2019 Election Campaign Model in Indonesia Using Social Media

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Abstract

The presence of social media platforms, especially Twitter, in Indonesia since the 2014 and 2019 elections have been used as a campaign media used by political parties to change conventional campaign strategies into virtual campaigns that are more informative, interactive, and participatory. This paper will analyze Twitter social media used by political parties, including @PDI_Perjuangan, @Gerindra, @DPP_PPP, @PKS_ejahtera during the campaign from January to April in the 2019 General Election, with analysis tools using Nvivo 12Plus. Using big data analysis from the Twitter of political parties, we found several things: first, the various news posted during the campaign with the amount and intensity of the news and becoming a trending topic will affect the number of followers owned by political parties,
the more often political parties post news it will affect voter segmentation, the number of likes for the message content, the number of followers, and the number of retweets. Second, the popularity of public figures can also be a measure of the success of the campaign strategy made through the news on Twitter social media. Third, the 2019 election campaign produced an effective campaign model when compared to previous campaigns on social media.

Keywords

Twitter, Political Segmentation, Popularity Figure, Political Campaign, General Election.

Introduction

Political campaigns are no longer pursued by conventional approaches but have been transformed following developments in technology and communication (Bennett et al., 2018; Billard, 2018). The development of technology today is very dependent on the internet network (Enli, 2017; Kranz Matthias et al., 2010). Some of the platforms that are often used are social media Facebook, Instagram, and Twitter (Kreiss & McGregor, 2017; Jeri-Yabar et al., 2019). This social media platform has become popular to be used as a medium for political campaigns among world politicians, including Indonesia (McLaughlin & Macafee, 2019; Suratnoaji et al., 2018). Based on this trend, the use of social media becomes a new alternative in initiating campaign patterns, and at the same time adapting to the development of social media-based technology that is being used by various groups of people, including politicians and around political issues (Ahmed et al., 2017; Keller & Kleinen-von Königslöw, 2018).

The use of social media by political actors directly influences the responses and responses of the public in following the developing political discourse (Howard et al., 2018; Bossetta, 2018). The response of social media users to content from politicians has tremendous implications for election campaigns (Stetka 2018; Vaccari and Valeriani 2018). However, identifying the factors that influence the responses of social media users is still a challenge. The results show that more dominant politicians use their strong position to build a strong online image, with posts that generate more comments and thus generate more public attention (Lam et al., 2021; Harder et al., 2017). This is also because social media is an alternative in providing information that will be broadcast or circulated openly to the public (Zhang et al. 2017). Currently, social media has a very significant role in influencing public opinion as a society that cannot be separated from technological developments (Fadhlurohman & Purnomo, 2020; Bracciale & Martella, 2017).
In the 2019 general election in Indonesia, it was traced that there was also the use of social media that was used by several politicians and political participants during the election period (Maharani & Nurafifah, 2020; Salahudin et al., 2020). This then prompted the author to take an interest in this research to be analyzed more deeply. The topic analyzed is the 2019 general election in Indonesia. The platforms analyzed are limited by tracking the use of social media Twitter. Twitter was chosen because it is a platform that is experiencing an increasing number of users leading to an unstructured generation of large numbers. Twitter distributes information in the form of texts, messages, chats, posts, and blogs very quickly. Social media Twitter is a comfortable place to express ideas and opinions (Ansari et al., 2020; Velasquez & Rojas, 2017). Twitter has become a privileged source of data for analyzing user behavior when interacting online, including political discussions (Guerrero-Solé, 2018; Larsson & Moe, 2012).

Research Methods

The approach used in this research is a descriptive qualitative approach. Parties will be analyzed among Persatuan Pembangunan Party (PPP), Keadilan Sejahtera Party (PKS), Gerakan Indonesia Raya Party (Gerindra), and Demokrasi Indonesia Perjuangan Party (PDI-P) to see news of their respective accounts twitter of the party for four month (January-April 2019). The object of study in this paper is about how political parties use Twitter social media as a campaign media in the 2019 Election. The research model and data analysis can be seen in figure 1.

![Research Model & Data Analysis](http://www.webology.org)

The research data was obtained from each of the official Twitter accounts of the political parties @PDI_Perjuangan, @Gerindra, @DPP_PPP, @PKSejahtera. The data was obtained using the Capture feature. The analysis of Nvivo 12 plus in this study uses the crosstab query feature (Brandão 2015). The Crosstab query is used to analyze the news that is the direction of the campaign strategy carried out by each political party.
Results and Discussion

1. The Use of Twitter Social Media in the 2019 General Election

The change in communication patterns after the development of technology in social media has opened up opportunities in influencing the level of public participation in social media. In addition, changes in communication patterns have also had an influence on people's lives as well as in economic, social, cultural, and political terms (Aspinall and Mietzner 2019). Today's public activities with the presence of social media are no longer as alternative media but as mainstream media in obtaining information. This has resulted in an adjustment to the model of political activity carried out by political parties and also politicians through political campaigns carried out in the 2019 Election.

Of the sixteen political parties participating in the General Election, only Keadilan dan Persatuan Indonesia Party (PKPI) does not use social media as a medium. political campaign. Of the nine political parties that managed to pass the parliamentary threshold, in this discussion the researchers only analyzed four political parties including Persatuan Pembangunan Party (PPP), Gerakan Indonesia Raya Party (Gerindra), Keadilan Sejahtera Party (PKS), and Demokrasi Indonesia Perjuangan (PDI-Perjuangan). The four parties use social media, namely Twitter, which in the 2019 Election was officially registered as a media for political campaigns at the General Elections Commission (KPU). On average, the four political parties have used Twitter for five years and have a large number of followers and tweets. varies as well as the data in the following table.

Table 1 PPP, Gerindra, PKS and PDI Perjuangan Twitter accounts

<table>
<thead>
<tr>
<th>No</th>
<th>Party</th>
<th>Twitters</th>
<th>Followers</th>
<th>Follow</th>
<th>Tweet</th>
<th>Likes</th>
<th>Join</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Partai Persatuan Pembangunan (PPP)</td>
<td>@DPP_PPP</td>
<td>41.000</td>
<td>410</td>
<td>19.000</td>
<td>1.024</td>
<td>November 2010</td>
</tr>
<tr>
<td>2</td>
<td>Partai Keadilan Sejahtera (PKS)</td>
<td>@PKSejahtera</td>
<td>341.000</td>
<td>306</td>
<td>47.000</td>
<td>1.837</td>
<td>Maret 2009</td>
</tr>
<tr>
<td>3</td>
<td>Partai Gerindra</td>
<td>@Gerindra</td>
<td>510.000</td>
<td>3.946</td>
<td>87.000</td>
<td>910</td>
<td>Oktober 2011</td>
</tr>
<tr>
<td>4</td>
<td>Partai Demokrasi Indonesia Perjuangan (PDI Perjuangan)</td>
<td>@PDI_Perjuangan</td>
<td>200.000</td>
<td>1.381</td>
<td>47.000</td>
<td>7</td>
<td>Juni 2010</td>
</tr>
</tbody>
</table>

Source: processed by researchers

Table 1 explains that the acquisition of the number of followers of the Gerindra Party and PKS is more than that of other parties. While the number of tweets from the Gerindra
Party is more dominant than the other three political parties, this finding shows that the Gerindra Party as a party that has just joined Twitter is more active on Twitter social media. Meanwhile, PPP is a party that is less active on Twitter social media. Interestingly, if one looks at the results of the vote in the 2019 General Election, on average, the political parties that have the highest number of followers and tweets managed to get a significant number of votes, such as the PDI-P, Gerindra Party, and PKS. The popularity of political parties on social media also has a relationship with the popularity of political parties in the real world as evidenced by the results obtained in the 2019 Legislative Election as shown in table 2.

Table 2 Vote Recapitulation of the Legislative Elections for Dewan Perwakilan Rakyat (DPR) in 2014 & 2019

<table>
<thead>
<tr>
<th>NO</th>
<th>Political parties</th>
<th>2019 Votes</th>
<th>Percentage</th>
<th>2014 Votes</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Partai PDI Perjuangan</td>
<td>27,053,961</td>
<td>19,33%</td>
<td>23,681,471</td>
<td>18,95%</td>
</tr>
<tr>
<td>2</td>
<td>Partai Gerindra</td>
<td>17,594,839</td>
<td>12,57%</td>
<td>14,760,371</td>
<td>11,81%</td>
</tr>
<tr>
<td>3</td>
<td>Partai Keadilan Sejahtera</td>
<td>11,493,663</td>
<td>8,21%</td>
<td>8,480,204</td>
<td>6,79%</td>
</tr>
<tr>
<td>4</td>
<td>Partai Persatuan Pembangunan</td>
<td>6,323,147</td>
<td>4,52%</td>
<td>8,157,488</td>
<td>6,53%</td>
</tr>
</tbody>
</table>

Source: KPU RI, 2019

The results of the 2019 general election recapitulation in table 2 show that nine political parties managed to pass to parliament because they managed to exceed the parliamentary threshold of 4%. Several parties in the 2019 Election experienced an increase in votes when compared to the 2014 Election. Just as PDI-P got additional votes and managed to break the record for winning twice in a row in the 2014 and 2019 Elections. Gerindra Party, which in the 2014 Election was in third place, In addition, PKS also managed to gain significant votes in the 2019 Election by getting an additional three million votes so that it is ranked sixth. Meanwhile, PPP is the key party to the parliamentary threshold due to a decrease in the number of votes and rankings in 2019.

General Election. The 2014 election has become a momentum for political parties to make Twitter the main media for political campaigns, through Twitter political parties and candidates can offer a concept/idea in party programs that are reported through the respective party Twitter accounts. The use of social media in Indonesia is currently in the phase of increasing the number of users which is increasing day by day. This also changes the way political communication is carried out by political parties by utilizing the development of social media as a media campaign that aims to influence and gain public support.
Political Party Campaign Using Twitter Social Media

Demokasi Indonesia Perjuangan Party (PDI-Perjuangan)

One indicator of the success of PDI-Perjuangan in the 2019 election so that it is in the first position in the legislative vote, cannot be separated from the success of President Joko Widodo (Jokowi) in leading the government in the first period (2014-2019) which has provided tangible results and benefits from government programs that can be felt directly by the people. As the party supported Jokowi in the second period in the 2019 election, public trust in the success of Jokowi's leadership had an impact on his electability as the incumbent presidential candidate. The success of the Jokowi administration in the first period also had an influence on the PDI-Perjuangan vote in the Legislative Election.

As the party that carries Jokowi, PDI-Perjuangan takes advantage of the success of the Jokowi government as a party promotion media by using social media as a campaign media, one of which is by using Twitter. During the news campaign on Twitter, @PDIPerjuangan from January to February used more campaign reporting strategies regarding the success of Jokowi's government programs, including the Family Hope Program (PKH), Village Fund Program, Traditional Market Revitalization Program, and road infrastructure. Some of these programs have become campaign materials and become socialization capital for success as the party carrying the Jokowi-Jusuf Kalla government (2014-2019), as well as a communication tool to get feedback from the public regarding the government's flagship programs via Twitter. Campaign materials related to the Jokowi government's flagship programs, apart from focusing on building infrastructure, also focus on social assistance. This can be seen in figure 2.

Figure 2 PDI-perjuangan Campaign in January-February
PDI-Perjuangan in the 2019 Election not only uses the Jokowi government's work program as campaign material but also uses news about Jokowi's figure as part of his campaign strategy on Twitter. In March-April PDI-Perjuangan reported more on the figure of the presidential candidate Jokowi when compared to news topics and other internal party figures. PDI-Perjuangan made Jokowi a brand ambassador in the 2019 election campaign, the aim is to socialize the success of President Jokowi through government programs for one period. Jokowi as the incumbent is also a cadre of the PDI-P party, which has a support base or voice barn in various regions which play an active role in disseminating government programs. Jokowi, who is still serving as President, is certainly better known by the public with his distinctive style of informal appearance as seen in various media, making Jokowi more popular with the public. The news on Twitter social media @PDIPerjuangan related to his visit to various regions provided space for the public to get closer and get to know Jokowi. Jokowi is considered capable of representing electability from age segmentation (beginner voters), gender segmentation, and geographic segmentation (support base). This can be seen from the news about Jokowi in figure 3.

The news material for the PDIP campaign in March emphasized the strength of support for Jokowi's voice pockets in various regions, which he tried to display through social media Twitter; this was done as a form of PDIP's campaign strategy to influence the public. Through this news strategy, PDIP wants to inform that Jokowi's support in the 2019 election comes from various segments. Jokowi as the incumbent presidential candidate is more advantaged because he has access or a political stage in various media, besides that Jokowi can use his facilities and capacities as well as use policies or
programs that exist in the ministry to carry out socialization or campaign. Coupled with Jokowi's power of influence through his social media accounts, where Jokowi is in the top five and is ranked second as the head of state or world leader with the most followers (Liputan6.com 2019).

Pairing with KH Ma'ruf Amin further completes all the segmentation, in this case, the religious segmentation which is the target of PDIP campaign coverage on social media. Building a coalition and collaboration carried out by the presidential election pair 01, namely Jokwi-Ma'ruf Amin, which is an accommodation of Islamic politics can add strength to Jokowi's electability in maintaining his electoral support base. KH Ma'ruf Amin as a religious figure is considered capable of suppressing various accusations that lead to Jokowi, wherein 2019 Jokowi is dealing with the increasingly strong political power of Islam (Sonny 2019).

The strategy used by PDI-P during the campaign, especially in April, which was approaching the voting schedule in April, featured news coverage focusing on religious segmentation. By PDIP making the figure of KH Ma'ruf Amin as a campaign report aimed at quelling various accusations that lead to Jokowi, besides that as a cleric, he is expected to influence the vote acquisition of NU residents (Nahdliyin) in various regions, this is because KH Ma’Ruf Amin is considered to represent the politics of NU citizens (Nahdliyin). Pairing with KH. Maruf Amin, whose background is Kyai, who is promoted by coalition parties, has a positive impact on the electability of the Jokowi-Ma'ruf Amin pair. This is because Jokowi-Ma'ruf Amin is an accommodation of Islamic politics, coupled with the coalition of PKB and PPP as representatives of traditional Islamic groups or NU (Nahdliyin) residents, adding strength to Jokowi's electability, especially in maintaining his electoral support base from Muslims.

**Gerakan Indonesia Raya party (Gerindra)**

The success of the Gerindra Party in the 2019 Election cannot be separated from the influence of the general chairman figure Prabowo Subianto, who in 2019 advanced as a presidential candidate. As a newcomer party that was founded in 2008, it is not an easy matter for a political party to be in a position with the second-highest number of votes, as has been achieved by the Gerindra Party in 2019 General Election. experience in elections, but since participating in the first general election in 2009 Gerindra Party's vote acquisition has increased.
The figure of Prabowo Subianto as the general chairman of the party is still considered worthy and able to run again as a presidential candidate, with full support from cadres, sympathizers, and some results from survey institutions that place Prabawo as the strongest candidate capable of fighting Jokowi in the 2019 presidential election. During the political campaign for four months on Twitter @Gerindra, Gerindra Party reported more about Prabowo Subianto. The Gerindra Party took advantage of the momentum to strengthen support for Prabowo Subianto as a figure who could defeat Jokowi, it can be seen from figure 4 that Prabowo Subianto dominated the news during the four-month campaign. News on social media Twitter @Gerindra against Prabowo Subianto can be said to be a party icon because in every campaign activity carried out by Prabowo it always becomes news on social media. Prabowo always appears with the characteristics of his speeches during campaigns to various regions.

![Crosstab Query - Results Preview](image)

**Figure 4 Campaign of Gerakan Indonesia Raya party (Gerindra) in January-April**

Gerindra Party took advantage of the momentum to strengthen support for Prabowo Subianto as a figure who could defeat Jokowi. The Gerindra Party, which through its news coverage on social media Twitter, as a campaign strategy remains focused and consistently builds its image by comparing the figures attached to Prabowo Subianto. News on Twitter about Prabowo, who is known to the public, is that he has a firm and authoritative character. In addition, Gerindra Party also packaged news about Prabowo Subianto as an "authentic" leader, where Prabowo Subianto as a presidential candidate showed a more authentic personality, not with pretense, came with originality, and did not force himself to appear full of falsehood and imagery. During the campaign, Gerindra Party focused on reporting on political campaigns by building Prabowo's image. This
strategy was carried out by Gerindra Party to get an impact from the people who still support Prabowo Subianto as a presidential candidate and want a presidential change in the 2019 Election.

The campaign strategy is carried out by Gerindra Party when other parties make identity politics a campaign issue in the 2019 Election. who will be Prabowo's opponent in the presidential election, namely Jokowi as the incumbent in this case Jokowi is looking for a partner who can help to reach all segmentation of voters so that Jokowi chooses KH. Maruf Amin as his vice-presidential candidate. However, for Prabowo Subianto, it is precisely the problem in Indonesia that must be resolved immediately, namely regarding economic issues, so that Prabowo chooses to partner with Sandiaga Uno as a vice-presidential candidate. Sandiaga Uno is Prabowo's candidate for vice president as an alternative solution to the various problems currently being faced by the Indonesian people regarding issues in the economy. This can be seen in figure 5.

From figure 5, it can be seen that Gerindra Party in its reporting in February focused on current issues which were mostly reported through candidate figures, in this case, Prabowo Subianto and Sandiaga Uno. During the four-month campaign, the focus was on reporting on current issues, such as economic issues, which were more widely reported and became a priority for the campaign work program by the vice presidential candidate, namely Sandiaga Uno. Sandiaga Uno during the campaign that was reported on social media focused on developing a stronger, more independent, and job-creating economy. Sandiaga Uno during his campaign to various regions focused on conveying work
programs that he tried to offer to the community and absorb various economic problems faced by the community today so that this became a campaign news strategy in March.

Sandiaga Uno became the spearhead when campaigning on economic issues. Sandiaga Uno's background as an entrepreneur certainly understands, can answer economic problems, and can absorb people's aspirations when Sandiaga Uno carries out his campaign which has explored 1000 visit points in various regions. By Gerindra Party, the campaign carried out by Sandiaga Uno was also reported on Twitter @Gerindra, this aims to introduce the vice president carried by Gerindra Party along with other coalition parties.

Political campaigns using Twitter by Gerindra Party by packaging news to be more interesting are trying to be reported by placing Prabowo-Sandi as a solution that is being faced by the nation related to various problems that have not been resolved by the Jokowi government in making government policies or programs that are felt to be lacking. Effective as well as unstable economic, legal, and political conditions, human rights enforcement, and issues of radicalism. Criticisms and offers from the Gerindra party regarding the campaign program ahead of the voting through Twitter social media are expected to lead public opinion to elect Prabowo as president for 2019-2024 and elect representatives from Gerindra Party.

Keadilan Sosial Party (PKS)

In the 2019 election, PKS became the party that experienced the highest increase in votes compared to other Islamic parties. PKS became a phenomenal party because it was born from the Tarbiyah movement (campus Muslim activists). The Tarbiyah movement is a campus da'wah movement that prioritizes the educational aspect, and this movement has proven successful as a party known to have a political machine capable of mobilizing or mobilizing the masses (Mayrudin 2019). PKS realizes that competition to expand and even maintain the vote base is not an easy matter for a party that has participated in the general election four times, when other political parties are competing to be able to influence the public by using various issues, such as PKS which in the 2019 General Election using a campaign strategy to expand its electoral base by offering party programs through creative campaigns through flash mob movements in crowded places in several areas. PKS flash mob in the middle of a crowd of cadres.

In the 2019 Election, PKS campaigned to convey its political ideas by using flash mobs as a medium of information to the public. Various programs promised by PKS were
delivered through flash mob actions, to attract the attention of the community because the actions were carried out with the creativity of the cadres in each region. The campaign using flash mobs became news on Twitter social media @PKS_Sejahaftera which can be seen in figure 6.

![Figure 6 PKS Cadre Creative Campaign Through Flash Mob Movement](image)

The campaign used by PKS is to present a "happy" and "fun" campaign. PKS's open campaigns mostly carry out campaign actions by taking to the streets, with publications via flash mobs. The form of PKS socialization is to combine flash mob actions with party programs, which are reported on social media Twitter regarding superior programs, including; protection for clerics and religious symbols, annual tax-free motorcycles, a lifetime driving license (SIM), and exemption from income tax under Rp. 8 million. During the four-month campaign, the news on Twitter @PKS_Sejahaftera reported a lot about PKS' flagship program which was socialized through flash mob actions in various regions.

In the 2019 election, the campaign strategy used by PKS involved party figures and figures from outside the party. Campaigns with news of work programs on Twitter continue to be socialized by internal and external party figures during campaigns in various regions with the aim and hope of getting broad support in the community. The presence of internal and external party figures during campaigns in various regions has the effect of gaining public support. Moreover, knowing the character of voters using a strategy by influencing the psychology of voters such as ethnic background, religion, level of education, age, and profession when campaigning in various regions will affect the enthusiasm of voters to participate in campaign activities. 7.
PKS's campaign strategy in the 2019 Election in its reporting involved many vice-presidential candidates, Sandiaga Uno. From Figure 6, it can be seen that PKS took advantage of the popularity of the figure of the Prabowo-Sandiaga Uno candidate pair who was carried together with the "Adil Makmur" Coalition Party in the 2019 Presidential Election. During the news on Twitter, PKS reported a lot about the figure of Sandiaga Uno to be able to influence the psychology of voters in various regions, thus affecting increasing vote support for PKS. Sandiaga Uno is the figure who dominates the news about PKS programs. The strategy for reporting on this figure has a magnet because the target audience for the news is the young age group in the year of birth (1980-1995). With a background as an entrepreneur, and having experience in the business world, of course, Sandiga Uno will offer many concepts to overcome the nation's current economic problems. In addition, due to his relatively young age when compared to other candidate pairs, Sandiaga Uno has become a new magnet for millennials in various regions.

The news about Sandiaga Uno was considered effective and had a positive impact on the party's vote and became an icon for the news campaign on Twitter @PKS_Sejahtera for four months, especially in March and April 2019. PKS reported a lot about Sandiaga Uno because of his image and high popularity. taken by PKS so that the community is affected and provides support. The vice-presidential candidate, Sandiaga Uno, is believed to be able to become a magnet to increase party electability, especially among novice voters, educated voters, and also among female voters.
Persatuan Pembangunan Party (PPP)

In the 2019 Election PPP used social media as a medium for political campaigns, one of the social media used was Twitter. Since 2010 PPP has had a Twitter account @DPP_PPP, but the number of followers it has when compared to the number of followers of other parties is much less, the number of followers of PPP to date is ±41,000 followers. In the 2019 election, the political campaign strategy used by PPP to gain public support was by socializing the success of government programs through political campaigns on Twitter, the most frequently reported news was about the socialization of the success of government programs regarding the Family Hope Program (PKH), which is a social protection program. The Family Hope Program (PKH) is a program to provide cash assistance to very poor families by implementing terms, conditions, and obligations for its participants. PKH is Jokowi's flagship program in the last five years of his leadership, this is shown by the increase in the number of families receiving benefits and the budget (Juneka Mufid 2019). Because the purpose of PKH is to reduce numbers and break the chain of poverty, PPP is used as a political campaign news report via Twitter as a communication tool to gain support and influence a positive image from the public, as shown in figure 8.

As a government coalition party, PPP has taken advantage of Jokowi's electability on Twitter through the success of government programs to the public and all voter segmentation in the 2019 Election. Although Jokowi is not an internal PPP figure, he is expected to be able to influence PPP's vote acquisition. This is because Jokowi as the incumbent candidate has higher electability and popularity when compared to other PPP figures. Jokowi's personal branding is trying to be used by PPP to help boost party votes.
Strengthening PPP’s vote acquisition by making Jokowi’s report aligned with the great ulama and PPP role model, namely KH. Maemoun Zubair, when analyzing the dimensions of the issue that what PPP has done by linking Jokowi and KH. Maemoun Zubair is a strategy to reduce issues and to dismiss accusations from political propaganda against Jokowi as a presidential candidate who is anti-ulama, pro-foreign and communist. Through the news on Twitter, PPP tries to build Jokowi’s image as a person who is pro against ulama. The news about Jokowi and KH Maemoun Zubair shows that Ulama also supports Jokowi to be re-nominated for president in the second period (2019-2024). There was a lot of news about the KH Maemoun Zubair figure from March to April, which can be seen in figure 9.

Figure 9: News campaign of Persatuan Pembangunan Party (PPP) in March-April

PPP has a key figure that is approaching the time of voting, more news is reported, this is a strategy for PPP so that later votes from Muslims can provide support to PPP because of the figure of KH. Maemoun Zubair. Be in the news on social media Twitter @DPP_PPP in April by reporting on KH. Maemoun Zubair is a key figure aimed at influencing the votes of traditional voters among Islamic boarding schools and also as a key figure for Kyai in Java. This also explains what was said earlier that PPP as a party that uses an Islamic ideology which in its movement direction of support cannot be separated from or is far from Kyai and the santri. With the news on Twitter about KH. Maemoun Zubair, who has a position as a unifying party, has the same function as KH. Ma'ruf Amin is a key figure from traditional voters, especially Nahdatul Ulama residents, among Islamic boarding schools, and influences other Kyai.
Political Campaign Models Using Social Media

The role of social media is important for political parties because it can be used to build communication and public participation during campaigns. Social media can make political parties and candidates able to interact with potential voters with intensity, connectedness, and the emergence or frequency of political campaigns that cannot be done through traditional campaign patterns. Twitter is currently very difficult to separate from political campaigns in Indonesia. Political parties and politicians have used Twitter social media in the 2019 elections as a political campaign tool. During the campaign period from January to April 2019, the news through social media Twitter carried out by the four political parties amounted to 10,695 reports.

The large number of reports carried out by political parties during the campaign period shows that social media has become one of the mainstream information facilities that are widely used by the public so that this is what makes social media a campaign media by political parties because they have access and space in conducting campaigns, political. The success obtained by political parties in the 2019 elections so that they can pass the 4% parliamentary threshold cannot be separated from the efforts and hard work of each political party in convincing the public. Various strategies in campaigns carried out by each political party can be a key indicator of the success of political parties, especially the various reports during the election campaign period from January to April that have been posted by each political party.

The use of Twitter social media during political campaigns from January to April had the intensity of news that became favorites and was widely discussed by followers on Twitter social media from each of the highest political party accounts, namely: first Gerindra Party, second PDI-Perjuangan, third PKS, fourth PPP. Gerindra Party is the party with the highest number of followers in the 2019 election, what is interesting from this research is the number of followers and the content of the news as a benchmark for political parties to influence followers, in this case, what is meant is segmentation. Besides that, the content of the news in the campaign is also strongly influenced by the figure who is used as the object of the news posted on Twitter social media. Thus, the campaigns carried out by political parties in the 2019 elections using Twitter social media were greatly influenced by the news, followers, figures, and segmentation targeted by political parties. This can be illustrated by the effective political campaign model used by political parties in Indonesia through social media in the 2019 election, as shown in figure 10.
Figure 10 Political Campaign Models on Social Media

Figure 10 shows that the political campaign model on social media from the five indicators including political parties, news, figures, segmentation, and followers has a relationship between indicators and influences each other in political campaigns on social media. So that to obtain results that are by the targets to be achieved, what must be done is to strengthen each of these indicators by maximizing the roles and functions of the five indicators. The more followers a political party has, it will affect the news posted through social media with news content that includes political figures or figures, of course with interesting news so that it can affect the segmentation or target of the news. The more frequent the intensity of the news posted on social media, the more it will affect followers and can become trending. The popularity of the figure is also a benchmark for the success of the campaign strategy made through the news on social media.

Conclusion

Social media Twitter has now become an effective tool for political parties to be used as media for political campaigns, with social media political parties can communicate and socialize directly in this case in the form of party work programs, party activities during the campaign period, formation of party image political or political candidate. News with various creative campaigns on Twitter social media. Various voter segmentations are also a news strategy so that each political party certainly has a variety of news material with more interesting reported content.

Reporting on Twitter is the most important point if a political party wants to get public attention, the news must be delivered in a massive way, which aims to win the sympathy and attention of Twitter users, and has the power of reporting so that it can be interactive, viral, and real-time. This paper also confirms that the strategy by placing party and non-
party leaders, including presidential and vice-presidential candidates when campaigning in various regions, aims to make the public interested in the issues brought up by each party, further widening the segmentation because each figure have popularity so that they can influence voter behavior when the news has been shared on social media, and to boost party electoral votes so that it has a positive impact on election results.

The contribution of this research is regarding the effective political campaign model used by political parties in Indonesia through social media. As for this study, it has limitations in the research method which only takes a sample of 4 political parties from the lineage of political parties involved in the 2019 election. So the authors suggest that further research is carried out that can analyze more deeply the role of the account manager of each political party to obtain more accurate information regarding the campaign strategy of political parties.

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