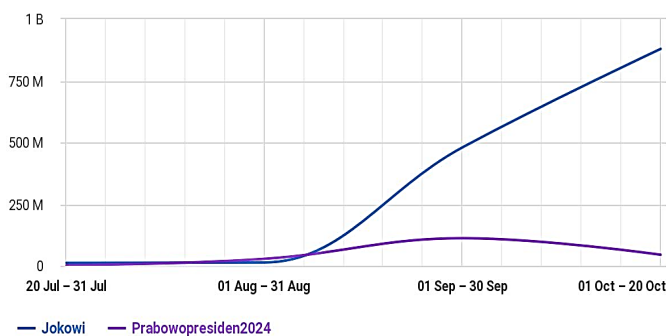
Source: Research results using brand24

The president's activities on social media are in the spotlight in the digital society. This will make a positive trend for 2024 presidential candidate Prabowo to get the attention of the public. Through big data analysis on some of Jokowi's social media and Prabowo's social media, it will create media click bait questioning where Jokowi's support is going? To Ganjar or Prabowo? The signs analysed through big data show that Jokowi is playing a role in the two 2024 presidential contestants. The hashtag #prabowopresident2024 got a positive trend.

Figure 3: Most popular mentions of Jokowi and Prabowo from the digital society

Source: Research results using brand24

When it comes to Indonesia's 2024 presidential election, the outcome will depend on various factors, including the current political dynamics, the public opinion created by political elites, the campaign issues that will be drafted, even the support of political parties, and so on. In the context of social media, the support or positive trend seen on Joko Widodo's (Jokowi) official account does not necessarily mean that Prabowo Subianto will become the 2024 presidential candidate or win the election. Social media is a platform where various groups and individuals can express their support, and this may not always reflect the actual election result. It can be seen from Figure 3 that while the positive sentiment of presidential candidate Prabowo has 5,510 mentions in the last 3 months, president Jokowi has more mentions at 99,145.

Figure 4. Info graphic
#prabowopresident2024
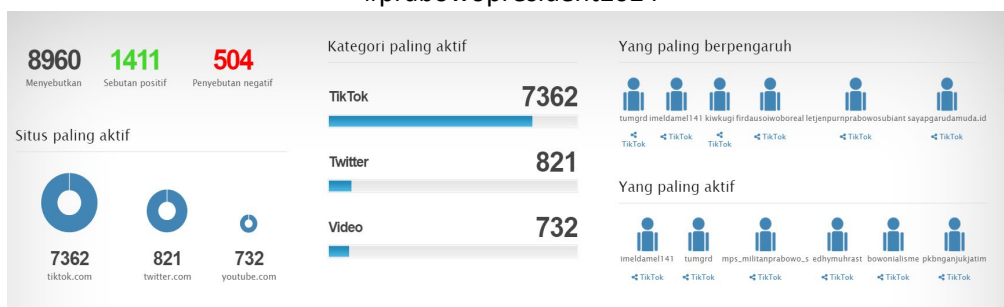
Prabowopresiden2024   📅 Rentang tanggal: **1 Jul 2023 - 30 Sep 2023**

Tagar yang sedang tren

	TAGAR	💬 MENYEBUTKAN
1	#prabowopresiden2024	8873
2	#prabowosubianto	4347
3	#prabowo	3764
4	#fyp	2704
5	#prabowopresiden	2326
6	#gerindra	1805
7	#prabowomenang	1303
8	#2024prabowopresiden	1242
9	#mendingprabowo	1137
10	#prabowosubiantoofficial	1011

Source: research results through brand24

The hashtag #prabowopresident2024 over the past 3 months has 8960 mentions, there are 15.74% or 1411 positive mentions and 5.62% or 504 negative mentions on #prabowopresident2024. The dominant digital community reacts on social media tiktok from the 3 social media highlighted in this study, namely Twitter and Facebook. There are 82.16% or 7362 tiktok is the most active social media and provides a positive trend on social media. Furthermore, twitter 9.1% or 821 actively talked about #prabowopresident2024, the remaining 8.74 were found on other social media including Facebook.

Hashtag #Prabowopresiden2024 was used by supporters of Prabowo Subianto who hoped to become the presidential candidate in the 2024 Indonesian presidential election. The use of such hashtags is a way to express their support for Prabowo as a presidential candidate and promote their views on social media. The use of hashtags on social media can help in building momentum and gaining attention for a political campaign. However, it is important to remember that the outcome of a presidential election is not only determined by support on social media, but by the votes of citizens in the actual election. Sentiments on social media may reflect the views of a section of the public, but not necessarily the overall national view.

Figure 5. positively trending quotes
#prabowopresident2024
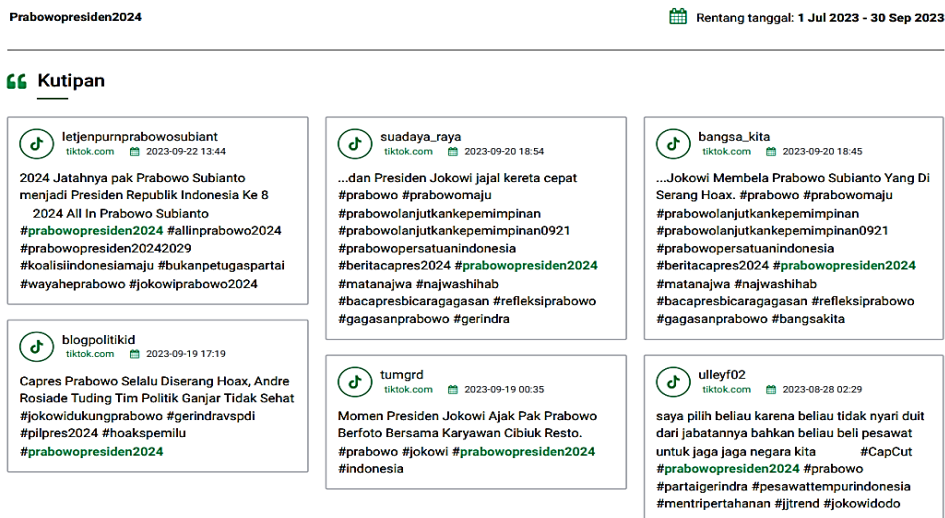
Source: Research results through brand24

In Figure 5, how brand24 monitoring can set a positive trend for Indonesia's 2024 presidential candidates by highlighting mass media comments. Public sentiment towards a political leader such as President Joko Widodo (Jokowi) and Prabowo can vary widely, especially in the digital space. Among them, positive support tells the story of how many individuals and groups who support Jokowi and Prabowo consider them to be effective leaders. They may express their support on social media by using hashtags supporting Jokowi's administration or sharing positive news about his achievements.

Much of the discussion on social media is related to Jokowi's achievements and policies. These include infrastructure development, social programs, and other policy measures. As in many political contexts, fake news and hoaxes can circulate on social media related to President Jokowi. The government and news organizations have made efforts to counter the spread of fake news and educate the public about the importance of checking the veracity of information before sharing it. Politics often fuel polarization on social media, with Jokowi's supporters and critics engaging in verbal debates and confrontations. This can create an atmosphere of tension in the digital world.

CONCLUSION
The hashtag #prabowopresident2024 is in the conversation of digital society as a positive trend in the last 3 months, from July 1 to September 30, 2023. The shift in digital public opinion related to the issue of 2024 presidential candidates has become a political and social discussion at the level of Indonesian president Joko Widodo (Jokowi). Of the 3 social media highlighted in this study, namely Twitter, Facebook, and TikTok, it turns out that TikTok is a conversation that develops the opinion of presidential

candidates to the digital community. The hashtag #prabowopresiden2024 involved 8960 accounts that spread the hashtag #prabowopresiden2024. President Jokowi's post support for presidential candidate Prabowo made positive sentiment and became a positive trend for the digital community. Through the hashtag #prabowopresident2024, social media users represented by several accounts voiced the collaboration of president Jokowi and presidential candidate Prabowo.

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