



New Political Campaign Model on DesakAnies-SlepetImin: A Comparison of Social Media

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Abstract. Since the direct presidential and vice-presidential elections were implemented, the campaign model in political contests in Indonesia had been a monologue in the form of grand campaigns and giving money/gifts/social assistance. This campaign model was broken by the dialogic campaign model practiced by Desak Anies-Slepet Imin during the 2024 Election campaign. In this study, we compared posts on Facebook (546), Instagram (283), and Twitter/X (567) about Desak Anies-Slepet Imin. Using mixed methods (Apify and qualitative analysis), we found that the posting strategies on the three social media platforms (Facebook, Instagram, and Twitter/X) had unique patterns and were adjusted to the characteristics of each user. In terms of sentiment, Facebook recorded the highest levels. Instagram, with lower negative sentiment, showed that its users were more responsive to visual content. Meanwhile, on Twitter/X, positive sentiment was recorded as the highest compared to the other two platforms. This indicated that the fast and direct interaction approach on Twitter/X tended to provide a more positive response and facilitated more constructive discussions. Meanwhile, from a qualitative approach, the Desak Anies-Slepet Imin model was a breakthrough in interactive, inspiring, and democratic dialogical campaigns. The low level of public participation in the three social media DesakAnies-SlepetImin shows that the dialogic campaign model in the 2024 Indonesian presidential and vice-presidential election is not yet popular with the majority of voters.

Keywords: New Political Campaign Model, Desakanies-Slepetimin, Social Media.

1 Introduction

In the dynamics and context of contemporary politics across democratic countries, social media involvement was inevitable. Social media was used to build public opinion, align perceptions with the wishes of voters, use influencers to promote their supported candidates, and take into account the choices of their people. Various aspects of social media, such as content, influencers, political actors, political parties, audiences,

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influence, and the consequences of using social media, had not escaped the research of experts from various disciplines. (Karlsen & Enjolras, 2016) (Ali et al., 2023) (Stier et al., 2018). (Wurst et al., 2023) (Ali et al., 2023).

In the context of the 2024 Indonesian presidential-vice presidential election political campaign, there was a new model of the presidential-vice presidential candidate campaign presented by Anies Rasyid Baswedan-Abdul Muhaimin Iskandar. The new model was a dialogical face-to-face campaign. The dialogical campaign was packaged under the name DesakAnies-SlepetImin. This was a breakthrough in the five-yearly democratic party in Indonesia. DesakAnies-SlepetImin added color amidst the monologue campaign that characterized every political contest in Indonesia since the 1998 Reformation. In this article, we summarized the number of DesakAnies-SlepetImin posts, sentiments, and ideas recorded on three social media platforms from August 2023 to July 2024.

We compared the number of posts, sentiments, and frequently occurring words in posts on three social media platforms, namely Facebook, Instagram, and Twitter/X, about DesakAnies-SlepetImin. To analyze the number, sentiments, and frequently occurring words in posts on the three social media platforms presented by DesakAnies-SlepetImin, we used mixed methods (computer and qualitative analysis).

The purpose of this study was to describe, critique, and read the theoretical and practical implications of Desak Anies-Slepet Imin in the 2024 Indonesian presidential-vice presidential election campaign. After that, to deepen and broaden the context, we conducted interviews with the Anies-Muhaimin campaign team and DesakAnies-SlepetImin participants held in various cities in Indonesia. The research findings helped us understand how the capabilities of different social media and their contents influenced political movements, especially political campaigns in the presidential-vice elections in Indonesia after the New Order regime in 1998.

This study departed from several reasons. First, social media continued to find political roles and functions according to their context. In a networked society where everything was connected, social media became one of the things that connected various political situations and conditions (Hermida, 2015) (Shamilishvili & Sabashvili, 2023). Second, social media served as a digital political public space where everyone involved could express their political ideas freely and independently (Brenne, 2016) (Thompson, 2018) (Setiawan et al., 2021). Third, in the context of contemporary politics, social media was one of the tools that drove democracy in a country (Fuchs, 2015) (Yan, 2021).

1.1. Desak Anies-Slepet Imin

The terminology Desak Anies-Slepet Imin came from two different words and events, namely DesakAnies and SlepetImin. DesakAnies was initiated by Anies Rasyid Baswedan's son, Mikail Azizi Baswedan, along with the Anies Rasyid Baswedan-Abdul Muhaimin Iskandar campaign team. DesakAnies was first held at Pos Bloc, Jakarta. This event received a positive response. In fact, haters and undecided voters flocked to attend this event and became Anies' supporters. DesakAnies crossed professions and addressed various issues ranging from health workers to women, agrarian concerns, the environment, laborers, and artists.

Initially, DesakAnies was presented to neutral and anti-Anies communities, which had always criticized him through social media. The DesakAnies event was inspired by an initiative from 2013, initially called "Mengadilli Anies." The campaign team for the Anies Rasyid Baswedan-Abdul Muhaimin Iskandar pair was named the Ubah Bareng team and later changed to DesakAnies.

Desak Anies was a dialogic campaign model that presented the vision, mission, and work program of the Anies Rasyid Baswedan-Abdul Muhaimin Iskandar pair. DesakAnies was packaged as an interactive discussion in a relaxed atmosphere. The goal was to absorb voters' aspirations. DesakAnies operated with a ball-picking system; Anies and his team made schedules for various cities targeted by the campaign. Through this program, Anies provided an opportunity for the public to ask questions directly about the current conditions of national and state life. The spirit of Desak Anies-Slepet Imin was openness, inclusiveness, and interactivity. In this forum, everyone was free to express their opinions about national and state life without fear.

Meanwhile, SlepetImin was a popular term that emerged after a short video event posted on Muhaimin's Instagram account on October 24, 2023. Muhaimin practiced the "slepet" action using a sarong on Anies Rasyid Baswedan, creating a hilarious moment that attracted public attention. The word slepet is well-known among students for waking up or reminding those who are negligent. Slepet came from Javanese, referring to the action of whipping or hitting with a rope or a long, flexible object.

Desak Anies-SlepetImin invited haters, swing voters, and undecided voters to sit together and meet directly with the presidential candidate from the pair who called themselves the Change Coalition. They urged Anies-SlepetImin to convince people who had not voted for Anies. Desak Anies-SlepetImin aimed to demonstrate a true example of democratic life. Everyone was the same; everyone was equal; everyone was on the same level as children of the Indonesian nation. Desak Anies-Slepet Imin was recorded on social media from August 2023 to February 10, 2024. Desak Anies-SlepetImin was held in various cities in Indonesia, such as Medan, Palembang, Jakarta, Bandung, Bekasi, Semarang, Yogyakarta, and Surabaya. The obstacle was that the schedule and time for implementing Desak Anies-SlepetImin needed to align with the campaign time determined by the General Election Commission (KPU). In this way, the Desak Anies-SlepetImin program had limitations in its implementation during the campaign, as it needed to comply with the KPU's provisions regarding the campaign schedule for the 2024 presidential-vice presidential pair.

2 Literature Review

2.1 Social Media and Political Campaign

Political campaigns were activities carried out by individuals, groups, or political parties to promote candidates, ideas, and ideologies in order to gain support from the public. In these campaign activities, there were tactics and strategies, such as advertising, public debates, dissemination of information, and face-to-face activities. The purpose of political campaigns was to raise awareness and influence public opinion during

a general election. Additionally, political campaigns held fundraising events and mobilized volunteers to achieve full support from their voters (Brady et al., 2006) (Nickerson & Rogers, 2014) (Asiva et al., 2015).

Political campaigns were organized efforts that attempted to influence the decision-making process in a particular political group. Political campaigns aimed to win specific elections. Therefore, each candidate needed to consider a mature strategy and planning. This strategy and planning were essential because they determined the candidate's victory in the election process (Fatimah, 2018). Meanwhile, the factors that influenced the success of candidates in political campaigns included self-image, family networks, financial strength, and the performance of political parties or campaign teams (Aryadillah & Fitriansyah, 2022). Political campaigns used complex strategies to persuade voters to support them. This study found evidence for a solid overall campaign effect and showed effects for message-based and support-based campaigns. However, only a few campaigners could persuade voters (Dewan et al., 2014).

In the context of social media as a political campaign tool, various studies were carried out from different aspects. Candidates and political parties needed to organize their teams of creators, content, and social media operators. In a world that claimed to be a democratic country and held elections, social media was an inevitable campaign tool (Dimitrova & Matthes, 2018) (González-Bailón & Wang, 2016). This phenomenon was observed in the United States (Kowal, 2023), India (Narasimhamurthy, 2014), Malaysia (Ridzuan et al., 2023), Spain (Abuín et al., 2023), and various other countries.

In the 2024 Indonesian presidential and vice presidential elections, social media was widely used by all candidates. Anies Rasyid Baswedan-Abdul Muhaimin Iskandar, Prabowo Subianto-Gibran Rakabuming Raka, and Ganjar Pranowo-Mahfud MD each had accounts on various social media platforms such as Facebook, Instagram, Twitter/X, and YouTube channels. The campaign teams of each presidential and vice presidential candidate managed all of these accounts. Aryadillah & Fitriansyah (2022) examined the political campaign of Anies Rasyid Baswedan, the Prabowo Subianto campaign was studied by Zein (2023), and Armawati & Ratnasari (2022) dissected the Ganjar Pranowo campaign.

In the 2024 Indonesian presidential and vice presidential elections, social media was widely used by all candidates. Anies Rasyid Baswedan and Abdul Muhaimin Iskandar, Prabowo Subianto and Gibran Rakabuming Raka, and Ganjar Pranowo and Mahfud MD were the pairs running for office. Each pair had accounts on various social media platforms such as Facebook, Instagram, Twitter/X, and YouTube channels. The campaign teams of each presidential and vice presidential candidate managed all of these accounts. Aryadillah & Fitriansyah (2022) examined the political campaign of Anies Rasyid Baswedan, while Zein (2023) studied the campaign of Prabowo Subianto, and Armawati & Ratnasari (2022) dissected the campaign of Ganjar Pranowo.

Until then, there had not been much research that discussed Desak Anies-SlepetImin together, viewed as a unified pair of Indonesian presidential and vice presidential candidates for 2024. Previous research related to DesakAnies and not SlepetImin had emerged. DesakAnies was examined as a campaign strategy by Fajar Satriyawan Wahyudi & Muhammad Irham Firdaus (2024) as political marketing (Mubarrod &

Syarwi, 2024) as the imagination of democracy (Maspul, 2024). Even SlepetImin's research had never been conducted before. Thus, the investigation into social media that recorded the number of posts, sentiments, and words that often appeared in the three social media of Desak Anies-SlepetImin had never been accomplished. It was in this context that the Desak Anies-SlepetImin research found its truth and momentum.

3 Methods

This study used a mix of methods that combined the results of computer data searches and qualitative analysis through a holistic single-design case study method. Data were obtained through computer searches, observations, interviews, and intertextuality. In the first stage, the computer retrieved data from Facebook, Instagram, and Twitter/X for the period from August 2023 to July 2024.

3.1 Data Collection

Researchers used two stages in collecting data. The first stage is collecting social media posts from three social media platforms (Facebook, Instagram, and Twitter/X). To get posts, researchers used the keyword DesakAnies-SlepetImin. For the three platforms, namely Facebook, Instagram, and Twitter/X, researchers used Apify. Researchers chose Apify because it was more efficient for collecting and analyzing data from the web. Apify was a platform that allowed users to extract data from various websites without having to write programming code manually (Otto et al., 2023). For the total data obtained, namely the keywords DesakAnies and Slepet Imin, there were 546 Facebook posts, 283 Instagram posts, and 567 Twitter/X posts.

The second stage was interviews with the Anies Rasyid Baswedan-Abdul Muhaimin Iskandar Campaign Expert Council and DesakAnies-SlepetImin participants in various cities in Indonesia. The selection of informants was carried out randomly. For the resource persons of DesakAnies-SlepetImin participants, it was done by searching on Facebook, Instagram and Twitter/X including Youtube channels that commented on DesakAnies-SlepetImin. After that, an online interview was conducted.

3.2 Text Preprocessing

At this stage, the data was preprocessed. The aim was to eliminate elements that are not needed in the data labeling process (noise) (GeeksforGeeks, 2023). This stage includes, first, cleansing. In the first stage, the data was cleaned to remove irrelevant elements (characters). Second, case folding. This stage was used to convert all letters in the data to lowercase. Third, word normalization. At this stage, words were replaced with standard words. They were fourth, tokenizing. The steps in this preprocessing stage were to change and divide the text into smaller units, namely in the form of words, phrases, or certain characters that had meaning in a specific context. Fifth, stop word removal (Filtering). At this stage, everyday words that do not provide information were removed. Sixth, stemming. In this preprocessing stage, words are changed into primary

word forms, and affixes such as di-, ke-, -nya, me-, ber-, per-, -an, -kan, and so on are removed, then essential word matching was carried out with the Indonesian dictionary.

3.3. Data Labeling

Researchers used the Naive Bayes Classifier method to classify data in each post. The Naive Bayes Classifier had a high level of accuracy with simple calculations. This data classification method came from Bayes' theorem, using probability and statistics to perform classification (Jaringan et al., 2020). This data classification model was also used in previous communication research by Chen et al. (2023). The difference in the research was that different data classifications were used; the researchers used the Naive Bayes Classifier, while Chen's research used BERT (BiDirectional Encoder Representations from Transformers). In addition, researchers used Facebook, Instagram, and X (Twitter) posts as research objects.

3.4. Qualitative Analysis

After data collection through computers, text processing, and data labeling, the next stage was a qualitative analysis of the holistic single-design case study method. Yin (2019) mentioned five characteristics in qualitative research that focused on the meaning of life below the surface or invisible, represented the views or perspectives of society, and used a contextual background. A holistic single-design case study focused on one research object. The object of the case study research was a unit that was limited to a particular space and time. A holistic single case study report was written comprehensively to reveal the reasons and how a case occurred.

Observations were conducted by examining the official website of the Anies-Muhaimin campaign team, along with their social media accounts (Facebook, Instagram, and Twitter/X), and news related to Desak Anies-Slepet Imin in online media. Interviews were also conducted with members of the Anies-Muhaimin campaign team and participants of Desak Anies-Slepet Imin from various cities in Indonesia.

Interviews were conducted with six informants. The determination of informants to be interviewed was done randomly. Informants were obtained from the public who commented on the DesakAnies-SlepetImin posts on Facebook, Instagram, and Twitter/X. After receiving the names of the informants, online interviews were conducted via Zoom and Google Meet on August 2nd, 4th, and 7th, 2024. The informants came from five major cities where the DesakAnies and Slepet Imin events were held: Medan, Surabaya, Jakarta, Bandung, and Semarang. The informants came from various professional backgrounds, including teachers, active Small, Medium, and Micro Enterprises (UMKM) activists, lecturers, ordinary citizens, and supporters of the Anies-Muhaimin pair. One informant was also from the Anies-Muhaimin Campaign Team Expert Council.

The final step linked the research findings to the reality of contemporary Indonesian politics. The results of the analysis were supported by references, a bibliography, and an analysis of interrelated documents (intertextuality). A literature search served as a method to extract data from books, journals, or websites related to the theme of political campaigns within the framework of Desak Anies-Slepet Imin.

4 Result

Below were two images and one table of crawling data from three social media platforms (Facebook, Instagram, and Twitter/X) regarding DesakAnies-SlepetImin. The first image presented the number of posts on the three social media platforms about DesakAnies-SlepetImin. The second image showed the number of sentiments related to the keyword DesakAnies-SlepetImin on Facebook, Instagram, and Twitter/X. At the same time, the first table compared the top 10 words that often appeared on Facebook, Instagram, and Twitter/X.

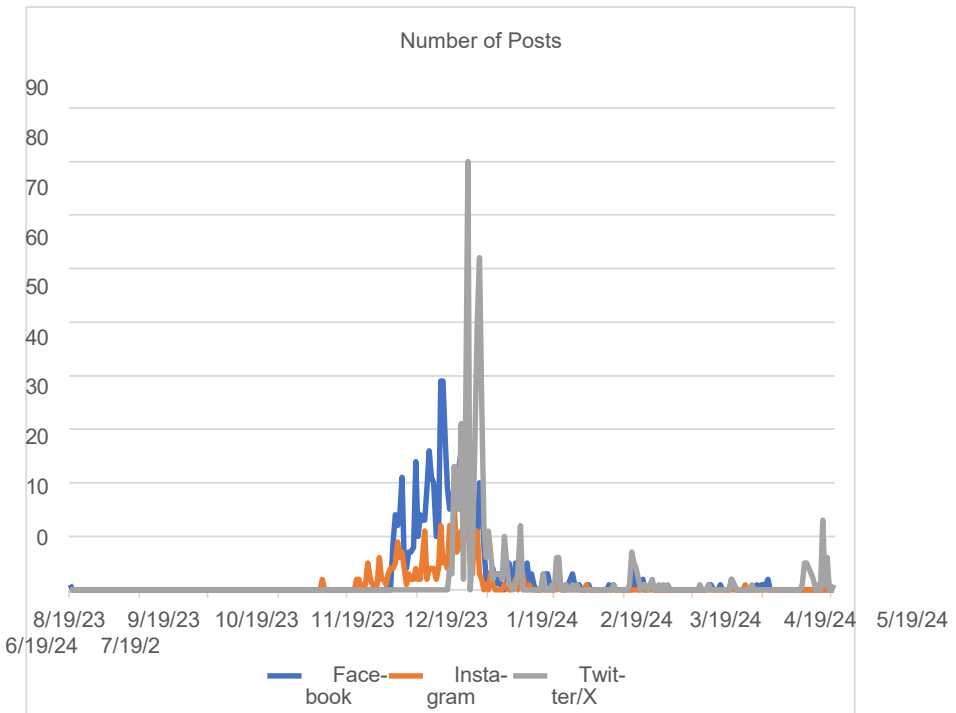


Figure 1. Number of Posts with Keywords Desak Anies-Slepet Imin on Facebook, Instagram, and Twitter/X

The graph above showed the number of posts with the keyword “DesakAnies-Slepet Imin” spread across three social media platforms: Facebook, Instagram, and Twitter/X from August 2023 to July 2024. It appeared that all three platforms showed a significant

increase in posting activity during a specific period, with different peaks between platforms.

Posts on Facebook started in August 2023. In that month, posting activity was relatively low, with a focus on building an audience and increasing interaction. The highest peak of posts occurred in January 2024, indicating a spike in interest or specific activities, perhaps due to a more intensive marketing strategy, more engaging content, or a particular campaign launched that month. Posting activity on Facebook ended in July 2024, reflecting a change in strategy, content adjustments, or perhaps a decrease in focus on this platform since the peak of activity had been reached earlier.

Similarly, posts on Instagram also started in August 2023. At the beginning of this period, the main focus was on building a brand visual and attracting the audience with engaging content. The highest posting peak occurred in February 2024, which may have been related to a particular campaign, influencer collaboration, or viral content that increased engagement and reach. Posting activity ended in July 2024, suggesting that despite the peak, there may have been a change in focus or a need to adapt strategies on other platforms.

Posts on Twitter/X started in August 2023, with an approach oriented towards direct and real-time communication with the audience. The highest peak of posts occurred in February 2024. This indicated that Twitter/X could be used to accelerate communication and respond to current trends or issues or to launch campaigns that required active engagement from the audience. Similar to the other two platforms, posting activity on Twitter/X ended in July 2024. This suggested that the strategy used needed to be evaluated or adjusted to changing audience needs.

Based on the analysis of posting activity on the three social media platforms Facebook, Instagram, and Twitter/X, it could be concluded that the marketing and communication strategy with the keyword “DesakAnies-Slepet Imin” focused on the period from August 2023 to July 2024. Each platform showed peak activity in different months. This indicated the use of a specific and targeted approach according to the characteristics of each platform to achieve maximum interaction. The decrease in activity after the peak indicated a change or adjustment in strategy that may have been made due to changing audience needs or responses to campaigns that had been launched. Overall, this pattern reflected the importance of periodically evaluating strategies to ensure the effectiveness and relevance of communications on each platform.

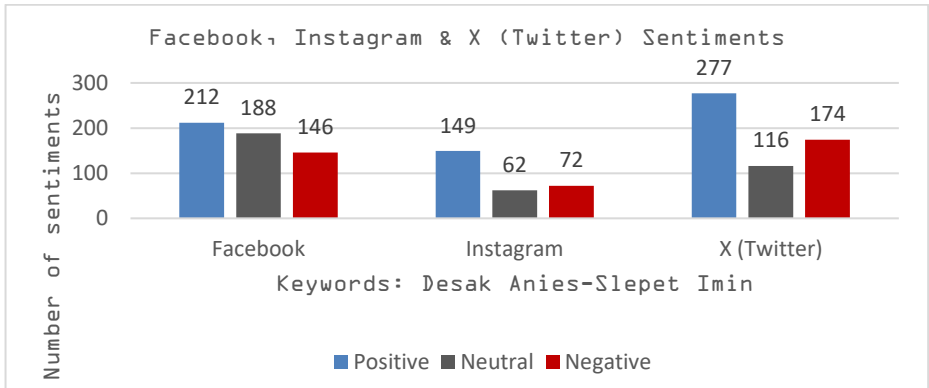


Figure 2. Number of Sentiments with the Keyword Desak Anies-Slepet Imin on Facebook, Instagram, and Twitter/X

Sentiment analysis of posts on three social media platforms—Facebook, Instagram, and Twitter/X—depicted the dynamics of audience interaction and response to shared content. On Facebook, posts generated 212 positive sentiments, 146 negative sentiments, and 188 neutral sentiments. While there was a significant amount of positive sentiment, the number of negative sentiments reached 146, indicating that some users felt dissatisfied or negatively affected by the content presented. This showed the need for a deeper evaluation of the type of content posted and how the audience received it. Meanwhile, Instagram showed different results, with 149 positive sentiments, 72 negative sentiments, and 62 neutral sentiments. While positive sentiments on Instagram were lower than on Facebook, the number of negative sentiments was also lower. This suggested that audiences on Instagram might have been more responsive to visual or aesthetic content but also less emotionally engaged with the posts. With relatively low neutral sentiments, this reflected that content on Instagram did not capture the audience's attention in the same way as on Facebook, raising the possibility that more innovative strategies were needed to attract engagement.

On Twitter/X, there was the highest number of positive sentiments, which was 277, with 174 negative and 116 neutral. The advantage of positive sentiments indicated that the content shared on Twitter had succeeded in reaching and gaining a better response from the audience. Although there were negative sentiments, this number was still lower compared to Facebook, indicating that the interaction on this platform was more positive overall. In addition, the neutral sentiment on Facebook was higher than the negative sentiment on Instagram and Twitter/X, indicating that many users may not have had extreme views on the content on Facebook. These results suggested that to increase engagement, it was necessary to consider developing more exciting and responsive content, especially on Facebook and Instagram, while maintaining the success that had been achieved on Twitter/X.

In addition, the results of this sentiment analysis showed that each social media platform had a different pattern of sentiment based on the characteristics of its respective audience. Facebook, with a higher number of neutral sentiments, indicated that many users had moderate views or were not too affected by the content. On the

other hand, Twitter/X, with the highest positive sentiment, suggested that this platform might have been more effective in conveying the desired message and building positive engagement with its audience. Instagram, with lower negative and neutral sentiments, suggested that the content presented succeeded in attracting attention but did not manage to trigger a profound emotional reaction. Overall, these results highlighted the importance of a tailored approach for each platform so that the audience could optimally receive the message delivered.

Table 1. Comparison of the top 10 words that frequently appeared on Facebook, Instagram, and Twitter/X Based on searches in DesakAnies-Slepetlmin

Facebook (546 posts)		Instagram (283 posts)		Twitter/X (567 posts)	
Words	Freq	Words	Freq	Words	Freq
desakanies	476	slepetimin	293	imin	568
anies	436	desakanies	136	desak	542
aminajadulu	283	aminajadulu	123	slepet	511
amin	250	ubah	123	kampanye	204
ubah	245	slepet	119	tabrak	203
slepetimin	152	amin	113	prof	175
indonesia	149	aniesbaswedan	111	ganjar	149
desak	136	indonesia	98	gelar	109
pilpres	132	anies	93	tikar	102
cakimin	121	gus	87	cak	80

The table above presented a comparison of the top ten words that frequently appeared on Facebook, Instagram, and Twitter/X based on the keyword search "DesakAnies-Slepetlmin." This data provided an overview of the interaction patterns of users on each social media platform regarding the issue of concern. The appearance of specific keywords with high frequency indicated the preference or tendency of the audience on each platform towards the discussed topic, as well as how strongly the topic attracted attention and created discussion.

On Facebook, posts with the name "desakanies" recorded the highest frequency of 476, followed by "anies" with 436 and "aminajadulu," which reached 283. The dominance of "desakanies" and "anies" showed that the content related to these two names was well-designed and able to attract the attention of Facebook users consistently, reflecting the tendency of users to discuss figures that were directly related to the campaign or issue.

Meanwhile, on Instagram, the frequency of posts for "slepetimin" was the highest at 193, followed by "desakanies" with 136 and "aminajadulu" with 123. The presence of "slepetimin" at the peak of frequency indicated that visual content or themes related to it might have been very attractive to Instagram users, who were more visually oriented compared to other platforms. Although "desakanies" still received attention on Instagram, its frequency decreased compared to Facebook, indicating that audience preferences differed between the two platforms.

On Twitter/X, the frequency of posts showed a different pattern, with "imin" recording 568, followed by "desak" with 542, and "slepet" with 511. The dominance of "imin"

on Twitter/X indicated that the content attracted interest, creating space for further discussion or interaction on this text-based platform. High engagement with "imin" also showed the effectiveness of the message conveyed, especially considering the fast and dynamic character of Twitter/X, which reflected the openness of the platform for quick discussion and direct response.

Meanwhile, in addition to words around Desak-Anies-SlepetImin, words that often appeared and were linear with the objectives of organizing DesakAnies-SlepetImin included Democracy (31 times), Justice (56 times), and Equality (22 times) on Facebook. On Instagram, the words changed 123 times, Democracy appeared 98 times, and Equality was noted 58 times. On Twitter/X, the count was 60 for Change, 34 for Democracy, and 18 for Openness.

Overall, the frequency patterns of words on these three social media platforms emphasized the importance of understanding the characteristics of the audience on each platform. This understanding was essential for campaign managers to develop effective strategies that aligned with the characteristics of each platform.

4.1. Qualitative Analysis of DesakAnies-SlepetImin Substance

Meanwhile, the qualitative approach aimed to broaden the context of the number of posts, sentiments, and the number of words that often appeared on the three social media sites of DesakAnies-Slepet Imin using a holistic single case study research method. The case in this study was DesakAnies-Slepet Imin. In the holistic single case study method, the data collection techniques used were observation and interviews. Observations were made by reading and observing all posts on Facebook, Instagram, and Twitter/X. Meanwhile, interviews were conducted with informants who attended the DesakAnies-Slepet Imin event directly in various cities.

Based on the results of the interviews, which were part of the qualitative analysis in Desak Anies-Slepet Imin, several important points were found that were worth discussing in this section. First, the Desak Anies-Slepet Imin model changed the campaign in political contestation from mere entertainment, grand speeches, and giving away prizes to interactive discussions, political education, and building awareness of the importance of choosing a quality leader. The Desak Anies-Slepet Imin model changed the campaign-style from monologue to dialogue, passive to active, spectacle to guidance, and sharing money to sharing knowledge.

“Some people were not interested in this event. They liked entertainment and giving away prizes and necessities (nine necessities). In my opinion, DesakAnies-SlepetImin was a breakthrough. This campaign model was open to all groups, whether academics or non-academics, young or old. (SM, Bandung, on 2 August 2024)

This was a campaign that stimulated the critical thinking of young people. DesakAnies-SlepetImin was an event to convey their aspirations and hopes for Indonesia in the future. So DesakAnies-SlepetImin was very different from previous campaigns. (A, Jakarta, interviewed on 4 August 2024)

Second, the campaign model of Urging Anies-Slepet Imin was expanded to reach all levels of society. In the 2024 election campaign, Desak Anies-Slepet Imin was focused primarily on urban areas, touching on the youth segment. Workers, fishermen, farmers,

and the urban poor were not reached optimally. This was where the language and pattern of the Urging Anies-Slepet Imin campaign had to adapt to the capabilities of its audience (rural communities who were primarily farmers, fishermen, and small traders). The goal was to change their perspective when choosing a leader. The majority of poor and rich people did not care who their leader was. They assumed that whoever was elected would not change their fate.

"Actually, DesakAnies-SlepetImin was very interesting for people in rural areas as long as the packaging and language were adjusted to their culture. Yesterday, I met with apolitical young people (did not care about politics); it turned out they were interested in this DesakAnies-Slepet Imin event. (M, Surabaya, on 4 August 2024).

According to informant FZ, one of the expert councils of the Anies-Muhaimin campaign team, the campaign promises conveyed in DesakAnies-SlepetImin were the main ideas of Anies-Muhaimin to make Indonesia an advanced, prosperous, and just country. First, they focused on education and advocacy of inclusive policies. That policy had to be inclusive and just, with a focus on groups that had been underrepresented. Second, DesakAnies-SlepetImin was part of community empowerment through formal and informal education and training. Third, they aimed to build collaboration with all stakeholders, emphasizing that the country belonged to everyone and must be managed together; there was nothing more critical. Everyone was considered equal and on the same level. Finally, they worked on building public awareness. Through the DesakAnies-SlepetImin campaign, the public learned about their rights and obligations as citizens.

The idea that interested me from DesakAnies-SlepetImin was the promise of democracy, justice, and openness. This idea would have made Indonesia a developed country like other democratic countries. (AR, Semarang, on 2 August 2024)

Third, terms such as change, democracy, openness, and justice were themes that were always discussed in every DesakAnies-SlepetImin event. These words were discussed in various contexts, such as the context of education, the aspect of employment, the theme of the environment, and the development of the Indonesian Capital City (IKN) in East Kalimantan. Almost all of Anies-Muhaimin's visions, missions, and work programs conflicted with the incumbent pair, President Joko Widodo and Vice President Ma'ruf Amin. Therefore, it was natural that every DesakAnies-SlepetImin event attracted the interest of the Indonesian people, especially young voters who were thirsty for information and groups that were at odds with President Joko Widodo's policies.

I was interested in Anies' idea of equitable development. I wanted to see the pace of development not only on Java Island but also spread to other islands. Development so far had been very Java-centric. Other islands were just the rest. This made my friends outside Java envious. (P, Medan, on 7 August 2024).

Fourth, the relationship between communication and information technology in political campaigns was significant. All informants stated that communication and information technology were the keys to the success of massively disseminating the vision,

mission, and campaign promises of the Anies-Muhaimin pair. The DesakAnies-SlepetImin program had to be designed and packaged using the most sophisticated communication and information technology devices. Online meetings or face-to-face meetings, social media updates, and website creation were some of the technological tools that were involved in the DesakAnies-SlepetImin campaign. With a broad reach, attractive packaging, and interactive mode, it became the attraction of DesakAnies-SlepetImin. The public's choice fell on the candidate whose campaign message reached their minds and hearts.

Our society still preferred spectacle over demands. Watching interactive campaigns on social media (YouTube, TikTok, Instagram) was preferred over linear and monotonous exposure or just through candidate promises in the news or television advertisements. (S, Bandung, on 4 August 2024).

Based on data from February 21, 2024, the total number of internet users in Indonesia reached 191 million users or 73.7% of the population of 278.7 million. Active users were 167 million (64.3% of the population). Meanwhile, internet penetration reached 242 million users (93.4% of the population). Meanwhile, the most popular social media platform users are 1. YouTube (139 million users, equivalent to 53.8% of the population). 2. Instagram (122 million users, equivalent to 47.3% of the population). 3. Facebook (118 million users, equivalent to 45.9% of the population). 4. WhatsApp (116 million users, equivalent to 45.2% of the population). 5. TikTok (89 million users, or 34.7% of the population). 6. Twitter/X (24 million users equivalent to 8.9% of the population) (Kemp, 2024).

As stated in the research results, there were 546 Facebook posts with 212 positive sentiments, 146 negative, and 188 neutral. There were 283 posts on Instagram with 149 positive sentiments, 72 negative, and 62 neutral. Meanwhile, on Twitter/X, there were 567 posts with 277 positive, 174 negative, and 116 neutral. When calculated between users and their posts on the three social media platforms, a very small percentage figure was obtained. With 118 million Facebook users and 546 DesakAnies-SlepetImin posts, the figure obtained was 0.000046%. Likewise, on Instagram, which had 122 million users and 283 DesakAnies-SlepetImin posts, the figure obtained was 0.00025%. Finally, on Twitter/X, with 24 million users and 567 DesakAnies-SlepetImin posts, the figure obtained was 0.00023%.

With a very small percentage of people involved in social media, as shown by the data above, it was natural that the DesakAnies-SlepetImin program did not significantly boost the votes for the Anies-Muhaimin pair in the national vote acquisition. DesakAnies-SlepetImin was only welcomed by the middle and upper classes, who considered the campaign content when choosing in the 2024 Presidential Election. DesakAnies-SlepetImin was only attractive to those with higher education, at only 14.2 per cent. The number of voters from the upper, middle, and higher education classes was very small. The Anies-Muhaimin pair was quite strong among the educated (Academic/Bachelor/Postgraduate) and weak among the less educated (those who did not graduate from elementary school and graduated from junior high school).

5 Discussion

In the context of contemporary politics, the involvement of social media in political action was inevitable (Stier et al., 2018) (Dimitrova & Matthes, 2018) (Irawanto, 2019) (Chodak, 2016). Social media served as a platform for mobilizing mass movements and opinions. The more massive the use of social media for campaigns, the more excellent the opportunity for the public to accept the candidate's political movements and messages (Riedl et al., 2023) (Velasquez & Rojas, 2017) (Enli & Rosenberg, 2018). What had to be considered was the difference in social media used (Hu & Lin, 2013). The use of Facebook had different targets than Twitter/X and Instagram. Likewise, the use of Instagram differed from the target community of Facebook and Twitter/X. The same was true for Twitter/X; the target community was also different.

In this study, we focused on three social media platforms: Facebook, Instagram, and Twitter/X. Overall, the analysis showed that the posting strategies on these three platforms had unique patterns and were tailored to the characteristics of each audience. On Facebook, the highest number of posts occurred in January 2024, likely due to the campaign that successfully maximized user interaction. In contrast, on Instagram and Twitter/X, the highest peak of posts occurred in February 2024. This indicated a difference in timing in efforts to increase engagement, likely adjusted to the relevant campaign moment or influencer collaboration on each platform. The decrease in posts after July 2024 on all three platforms suggested a change in focus or a re-evaluation of the strategy to maximize the effectiveness of the content produced.

In terms of sentiment, Facebook had a relatively significant amount of negative sentiment, although positive sentiment remained dominant. This indicated that the content shared successfully reached the audience, but an evaluation was needed to reduce the negative impact on users (Figeac et al., 2024). Instagram, with lower negative sentiment, suggested that its audience was more responsive to visual content; however, the content there was less emotionally impactful (Jang et al., 2015). On Twitter/X, positive sentiment recorded the highest compared to the other two platforms, indicating that the fast and direct interaction approach on Twitter/X tended to generate more positive responses and facilitated more constructive discussions. However, there was still a negative sentiment to be wary of (Mondal et al., 2023).

The comparison of keyword frequencies showed differences in topic focus on each platform. On Facebook, "desakanies" and "anies" dominated, indicating a high interest in a particular issue or individual, while on Instagram, the keyword "slepetimin" was the highest, reflecting a preference for attractive visual content. On Twitter/X, the word "imin" appeared most frequently, followed by "desak" and "slepet," indicating that these platforms tended to facilitate discussions that were more focused on current issues and allowed for dynamic and spontaneous engagement. This analysis showed the importance of specific strategies on each platform to maximize audience interaction and engagement based on the unique characteristics of each social media (Luke et al., 2024). Meanwhile, the summary of interviews with informants found that, first, various social media channels used in DesakAnies-SlepetImin served as tools of democracy in Indo-

nesia. Freedom of expression and opinion on social media about democracy and equality reflected a democratic society (Loewy, 1993) (Introduction et al., 2019) (B et al., 2023).

Second, the DesakAnies-SlepetImin campaign model represented a breakthrough for the frozen campaign model in Indonesia, which had been monotonous and tended to be linear (Duku, 2001). During and after the New Order regime in 1998, all campaigns carried out by politicians and political parties took the form of political speeches that tended to be one-way (Hakim, 2016) (Agustino & Agus Yusoff, 2014).

According to the objectives of the campaign, which aimed at gaining political support, there had to be a match between the messages conveyed by political communicators (Anies, Muhaimin, supporting political parties, spokespersons, and campaign teams) and the communicants (voters) during the campaign period. Messages were spread directly through social media, mass media advertisements, and other political campaign media, which constituents needed to understand easily. The success of candidates in winning political contests was primarily determined by how well they formulated a campaign that was right on target (McNair. Brian, 1995) (Nimmo, 1989) (Iskandar et al., 2017).

The research findings were in three areas: social media and qualitative field research. Methodologically, we used mixed methods to compare three social media platforms. Our approach aimed to build data that could be interpreted. Therefore, a qualitative approach was deliberately used in this study to broaden the context and scope of the results of interpreting the number of posts, sentiments, and words that often appeared on the three studied social media platforms.

Finally, our study contributed to social movements and opinion-building that used various social media platforms (Dimitrova & Matthes, 2018). Political campaigns in democratic countries were not only dull monologues but also interactive dialogues that invited the activeness of campaign participants.

This dialogical campaign actually explored the public's mind to perfect the vision, mission, and strategy of candidates competing in the general election. The alignment of public thought and the programs carried by candidates or political parties produced a synergistic political movement, both bottom-up and top-down (Eren-Erdogmus & Ergun, 2017) (Zittel, 2020).

Nevertheless, we believed that our findings had very significant implications for the use of social media in spreading the new model of the presidential-vice presidential election campaign in Indonesia.

6 Conclusion

It must be admitted that social media is an effective contemporary campaign tools to gain voter support and sympathizers in every political contestation in Indonesia. The higher the public participation in the social media of presidential and vice presidential candidates, the greater the chance of winning the contestation. This means that the recording of public participation in social media is a representation of the voters' voices.

Although the DesakAnies-Slepet Imin program is a breakthrough in interactive, inspiring, and democratic dialogical campaigns, because public participation in social media is low, the DesakAnies-Slepet Imin model has not succeeded in delivering the Anies-Muhaimin pair to become President-Vice President of Inthindonesia 2024-2029.

Of course, this study had limitations. First, the data was only taken during the Indonesian presidential-vice presidential election campaign for the period of August 2023 to February 2024. Meanwhile, social media was also limited to only three types, namely Facebook, Instagram, and Twitter/X. We suggested that future research on the same theme could increase the number of social media platforms from which data could be taken. Also, the time was not limited to the campaign period but longer before and after the election so that the reach was more significant. Second, this study only compared three social media platforms (Facebook, Instagram, and Twitter/X). It did not analyze the social media content of DesakAnies-SlepetImin quantitatively. The interviews conducted were only to broaden the context and understand the substance of DesakAnies-SlepetImin.

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