The Impact of Social Media Campaign and Personal Branding on Electability: Case Study of Regional Head Elections in West Sumatera

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ABSTRACT

An effective campaign in introducing an image so that it can build the electability of governor candidates according to regulations is to use social media, because social media has no distance and time limits, then costs are relatively cheap and access can be reached by all levels of society. This study aims to analyze the influence of social media Facebook, Instagram, Twitter and Youtube on electability mediated by personal branding. This research was conducted in the city of Padang, West Sumatera with 207 respondents. Data analysis using applications SmartPLS 3.0. The results of this study indicate that there is a significant effect of social media and personal branding on electability, but Instagram and YouTube have no significant effect on personal branding.

Keywords: Social Media, Personal Branding, Elect

1. INTRODUCTION

Governor election as a form of democracy to elect governors, regents and mayors as regional leaders. Each candidate for governor and deputy has not been well known by the voters because most of the candidates for governor and deputy are new faces appearing in politics. The low popularity or familiarity of the governor and deputy candidate pairs will have an impact on the low level of electability. One of the factors that affect electability is how well voters know the candidate and party [1].

Electability is very important because the main capital of a character to enter the world of politics, a character is required to have a strong electability which will later get sympathy and empathy from many people, so that many people want to vote or even have it. An electable candidate is automatically accepted and supported by the majority of the voters, because the voters know their characters individually and believe in them as a whole, that their values and interests will be protected and fulfilled.

It can be assumed that the candidate electability includes: behavior, personality, attitude and perception. Behavior is related to the actions taken, while personality and attitudes are related to feelings and emotions, and perception is related to the level of

knowledge possessed by humans. Therefore, the level of electability can be measured by taking into account the elements of knowledge, attitudes and support possessed by voters.

To increase the electability of the governor and deputy candidates, they must promote their image, reputation and credibility by conducting campaign activities. Campaigns are all party or individual agendas related to mass gatherings, parades, orations with presentations of work programs. installation of party attributes (eg banners, posters, banners), and party imagery through print or electronic media, with the aim of influencing public opinion [2].

In addition to campaigns, promoting the candidate's image or personal branding is very important in increasing electability. Personal branding definition is the art of retaining the audiences by actively shaping public perception. [3]. The ability of the governor and deputy candidates to build an image, introduce superior products and what exceeds those of other candidates will affect their electability. This is supported by Hacker the image of the candidate affects the voter's perception of the candidate [4].

An effective campaign to introduce an image to build candidate electability is to use social media, because social media does not have distance and time

limits, then costs are relatively cheap and access can be reached by all levels of society.

The results of the hootsuite survey (2020) regarding the using social media, Youtube is used by 88% of the total population in Indonesia, Whatsapp 84%, Facebook 82%, Instagram 79%, and Twitter 56%. The use of social media when campaigning can build opinions and serve as a way to form a personal connection from the person concerned to his prospective voters through a positive response. Social media can give candidates access to interact with voters, unlike traditional campaign models that tend to communicate one-way.

Using social media in campaigns is an opportunity for candidates to build personal branding so that they can later be known by the public, and can also position their personal branding as figures who have the capability to lead.

The more often the governor and vice presidential candidates promote personal branding through superior programs and vision-missions using social media, it is believed that the candidate pairs will be increasingly recognized in the community, so as to increase the electability of the candidate pairs in the Election. Campaigns using social media have a major impact in increasing awareness, trust and knowledge about political parties, candidates and policies so that they affect the interest of social media users to the governor and deputy candidates. Van Hillegersberg, & Huibers also stated that politicians using maximal social media involvement got significantly more votes in most political parties[5].

2. THEORETICAL BASIS

2.1. Electability

Electability is the level of electability that is adjusted to the selection criteria. Electability is usually used when approaching the general election, it can be interpreted as the level of electability in accordance with the selection criteria. Electability is the level of electability that is adjusted to one's choice criteria. Electability can be applied to goods, services or people, entities or parties. Electability is often discussed ahead of elections [6].

Candidate Electability Model (CEM) indicators are as follows [1]:
a. Candidate Awareness (CA), measures how well voters know a candidate or party.
b. Candidate Image (CI), measures how well voters perceive a candidate or party. CI is measured based on perceptions of the quality and capacity of candidates or parties.
c. Candidate Engagement (CEng), measures how close the relationship between voters and candidates or parties is.
d. Candidate Electability (CEI), measures how strong the desire of voters to vote for a candidate or party.

2.2. Social Media

Kaplan and Michael Haenlein [7] describe social media as "a set of Internet-primarily based totally packages that construct at the ideological and technological foundations of Web 2.0, and which allow the introduction and trade of user-generated content". Social media technology take numerous bureaucracy which includes magazines, net forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or images, videos, ratings and social bookmarking, making use of a hard and fast of theories withinside the area of media research.

The effect of using social media can use a measuring tool called the Direct Rating Method (DRM). DRM is called the Direct Ranking Method to test the messages/ads on social media. According to Durianto, [8] research using DRM aims to determine:
a. Attention level, ie how well this ad attracts the attention of viewers
b. Level of readthroughness, ie how well this ad can be understood by viewers
c. Cognitive level, how clear the message is and the benefits of control
d. Affection level, how effective is the appeal of this ad to the audience
e. Behavior level, how well this ad directs viewers to action.

2.3. Theory Personal Branding

A personal branding that represents a skill set of ideas, system of belief, and shared values to others find attractive. Personal branding is about you that sets you apart from competitors, such as message, personality and tactics of marketing. Personal branding definition is the art of retaining the audiences by actively shaping public perception.[3].

The main components are required to engineered percepertion personal stigmatisation, these elements should be structured and integrated together. Personal branding will be divided into some elements, similar to [9]:
a. You, in alternative meanings the person himself. someone will branding through a method of communication that's well organize and structured. Personal stigmatisation a perceptions of what audiences believe a person. It represent the privateity and skill that build one person different from every others.
b. Promise. Personal whole may be a expectations that arise publicly as a results of the personal brand itself.
c. Relationships. an honest personal stigmatisation are ready to produce a well communications relationship with the audiences, the some attributes that may be accepted by the audiences and therefore the higher the extent of a person' power, the higher the level of relationship that exists within the personal branding.

2.4. Conceptual Framework and Hypothesis

Social media not only has social, political, and cultural power, but can also shape publicity and image. Thus, it is prove the social online forums support the co-evolving shaping of personal branding [10]. Social media can make individuals to create personal image on various sites, where they can built and represent themselves to a voter or audiences [11].

H1: Social media campaigns have a significant effect on personal branding.

Social media as a very effective marketing tool, allows short communications to attract individuals. More importantly, it allows public figures to build deeper relationships [12]. This is also supported by research by Tasente Tanase [13] Campaign through Social Media: A Case Study-2014 Presidential Election in Romania, social media is one of the capitals for candidates to gain votes in elections.

H2: Social media campaigns have a significant effect on electability.

To build the electability of the governor and deputy candidates, they must promote and introduce all products, political programs, backgrounds, vision-missions, convince voters to keep their promises and the advantages of the candidate pairs over other competitors. Wardi's research [14] shows that to boost electability it is necessary to build good personal branding .

H3: Personal branding has a significant effect on electability.

Campaigns using social media have a major impact on increasing awareness, trust and knowledge about political parties, candidates and policies so that they affect the interest of social media users with the governor and deputy candidates. Campaigning for political messages, vision-missions, design of political products that are in accordance with the expectations of social media users will have a significant impact on electability to choose candidates, and vice versa as for campaigning for messages/information on political products that do not match the expectations of social media users, electability will tend to decrease. Politician using social media has an effect on voter trust and loyalty to get voting intentions [15].

H4: Personal branding is able to significantly mediate the influence of Facebook, Instagram, Twitter and Youtube on electability
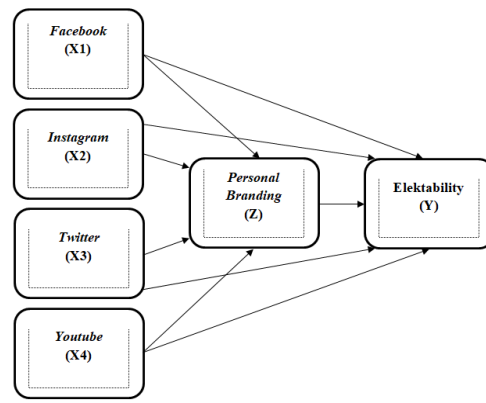

Figure 1. Conceptual Framework

3. RESEARCH METHOD

The research instrument is a questionnaire made using Google Form with a 5-point Likert scale. In this study, the samples taken were 207 samples of voters who live in Koto Tangah and Kuranji sub-districts and have social media, because these 2 sub-districts have the largest population in the city of Padang, West Sumatra. Sampling using nonprobability sampling technique. The method used in this research is the accidental sampling method. The data analyze with using applications SmartPLS 3.0.

4. RESEARCH RESULTS AND DISCUSSION

4.1. Characteristics of Respondents

Below are the criteria of respondents who filled out the questionnaire.

Table 1. Characteristics of Respondents

Criteria	Total	Percentage (%)
Respondents	207	100
Gender:		
Male	148	71,5
Female	59	28,5
Age:		
17-30	158	76,2
31-40	31	15
40-50	9	4,4
>51	9	4,4
Education:		
Mid School	4	2
High School	108	52,2
Diploma	37	17,8
Bachelor Degree	58	28
Profession:		
Student/College Student	121	58
Government Employees	51	25

Criteria	Total	Percentage (%)
Entrepreneur	25	12
Housewife	10	5
Income :		
< Rp 1.500.000,-	87	42
Rp 1.500.000 - Rp 2.900.000,-	79	38
Rp 3.000.000 - Rp 4.400.000,-	31	15
>Rp. 1.500.000,-	10	5
Frequency of using social media:		
Facebook	51	24
Instagram	104	50
Twitter	39	20
Youtube	13	6

Sources: Primary Data Processed, 2021

4.2. Outer Model

Convergent validity check is exploitation the loading issue or outer loading with value > 0.5. Furthermore, to see whether or not discriminant validity of the construct is adequate, it may be seen from the cross loading value by comparison the correlation indicators of a variable with alternative variables. If the construct indicator contains a higher value than the indicator' show against other constructs, then the construct is claimed to possess discriminant validity. things are said to be valid once the cross loading value is ≥ 0.5.

The responsibility check is conducted by observing the worth of composite reliability and Cronbach' alpha. The result's shown below.

Table 2. Results of test reliability and validity analysis

Variables	Cronbach Alpha	rhoA	Composite Reliability	AVE
Facebook	0,866	0,947	0,899	0,531
Instagram	0,944	0,945	0,952	0,666
Twitter	0,920	0,928	0,933	0,585
Youtube	0,937	0,940	0,947	0,667
Personal Branding	0,941	0,944	0,953	0,772
Electability	0,906	0,907	0,928	0,682

Sources: Primary Data Processed, 2021

Supported the table above, the composite reliability and Cronbach's alpha of all variables is ≥ 0.7. Accordingly, it's finished that each one indicators are consistent in measurement their constructs.

4.3. Inner Model

Goodness of match is conducted for testing the structural model. it's to see the influence of the variable on the dependent variable. This test will be evaluated by viewing the R-Square value. Following are the results of the R-square estimation.

Table 3. R-Square analysis results

Variable	R Square	R Square Adjusted
Electability	0,398	0,390
Personal branding	0,808	0,806

Sources: Primary Data Processed, 2021

Results 4:18 data in the table above shows that R square of electability is 0.398 means that social media campaigns and personal branding to explain the variable electability at 39.8%, the remaining 60.2% explained by other constructs outside this study. The R-square of personal branding is 0.808 which means that social media campaigns and electability explain the personal branding variable by 80.8% while the remaining 19.26% is explained by other constructs.

4.4. Hypothesis Testing Result

Hypothesis take a look ating is applied to examine and to know the direct impact, indirect effect and also the total effect between variables. This test is conducted by operational bootstrapping on the SmartPls 3.0 program till the connection between exogenous variables and endogenous variables is obtained.

Hypothesis testing is conducted by evaluating the t-statistics > 1.96 generated by the Inner model and a P-Values < 0.05. The results of hypothesis test of this analysis are as follows:

Hypothesis 1: This shows that Facebook has an effect on personal branding, thus the results of the hypothesis test are accepted, because the p-values <0.5, namely 0.024 and t-statistics > 1, 96 which is 2,257. This shows that Instagram has an effect on personal branding, thus the results of the hypothesis test are accepted, because the p-values <0.5 are 0.008 and t-statistics> 1.96 are 2.654. This shows that twitter has an effect on personal branding, thus the results of the hypothesis test are accepted, because the p-values <0.5 are 0.001 and t-statistics> 1.96 are 3.195. This shows that Youtube has an effect on personal branding, thus the results of the hypothesis test are accepted, because the p-values <0.5 are 0.000 and t-statistics> 1.96 are 12.579.

Hypothesis 2: This shows that Facebook has an effect on electability, thus the results of the hypothesis test are accepted, because the p-values <0.5 are 0.000 and t-statistics> 1.96 are 7.378. This shows that Instagram has no effect on electability, thus the results of the hypothesis test are rejected, because the p-values > 0.5 which is 0.844 and t-statistics < 1.96 which is 0.196. This shows that twitter has no effect on electability, thus the results of the hypothesis test are accepted, because the p-values > 0.5 are 0.047 and the

t-statistic < 1.96 is 1.991. This shows that Youtube has no effect on electability, thus the results of the hypothesis test are rejected, because the p-values > 0.5 which is 0.390 and t-statistics < 1.96 which is 0.861.

Hypothesis 3: This shows that personal branding has an effect on electability, thus the results of the hypothesis test are accepted, because the p-values <0.5, namely 0.00 and t-statistics> 1.96, namely 5.588.

Hypothesis 4: This shows that Facebook mediated by personal branding has an effect on electability, thus the results of the hypothesis test are accepted. because the p-values <0.5 that is 0.044 and t-statistics > 1.96 that is 2.019. This shows that Instagram mediated by personal branding has an effect on electability, thus the results of the hypothesis test are accepted, because the p-values <0.5 are 0.018 and t-statistics> 1.96 are 2.379. This shows that twitter mediated by personal branding has an effect on electability, thus the results of the hypothesis test are accepted, because the p-values <0.5 are 0.007 and t-statistics> 1.96 are 2.687. This shows that YouTube mediated by personal branding has an effect on electability, thus the results of the hypothesis test are accepted, because the p-values <0.5, which is 0.00 and t-statistics> 1.96, which is 5.043.

Variable	T Statistics (|O/STDEV|)	P Values
Facebook-Electability	7,378	0,000
Facebook->Personal branding	2,257	0,024
Instagram-> Electability	0,196	0,844
Instagram->Personal branding	2,654	0,008
Twitter-> Electability	1,991	0,047
Twitter->Personal branding	3,195	0,001
Youtube-> Electability	0,861	0,390
Youtube->Personal branding	12,579	0,000
Personal branding-> Electability	5,588	0,000
Facebook-> Personal branding-> Electability	2,019	0,044
Instagram-> Personal branding-> Electability	2,379	0,018
Twitter-> Personal branding-> Electability	2,687	0,007
Youtube-> Personal branding-> Electability	5,043	0,000

Table 4. Hypotheses testing results
Sources: Primary Data Processed, 2021

4.5. DISCUSSION

The results of this study indicate that there's a positive and important impact of campaigns through social media (facebook, instagram, twitter and youtube) on personal branding. Candidates for Governor and Deputy presented positive impressions such as attractive characters, achievements, strengths, advantages and activities through social media. Reynolds [16] notes that social media has had an impact on theprocess personal branding, amplifying it to a greater extent than traditional practices, which focus solely on communication style and appearance. Social media as a political communication tool tends to specialize in how it provides candidates with a concise, direct methodology to share their message and enhance their image, and the way it helps voters feel in person connected to the goverment and its leaders[17]. The closeness between candidates and voters, sharing preferences and personal experiences more broadly, which is shared on social media will affect the candidate's personal branding, because they feel there is a close relationship between the community and the candidate.

It was also found that there was a significant effect of social media campaigns through Facebook and Twitter on the electability of candidates for governor of West Sumatra. This result's in line with the employment of social media love facebook and twitter that are renowned within the elections, specifically the 2009 and 2012 U.S elections wherever President Barack Obama secured electoral victories in each elections. Then according to Yadav [18] The frequency of receiving political messages shared on Facebook incorporates a positive result on voters' vote choices.

The employment of social media in political campaign through Instagram and YouTube has no effect on electability. According to Jung [19], the activities of politicians through *Instagram are* not enough to encourage someone to vote for politicians. Respondents from this study saw the absence of the ability to post campaigns through *Instagram* in influencing voters in providing support to a candidate. This is because the information about the Cagub Paslon and his deputy who will take part in the 2020 Election on *Instagram* is information that cannot be trusted. Groshek [20] related to political advertisements posted through *YouTube that* had a negative impact on the presidential election in America.

This finding also shows that personal branding has an influence on the electability of candidates for the Governor of West Sumatra. There are three main reasons why branding is important in political campaigns. First, branding provides symbolic value to identify, mean, provide value, benefit, promise and differentiate from political products. Second, branding is considered capable of influencing perceptions and giving trust to constituents. Third, branding is the result of interaction and emotional attachment built between political candidates and their constituents/society.

This study found that campaigns through social media mediated by personal branding showed positive results on the electability of Cagub and Deputy candidates in the Election. Therefore, the better the

personal branding candidate's, the better the influence of social media campaigns on candidate electability. Personal branding is collectively built through social media by defining politicians and their values in relation to their interpersonal relationships with voters. The use of marketing tools, imagery, and other technologies to create and promote political brands enables political entities to create unique and competitive political products in any state's political market, which can succeed and help parties and candidates politics gain political power.

5. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

It are often ended that the results of this analysis are as follows:

Supported the results of the research above, it will be concluded that not all campaigns through social media can increase the electability of candidates for the Governor of West Sumatra, equivalent to Instagram and YouTube. However, campaigns through social media such as Facebook, Instagram, Twitter and YouTube have a significant effect on the personal branding of the candidates for the Governor of West Sumatra in other words, the more interesting the information content on social media will enhance the image of the candidates for the Governor of West Sumatra in the eyes of voters. Personal branding is a very important factor in increasing candidate electability on social media, with the formation of an attractive image on social media will increase the candidate's electability level.

5.2. Suggestion

Here are many recommendations for future studies in relation with political marketing. To win constituencies in elections, the use of social media must follow the growing trend with entertaining visualization of political education. further research with developing social media variables such as WhatsApp, telegram and Tiktok. Thus creating scientific work that develops following the trend.

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