

Analysis of Ganjar Pranowo and Ridwan Kamil's digital campaign on Twitter

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ABSTRACT

Digital campaigns are becoming a trend in influencing public opinion and expanding the reach of political messages. This research aims to analyze the effectiveness of the digital campaign strategy carried out by Ganjar Pranowo and Ridwan Kamil via the Twitter platform. The method used is qualitative research with a Qualitative Data Analysis Software (QDAS) approach via Nvivo 12 Plus. Data was collected using the N-Capture tool via the official Twitter accounts @ganjarpranowo and @ridwankamil during the period July 2022 to June 2023. The accounts @ganjarpranowo and @ridwankamil were chosen as research objects because they are both public figures who have great influence on social media. The analysis is carried out based on five main indicators: popularity, activity, responsiveness, visibility and interaction. The research results show that Ridwan Kamil is more effective in using Twitter as a digital campaign medium. The @ridwankamil account has more than 5.5 million followers, much more than the @ganjarpranowo account which has 3.3 million followers. Ridwan Kamil was also more active in using hashtags, such as #jabarjuara which was used 768 times, while Ganjar Pranowo only used the hashtag #lapakganjar 19 times. However, Ganjar Pranowo shows a higher level of activity with a higher number of tweets and a higher proportion of retweets. Both accounts show almost the same number of mentions on the @jokowi account, reflecting equal involvement in national issues. In conclusion, the @ridwankamil account is more effective than @ganjarpranowo in conducting digital campaigns via Twitter.

Keywords: Democratic transformation; digital campaign; communication; public figure; Twitter content

Analisis kampanye digital Ganjar Pranowo dan Ridwan Kamil di Twitter

ABSTRAK

Kampanye digital menjadi tren dalam mempengaruhi opini publik dan memperluas jangkauan pesan politik. Penelitian ini bertujuan untuk menganalisis efektivitas strategi kampanye digital yang dilakukan oleh Ganjar Pranowo dan Ridwan Kamil melalui platform Twitter. Metode yang digunakan adalah penelitian kualitatif dengan pendekatan Qualitative Data Analysis Software (QDAS) melalui Nvivo 12 Plus. Data dikumpulkan menggunakan alat N-Capture melalui akun Twitter resmi @ganjarpranowo dan @ridwankamil selama periode Juli 2022 hingga Juni 2023. Akun @ganjarpranowo dan @ridwankamil dipilih sebagai objek penelitian karena keduanya merupakan publik figur yang memiliki pengaruh besar di media sosial. Analisis dilakukan berdasarkan lima indikator utama: popularitas, aktivitas, responsivitas, visibilitas, dan interaksi. Hasil penelitian menunjukkan bahwa Ridwan Kamil lebih efektif dalam menggunakan Twitter sebagai media kampanye digital. Akun @ridwankamil memiliki lebih dari 5,5 juta pengikut, jauh lebih banyak dibandingkan dengan akun @ganjarpranowo yang memiliki 3,3 juta pengikut. Ridwan Kamil juga lebih aktif menggunakan hashtag, seperti #jabarjuara yang digunakan sebanyak 768 kali, sedangkan Ganjar Pranowo hanya menggunakan hashtag #lapakganjar sebanyak 19 kali. Meskipun demikian, Ganjar Pranowo menunjukkan tingkat aktivitas yang lebih tinggi dengan jumlah tweet yang lebih banyak dan proporsi retweet yang lebih tinggi. Kedua akun menunjukkan jumlah mention yang hampir sama pada akun @jokowi, mencerminkan keterlibatan yang setara dalam isu nasional. Kesimpulannya, akun @ridwankamil lebih efektif daripada @ganjarpranowo dalam melakukan kampanye digital melalui Twitter.

Kata-kata Kunci: Transformasi demokrasi; kampanye digital; komunikasi; publik figur; konten Twitter

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INTRODUCTION

In the late 20th century, democratic transformations swept right-wing dictatorships and crossed Europe, Africa, and much of (Sinyai, 2019). For the first time in history, citizens lived under the governments they elected at elections. In the assumptions underlying post-war discourse, there is a view that democratic Transformation is fundamentally new to humanity (Jung, 2021). Therefore many consider liberal principles and sentimentalism as power technologies that influence character and make them receptive to change. The media aspect can serve to advance democratic Transformation in some of the countries with the most transitions in the era of political and economic elites who have seized the institution of demonstration (Bassil & Kassem, 2021). In addition, reactions to these views can also impact other societies that feel alienated and suffer from authoritarian internal domination (Shaban, 2020) sectarian and religious conflicts, ethnic and national tensions, international terrorism and regional wars, and societal violence. The impact on democratic transformation, especially the sense of threat, whether literal or theoretical, led to the tendency of demagogic towards a populist outlook in pluralistic societies, generating reactions across other societies suffering from external alienation and internal tyranny. The

world is currently faced with the decline of the core values of the concept of democracy at the global level which has led us to the following questions: the principle of the rule of law, peaceful trading of power, human rights, the principles of equality and sovereignty. The populists attempt to exploit the ideas of the stereotypical, especially on hatred of the other, and the xenophobia against foreigners when faced with the wave of asylum and migration seekers, diminishing freedoms and citizenship rights, coupled with the rejection of economic globalization, to the implementation of a protectionist policy. Victories such as Brexit or Donald Trump's in the United States have brought forward scenes of fear and hatred of 'the other', encouraging intolerance and extremism. This led to a rise in policies against foreigners, migration, terrorism, Islam and protectionist economics. This report will look at a future beyond traditional democracy, discovering what the next stage in democracy will be, in terms of the survival of society, raising problematic questions: Is democracy, by virtue of their dynamics, able to respond to the changing realities, and whether it can renew itself and overcome some of its issues to invent new methods and literature? © The Author(s).

Modern science and technology advances make information, communication, and digital technology an attribute of democratic

transformation in people's lives (Danyliuk et al., 2021). This emphasizes the importance of psychological factors and the need to break the mindset of citizens for the success of democratic transformation in various countries (Davidović, 2021). Democratic transformation is interpreted as the idea that citizens should be able to think of themselves as decision-makers of laws and public policy (Cooke, 2021).

Transformational democracy in public policy through community-based governance, collective design of policies and actions (Boullosa & Peres, 2022). Democratic transformation is driven by technology, culture and related politics, a "new plebiscite democracy" that challenges electoral democracy and variants of deliberative democracy (Hendriks, 2021).

Democracy has transformed into sustainable institutional change (Gogolewska, 2021). Therefore, collaborative efforts from the government, society, and related institutions are needed to ensure the continuity of public services. Democratic transformation leads to assessing the extent to which pluralism, freedom of expression, and participation-key principles of democracy become evident (Bassil & Kassem, 2021). Thus, the consolidation of democracy and civil society needs to shift from a narrow focus to transformative politics (Khan & Akhtar, 2022). The democratic transformation impacts sentiments that threaten (Shaban, 2020)

sectarian and religious conflicts, ethnic and national tensions, international terrorism and regional wars, and societal violence. The impact on democratic transformation, especially the sense of threat, whether literal or theoretical, led to the tendency of demagogic towards a populist outlook in pluralistic societies, generating reactions across other societies suffering from external alienation and internal tyranny. The world is currently faced with the decline of the core values of the concept of democracy at the global level which has led us to the following questions: the principle of the rule of law, peaceful trading of power, human rights, the principles of equality and sovereignty. The populists attempt to exploit the ideas of the stereotypical, especially on hatred of the other, and the xenophobia against foreigners when faced with the wave of asylum and migration seekers, diminishing freedoms and citizenship rights, coupled with the rejection of economic globalization, to the implementation of a protectionist policy. Victories such as Brexit or Donald Trump's in the United States have brought forward scenes of fear and hatred of 'the other', encouraging intolerance and extremism. This led to a rise in policies against foreigners, migration, terrorism, Islam and protectionist economics. This report will look at a future beyond traditional democracy, discovering what the next stage in democracy

will be, in terms of the survival of society, raising problematic questions: Is democracy, by virtue of their dynamics, able to respond to the changing realities, and whether it can renew itself and overcome some of its issues to invent new methods and literature? © The Author(s). This can be both literal and theoretical and can lead to the emergence of populist views in diverse societies.

The transformation of democracy reflects a significant change in the implementation and understanding of democracy in modern society. The history of democracy seems to be closely connected with the concept that democracy is undergoing a continuous transformation (Nitzschner, 2023). However, this transformational change will not succeed without the active involvement of civil society and robust democratic mechanisms (Boullosa & Peres, 2022). In this transformation process, the participation of civil society and the use of democratic instruments become essential to ensure sustainable development and strengthen the foundations of democracy. Democratic mechanisms function well as guardians that protect individual rights, prevent abuse of power, and promote transparency and accountability in decision-making processes (Hendriks, 2021). This means that in today's digital era, democracy enters a new form through the movement of conveying public opinion through social media

(Zahra et al., 2020).

Democratic transformation is increasingly developing in the digital era (Sinyai, 2019). Digital transformation has brought significant changes in various areas of human life, and the context of democracy is no exception. In this case, digital transformation not only affects the democratic system as a whole but also reshapes the arrangements in the digital campaign process (Kuhlmann & Heuberger, 2023). In an increasingly sophisticated era of information and communication technology, political campaigns have undergone significant changes. The advent of the digital campaign era has opened new doors for broader political participation, changed how campaigns are conducted, and affected the dynamics of democracy (Wolfs & Veldhuis, 2023). Calls to regulate online political advertising have become louder. Yet, how digital campaigning and social media platforms should be regulated has been the subject of intense debate. In this paper, we combine a principal-agent perspective with a process-tracing methodology to examine the process of self-regulation of social media platforms. This developed mechanism is applied to the case of political advertisements on Facebook in the context of the 2019 European elections. We analyse the motivation of the European Commission to opt for self-regulation and explain the mismatch between the goals of

the European Commission regarding online political campaigning on the one hand, and the deviating implementation of Facebook on the other hand. We find that both media-centric and politics-centric factors led the Commission to choose for self-regulation and identified how a combination of an incomplete contract and insufficient monitoring instruments prevented the Commission from tackling Facebook's deviating policy with regard to online political advertisements. © 2023 The Author(s). With digital campaigns, geographical and time constraints are no longer obstacles to spreading political messages.

Digital campaign instruments successfully reach those less politically engaged. Online tools can transcend the limits of more traditional toolboxes in mobilizing less engaged citizens (Eynde et al., 2019). While digital campaigns can bring the public closer to candidates, this view is flatly rejected because it supports the normalization hypothesis (Rossini et al., 2021). Another factor that must be addressed in supporting digital campaign strategies is the creativity (Naryoso et al., 2021). When utilizing social media, creative thinking skills must focus on message production, not just the technology used. An increasingly interactive campaign style occurs due to technological and communication developments in marketing campaign activities (Putri & Fithrah, 2018).

Digital campaigns can be carried out using internet networks, such as social media, mobile services, online demonstrations, and other campaign software (Serra-Silva & Santos, 2022). This media is the choice of digital campaigns so that the message content is stored in the minds, so that a discourse arises about the selection of creative digital campaign content in candidate profiles (Rozalena, 2020). Online instruments will coexist with more traditional ones rather than replace them; recent research confirms that online and traditional campaign instruments are on an equal footing (Eynde et al., 2019). Thus, a hybrid approach that combines both types of instruments becomes a more effective and comprehensive strategy in reaching and influencing voters. Digital campaigns enable wider and faster access to information and increase voter engagement through real-time, two-way interactions.

The era of digital campaigns opens up new opportunities to expand political participation and build deeper engagement between voters and candidates (Williamson et al., 2010). Democratic transformation in the era of digital campaigns offers excellent potential to expand political participation and increase public engagement (Gogolewska, 2021). However, this democratic transformation also raises several problems that must be addressed. One is the truth and authenticity of political information

disseminated through digital media (Serra-Silva & Santos, 2022).

In the era of digital campaigns, the rise of fake news and information manipulation poses a severe threat to forms, and the public to ensure that political information spread is accurate and trustworthy (Moir, 2023). However, the right strategies must address information authenticity and online privacy. With careful efforts, democratic transformation in digital campaigns can provide significant benefits in strengthening democratic processes and building more responsive and inclusive societies.

The development of broadcast media to strengthen the role played by the media in facilitating the democratic transformation, as well as uncover the challenges that hinder the effectiveness of social media as a tool that strengthens democracy (Moyo & Osunkunle, 2022). The democratic ideal of freedom becomes a conception of typical citizen self-determination by minimizing distinctiveness and character as well as the idea of freedom that can be detrimental. Modern technologies in digital campaigns can open up new possibilities for communication and free dissemination of information in an open democratic society that must fulfil the right to know, access information, and protect state security and the personal rights of citizens (Musgrove, 2015).

Digital campaigns with an emphasis

will trigger promotion through social media, encouraging candidates to be more emotionally expressive and seek help related to people's emotional problems (Schlichthorst et al., 2019). The diversity of voices in social media provides an opportunity to understand the grievances, struggles, and agency rights of citizens, especially marginalized communities (Bassil & Kassem, 2021). In addition, social media allows more direct interaction via the internet network (Wolfs & Veldhuis, 2023). They can identify relevant issues, provide faster and more targeted responses, and adapt their campaign messages to better align with the needs and aspirations of different communities.

The presence of Twitter, of course, does not escape from various terms that appear on social media, such as netizens, followers, to influencers (Felicia, 2018). Twitter users can group tweets by topic or type by using hashtags (hashtags), words or phrases beginning with a '#' sign (Wulansari, 2014). While the '@' sign, followed by the username, is used to send or reply to tweets to users. Twitter today can also be a political communication tool (Cahyono, 2017). One example is U.S. President Barack Obama, who uses Twitter. In two U.S. presidential elections, Obama won with high votes. Although not the first person to campaign via the Internet, Obama is the first president to successfully use social networks, mainly social

media, in his campaign activities.

In recent years, Twitter has become one of the most popular media in digital campaigns for public figures. This is due to the convenience that Twitter provides, such as the ability to post tweets, use hashtags, and two-way interaction between users (Housley et al., 2018). Thus, Twitter has become a very effective medium in improving relationships, maximizing the usefulness of the internet and social media, and improving the self-image of public figures (Surahman, 2018). The use of Twitter as a political campaign tool has also demonstrated its role in monitoring trending topics and has an impact on cyber movements that target Twitter. For example, in the 2019 presidential election, Twitter was the first place where the hashtag #2019ChangePresident was echoed, and Twitter's trending topic feature made it easy to monitor trending topics (Riski et al., 2020). This shows that Twitter has become a very effective medium in monitoring and influencing cyber movements.

The use of Twitter media in digital public figure campaigns has become commonplace and effective in recent years. One interesting example is the use of Twitter by the Joko Widodo-Amin success team in the 2019 presidential election campaign (Baikuni & Setiawan, 2024). They used Twitter as a vehicle to improve relationships with netizens and maximize the

usefulness of the internet and social media. In this campaign, Joko Widodo-Amin's success team uploaded tweets containing information about Joko Widodo-Amin's achievements, as well as using visual content such as videos, graphs and infographics to increase positive perceptions (Riski et al., 2020). The use of Twitter also allows for two-way interaction between the success team and netizens, so that it can influence the public's view of Joko Widodo-Amin (Banurea, 2023). Therefore, Twitter has become a very effective medium in digital campaigns for public figures, especially in improving relationships and maximizing the usefulness of the internet and social media.

In the book "Behind The Digital Campaign", digital campaigns are increasingly significant in elections used by political parties, public figure and citizens to raise awareness in gathering support (Williamson et al., 2010). In this era, political leaders use innovative digital strategies to build more robust engagement with voters. Digital campaigns use digital platforms such as social media, websites and mobile applications to promote political messages, mobilize the masses and interact with voters (Wolfs & Veldhuis, 2023). Voters can also interact directly with candidates through comments, messages and sharing information with certain public figures.

Public figures are individuals who receive

great attention from society because of their achievements, works, or roles in various fields such as art, sports, politics, or business (Sespiani et al., 2021). They often become role models and inspirations for many people because of the influence they have. The backgrounds of public figures can vary greatly, from those born into prominent families to individuals who started their careers from the bottom (Surahman, 2018). Some public figures have faced various obstacles and challenges throughout their lives, while others may have enjoyed relatively quick success (Juditha, 2015). However, whatever their background, public figures are often faced with enormous pressure to maintain a good public image and meet the expectations of fans and critics.

The development of research on democratic transformation through digital campaigns is an interesting issue to discuss. The use of social media such as Twitter in digital campaigns can significantly increase public participation in the democratic process (Izdihar et al., 2022; Moir, 2023; Purnomo et al., 2021). This platform not only allows public figures to communicate directly with their followers, but also expands public engagement on relevant issues (Lassinantti et al., 2019) the use of open data and its consequent societal value has proved not to be as extensive as initially hoped for, although multiple innovations have emerged; rather it is

still considered problematic, and knowledge about open data use is scarce. Therefore, the aim of this paper is to clarify open data use and engagement by people outside the public sector, especially what motives exist and how different user types align to these motives. To achieve this, a document analysis has been carried out of reported use cases identified in EU topic reports between 2014 and 2016. By applying the theory of Relevant Social Groups (RSG). Technological developments and increasingly rapid changes in Twitter user behavior require them to adapt to these trends.

This research uses the network society theory developed by Manuel Castells (Anttiroiko, 2015; Castells, 2013). This theory examines the use of technology to influence global interactions between individuals or groups, as well as forming social relationships through internet networks (Castells, 2013). Social networking refers to the use of internet-based social media sites to stay connected with friends, family, colleagues, or customers.

As technology and social media rapidly evolve, it is crucial to analyze the effectiveness of digital campaign strategies employed by influential political figures in Indonesia. This research focuses on Ganjar Pranowo and Ridwan Kamil, two prominent politicians with significant social media presence, using Manuel Castells' network society theory as a

framework. By examining key indicators such as popularity, activity, responsiveness, visibility, and interaction, this study aims to uncover how these factors enhance public engagement in the democratic process. Understanding the dynamics of social media usage in political campaigns can provide valuable insights for politicians and stakeholders, helping them devise more effective strategies to foster democratic participation in the digital age.

In this context, researchers use five main indicators such as popularity, activity, responsiveness, visibility and interaction. The Twitter accounts @ganjarpranowo and @ridwankamil were chosen as research objects because they are both public figures who have a big influence on social media. Therefore, this research aims to analyze the effectiveness of Ganjar Pranowo and Ridwan Kamil's digital campaign strategy via Twitter.

RESEARCH METHOD

This research uses qualitative methods with the Qualitative Data Analysis Software (QDAS) approach on Nvivo 12 Plus. The qualitative method was chosen because the main focus of this research is understanding and interpreting complex social phenomena related to digital campaign strategies carried out by community leaders Ganjar Pranowo and Ridwan Kamil via the Twitter platform. This approach allows

researchers to explore the meaning behind existing data and generate deeper insights into digital campaign practices. Data was collected from the official Twitter accounts of two public figures, namely @ganjarpranowo and @ridwankamil for four quarters, from July 2022 to June 2023.

The choice of Twitter as a data source was based on the popularity of the platform among Indonesian people and the high level of activity of these two figures on this social media. To collect tweet data, the N-Capture tool was used. N-Capture is a browser extension that allows researchers to directly download social media content and save it in a format that can be imported into Nvivo 12 Plus for further analysis. The data collected includes all tweets posted by both accounts during the period, including tweets, retweets, replies and other relevant interactions.

This research focuses on five main indicators to analyze the two figures' digital campaign strategies: popularity, activity, responsiveness, visibility, and interaction. Popularity measures the follower level and tweet reach of both accounts; activity looks at the frequency of posts and regularity in interacting with followers; responsiveness assesses the response and speed of both figures in responding to tweets from other users; visibility measures the extent to which tweets from both accounts are visible and

accessed by other Twitter users; and interaction analyzes the type and quality of interactions that occur between the two figures and other Twitter users, including retweets, likes and replies. After the data was collected, the analysis process was carried out using Nvivo 12 Plus software. This software was chosen because of its ability to manage and analyze qualitative data efficiently.

The analysis process consists of several stages: data import, data coding, data cluster formation, and theme network visualization. Data that has been collected via N-Capture is imported into Nvivo 12 Plus, then the coding process is carried out to identify and categorize the main themes that emerge from the data. After coding, the data was clustered based on the identified themes, helping in identifying certain patterns that emerged from the data. A theme network was formed to describe the relationship between the various themes that emerged, helping researchers to see the structure and dynamics of the digital campaign strategies carried out by the two figures.

The results of the data analysis were then interpreted to provide insight into the digital campaign strategy implemented by Ganjar Pranowo and Ridwan Kamil. Data from the five main indicators is integrated to get a comprehensive picture of the effectiveness and characteristics of the two figures' digital campaigns. This interpretation aims to provide

a comprehensive understanding of how the two public figures use Twitter as a campaign platform, as well as its impact on their popularity and interaction with the public.

RESULTS AND DISCUSSION

The digital campaign era opens up new opportunities to expand political participation and build deeper engagement between voters and public figure (Williamson, 2019). Additionally, the digital landscape allows synchronization of targeted messages and personalized communications, thereby allowing public figure to adapt their communication strategies through digital campaigns. In the context of digital campaigns, popularity is a measure of how much people know or respect someone or something.

Based on findings in 2023, the @ganjarpranowo account has more than 3.3 million followers on Twitter. Apart from that, this account also follows 3,603 other accounts which show that Ganjar Pranowo is actively interacting and following developments on Twitter. Meanwhile, the @ridwankamil account has more than 5.5 million followers on Twitter, showing its considerable popularity on the platform. Many users are interested in following Ridwan Kamil's account because he is the former Governor of West Java. Even so, the account only follows 2,814 other accounts,

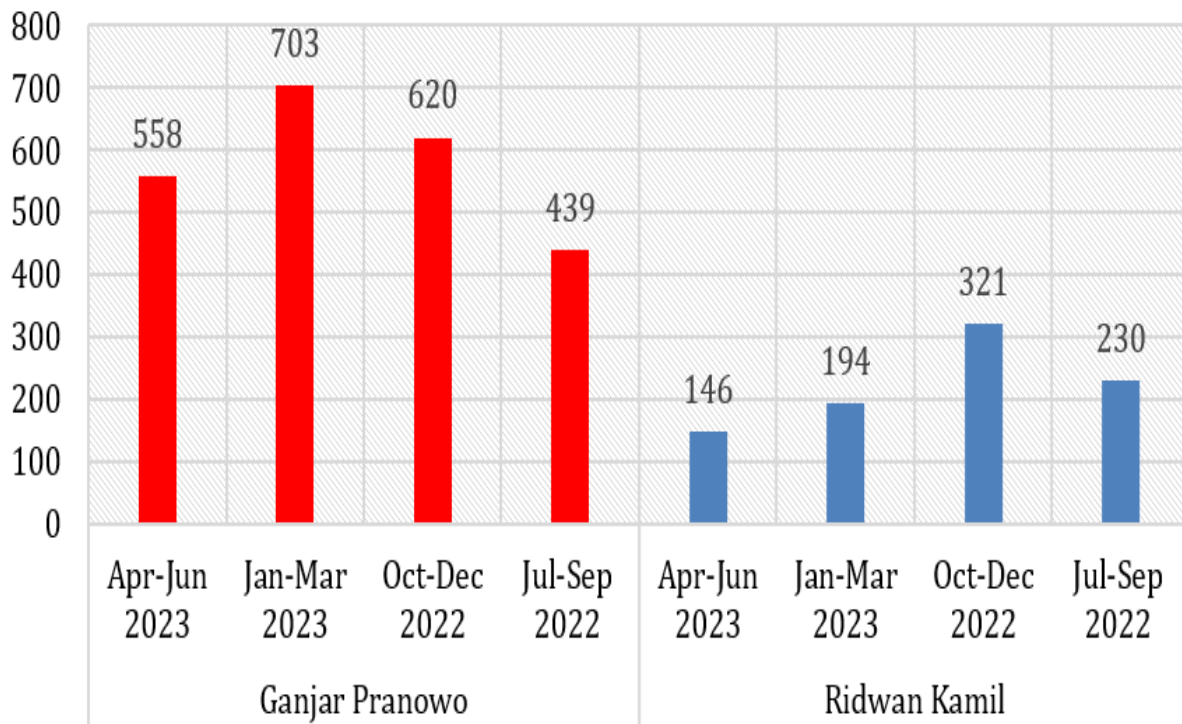
which may indicate a more selective focus in choosing which accounts to follow.

Through democratic transformation, everyone can express themselves directly; for example, through demonstrations, they use social media (Sumartias et al., 2023). Social media data like this allows for real-time and free monitoring of how people react to institutional or media communications (Subekti et al., 2022). Twitter is of particular concern because it displays the dynamics of horizontal and vertical communication and the personal dimensions and collective visibility generated by aggregation practices, such as hashtags (Paryanto et al., 2022). Technological and communication innovations, particularly Twitter, offer new ways to discuss, debate, and engage in the democratic process. As such, these findings show how popular and influential these two accounts are on Twitter. The many followers show that Ridwan Kamil is a trendy figure; many users are interested and follow the account. Meanwhile, Ganjar Pranowo is still less popular and needs to become more authoritarian. His account has followed many other users.

The activities of public figures' Twitter accounts are often in the spotlight for their followers and the general public (Trumm & Sudulich, 2022). In these accounts, they can share their thoughts, views, activities and

aspirations directly with their audience. These activities include various things, from political policy announcements, opinions on current issues, to personal moments or charity activities in which they participate.

Figure 1 shows the results of Timeline by Quarter tweet trend analysis Ganjar Pranowo and Ridwan Kamil revealed several patterns and differences in social media activity related to the two public figures over a certain period of time. First, it was seen that both experienced fluctuations in tweet activity over the observed period. In Jul-Sep 2022, both showed relatively high activity levels, with Ganjar Pranowo recording 230 tweets and Ridwan Kamil recording 439 tweets. The content discussed in the @ganjarpranowo account is actively involved in various activities and initiatives to advance the community and its region. Through its programs, Ganjar Pranowo focuses on infrastructure development, MSME development, attention to orphans, empowerment of people with disabilities, education, pilgrimages to the tombs of walisongo, and fighting spirit in facing challenges. At the same time, the content on @ridwankamil's account covers various topics, including awards and achievements of the West Java Provincial government, social and community activities, infrastructure development, cultural and religious events, and efforts to deal with digital disruption. They



Source: Processed by the author, 2023

Figure 1. Public figures' account activities.

are able to communicate directly with their audience through these accounts about their ideas, opinions, pursuits, and goals (Serra-Silva & Santos, 2022b).

However, there are differences in the next trend of tweets. In Oct-Dec 2022, Ganjar Pranowo's tweet activity increased to 321 tweets, while Ridwan Kamil's tweet activity increased significantly to 620 tweets. Thus, this finding shows that Ridwan Kamil was more successful in attracting public attention and gaining greater public interest than Ganjar Pranowo in that period. Other differences can be seen at the beginning of 2023. In Jan-Mar 2023, Ganjar Pranowo's tweet activity decreased to 194 tweets, while Ridwan Kamil increased to

703. This shows that public interest in Ridwan Kamil continued to increase, while attention to Ganjar Pranowo decreased in this period.

The tweet trend on Apr-Jun 2023 is also interesting to observe. Ganjar Pranowo's tweet activity declined to only 146 tweets, while Ridwan Kamil continued to show high attention with 558 tweets. Twitter is a digital platform designed as a medium that allows users to interact, share content, communicate, and participate in communication networks. The analysis showed that Ridwan Kamil had a higher social media activity and managed to attract more public attention than Ganjar Pranowo during specific periods (Figure 1).

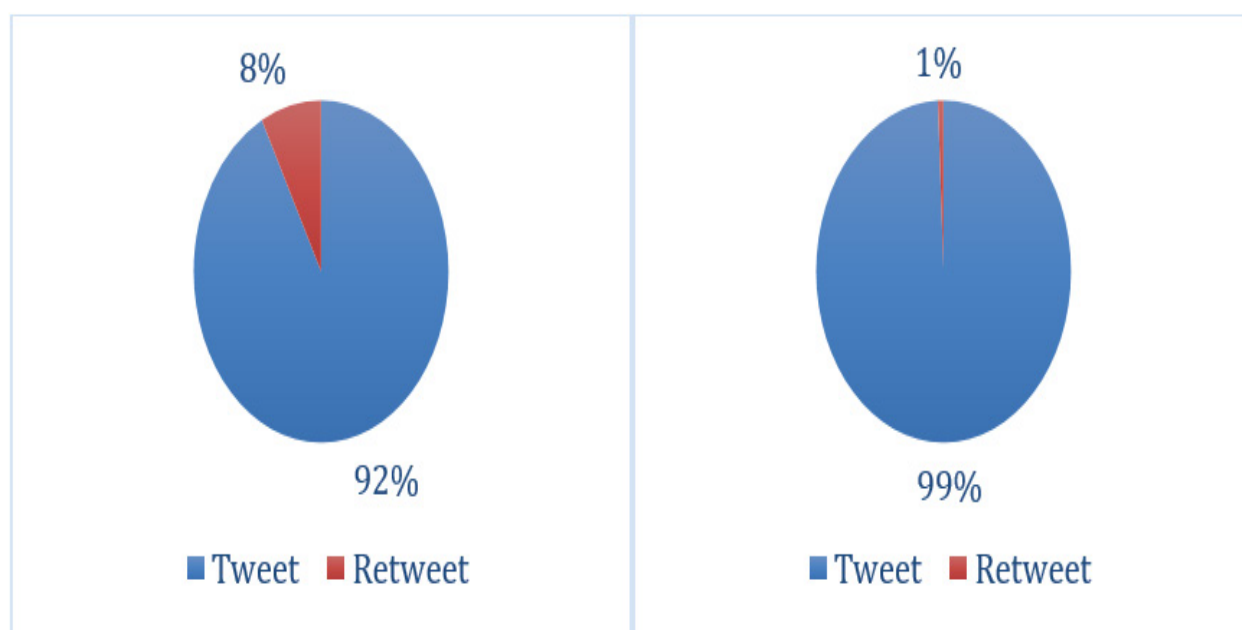
The responsiveness of a Twitter account is

crucial in developing and maintaining strong relationships with followers and the community (Tromble, 2018). When an account is responsive, it means that they respond quickly to inquiries, comments, or questions from users.

This gives rise to the belief that the public figure or organization in question is sensitive to the needs and feelings of its participants (Vergeer & Hermans, 2013). With prompt and accurate responses, Twitter can create an effective communication channel, foster trust, and increase follower churn. Good responsiveness also helps to prevent misunderstandings or conflicts that may arise as a result of unclear or imprecise communication.

Figure 2 shows the results of Ganjar Pranowo's tweet presentation with a total of 92%, consisting of 2988 tweets and 8%

retweets, as many as 250 replies. This figure shows that most interactions occur on tweets, while the number of retweets is relatively lower. Meanwhile, Ridwan Kamil's tweets presented 99% interaction, with 3224 tweets and only 23 retweets with 1% replies. This figure shows that most interactions also occur on tweets, and the number of retweets is relatively lower. Ganjar Pranowo tends to be responsive in retweeting compared to Ridwan Kamil. Twitter today can also be used as a political communication tool to increase public participation (Cahyono, 2017). Both discussed public services and invited the public to support government programs. This analysis can show several things; 1) both Ganjar Pranowo and Ridwan Kamil have a relatively high number of interactions on their tweets, which may indicate their popularity and



Source: Processed by the author, 2023

Figure 2. Account responsiveness.

influence within the social media community base. 2) A relatively low comparison of the number of retweets suggests that these two tweets may be less viral or attract users' attention for further sharing. However, these retweet numbers represent only a tiny portion of total interactions and are not an overall measure of the popularity or influence of those tweets.

Trending topics can range from the most recent headlines and world events to popular hashtags and trends in entertainment (Felicia, 2018). Twitter trends can develop naturally when a large number of people begin talking about a topic or use specific keywords in their postings.

Trending topics can range from breaking news, global events, to entertainment trends or popular hashtags (Felicia, 2018). Figure 4 above

shows the findings of Ganjar Pranowo's Twitter content keywords, which can be analyzed as follows: Central (270), Central Java (252), Indonesia (200), Spirit (172), and Country (152). In this analysis, it can be concluded that Ganjar Pranowo often discusses issues related to Central Java and Indonesia in general in his Twitter content. In addition, he also often conveys enthusiasm and motivation to his followers. Meanwhile, the findings of Ridwan Kamil's Twitter content keywords, some exciting findings can be analyzed: #jabarjuara (768), #indonesiajuara (651), Indonesia (404), Society (278), Bandung (268). This shows his concern for the development and development of cities where he needs to be as regional head. This analysis is based on relevant search results and can provide an overview of the topics



Source: Processed by the author using Nvivo 12 Plus, 2023

Figure 3 Trending topic

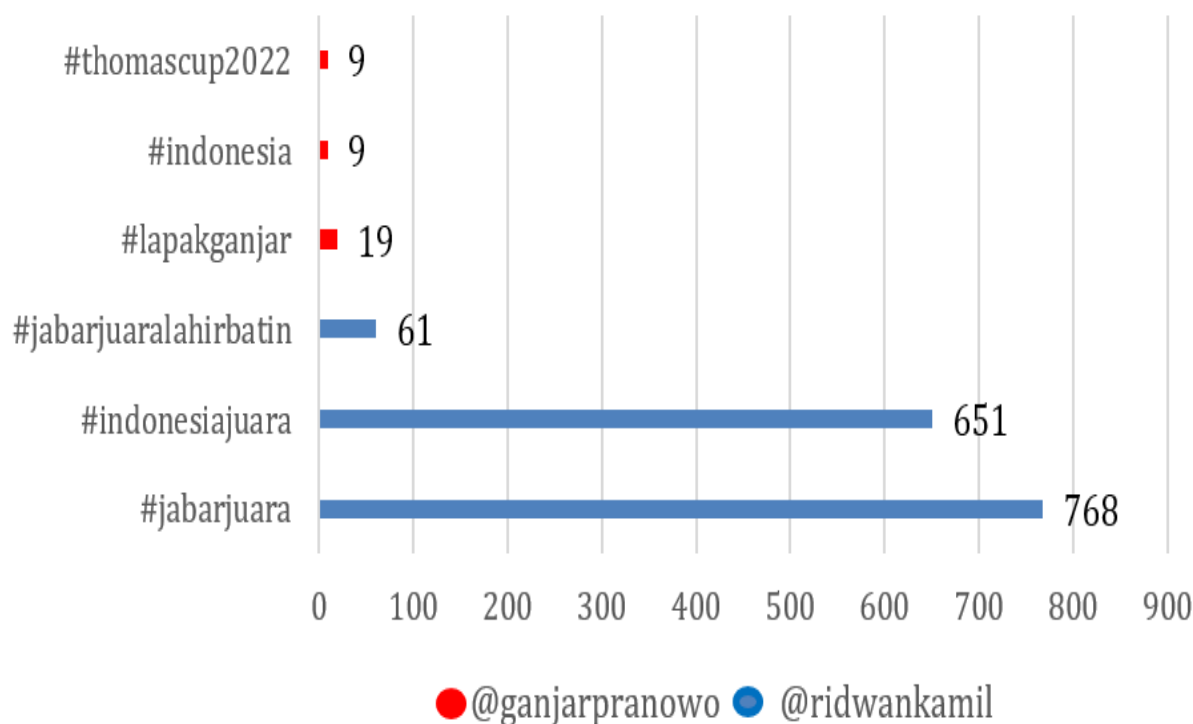
Ridwan Kamil often discusses in his Twitter content.

Based on these findings, several comparisons can be analyzed. 1) Use of social media Twitter: Both actively use social media Twitter to communicate and interact with the public. This shows that both use social media to get closer to residents and gain support. 2) Focus on regional achievements: Ganjar Pranowo often discusses issues related to Central Java, such as using the keyword “jateng”. Meanwhile, Ridwan Kamil often uses the keyword “#jabarjuara” which refers to West Java’s achievements. Both focus on the achievement and development of the area in which they serve. 3) Support for Indonesia: The two also often discuss issues related to Indonesia as a whole, such as using the

keywords “Indonesia” and “#indonesiajuara”.

This shows their concern for national issues and passion for supporting Indonesia. 4) Attention to society: Ridwan Kamil often discusses social issues in his Twitter content with the keyword “community”. Ganjar Pranowo is also active in communicating with his followers. Digital campaigns are a space for action to voice issues from policy processes that affect policies, attitudes, or public political processes (Khairiza & Kusumasari, 2020). This result shows support for the region where they serve, concern for national issues, and concern for the community (Figure 4).

Utilizing hashtags to increase visibility is one of the most important strategies for public figures on Twitter to increase their following



Source: Processed by the author, 2023

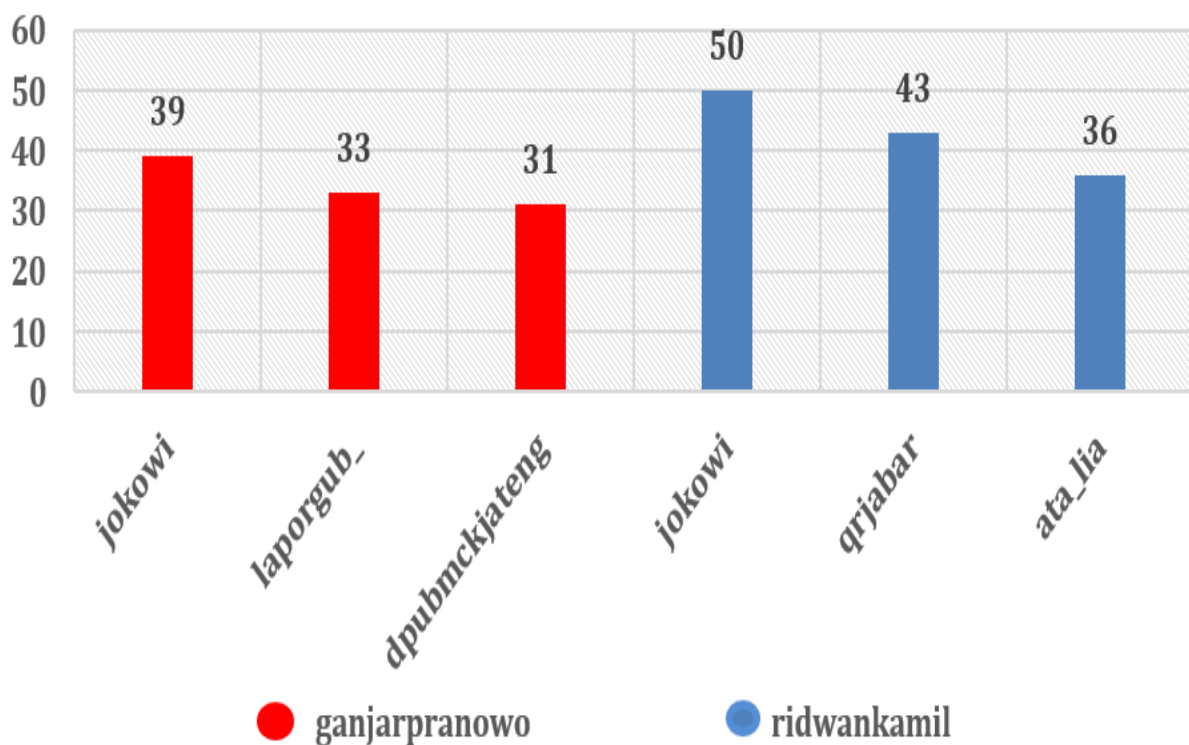
Figure 4 Visibility by hashtag

and visibility on the website (Yanti et al., 2023). By selecting relevant hashtags for their posts or activities that they want to promote, public figures can increase the likelihood that their posts will be seen by users who are searching for related content (Weninggalih & Fuady, 2021). Using hashtags not only increases the visibility of posts but also makes it possible for public figures to participate in more extensive conversations on Twitter.

Figure 5 which shows the results of tweet analysis based on hashtags (#) related to Ganjar Pranowo and Ridwan Kamil provides an interesting picture of public interest and attention. From the results of the analysis, several relationships and differences between

the two can be found. First, in terms of topic diversity, the two provinces show differences in interests. In Central Java, the hashtag #lapakganjar was the most dominant with 19 tweets, indicating that there was a lot of discussion about initiatives or programs related to Governor Ganjar Pranowo. Meanwhile in West Java, the hashtag #jabarjuara was the most dominant with 768 tweets, showing support and enthusiasm for the achievements and accomplishments of West Java Province. This difference illustrates the increasingly diverse focus of problems in Central Java, whereas in West Java achievement and achievements are more dominated as the main theme.

First, regarding the diversity of topics, the



Source: Processed by the author, 2023

Figure 5 Interaction by mention

two public figures show different interests. In Central Java, the hashtag #lapakganjar was the most dominant, with 19 tweets, indicating that there was a lot of discussion about initiatives or programs related to Governor Ganjar Pranowo. Meanwhile in West Java, the hashtag #jabarjuara was the most dominant with 768 tweets showing support and enthusiasm for the achievements and accomplishments of West Java Province. These differences illustrate the more diverse focus of problems in Central Java, while West Java is dominated by achievement and achievement as the central theme.

Second, differences arise from hashtags related to national and international issues. Ganjar Pranowo displayed the hashtags #indonesia and #thomascup2022, each containing nine tweets showing interest in national issues and international sporting events. Meanwhile, Ridwan Kamil has the hashtag #indonesiajuara which reflects the national spirit, but international issues such as #thomascup2022 do not dominate. This shows that there are differences in preferences and attention to global issues between the two public figures. Even though there are several similarities, these two public figures show different preferences regarding national issues, achievements, politics and sports. Twitter users can group tweets by topic or type by using hashtags to expand the reach of the information

shared (Weninggalih & Fuady, 2021). This analysis provides insights to better understand interests and helps in driving relevant messages and campaigns on social media (Figure 5).

Engaging through Twitter mentions is an effective way for public figures to maintain a quiet relationship with followers and the community (Housley et al., 2018). When someone mentions a public figure on The public figure to respond in a quiet manner, whether it be with a thank-you note, a question or comment, or a reflection on the meal or criticism that is served (Fikri et al., 2023). With their mention, public figures can also learn about the issues that the general public and participants are now debating, and they can also provide input or commentary on the topic.

Based on Figure 6 which shows the results of trend analysis with the mention of Ganjar Pranowo, it can be concluded that the topic that most dominantly attracts public attention on social media is related to the President of the Republic of Indonesia Joko Widodo which is marked with the hashtag #jokowi which appeared 50 times. This shows that issues related to Central Java and the President have high appeal and relevance in society. Apart from that, the hashtag #qrjabar with 43 mentions also attracted attention and may be related to the QRIS program or initiative in West Java. Apart from that, certain figures or issues

related to Ridwan Kamil are also in the public spotlight, reflected in the hashtag #ata_lia with 36 mentions.

Meanwhile, analysis of the results of trends in mentions of Ganjar Pranowo shows a similar pattern, where Indonesian President Joko Widodo remains the main topic of conversation on social media regarding West Java, marked by the hashtag #jokowi which appeared 39 times. The hashtag #laporgub_ was mentioned 33 times and attracted public attention regarding activities. In addition, 31 hashtags #dpubmckjateng mention the possibility of being related to programs or activities of the Central Java and DIY Public Works and Spatial Planning (PUPR) Departments which show attention to infrastructure and development in the region.

Twitter can also be a political communication tool (Cahyono, 2017). The '@' sign, followed by the username, sends or replies to a user's tweet. To repost other users' tweets and share them with their followers, there is a

retweet feature marked with 'RT'. The results show that Indonesian President Joko Widodo is the figure most frequently discussed on social media regarding the accounts of the two Public Officials. Apart from that, several other issues and figures also attract public attention, such as the QRIS program, the activities of each governor, political issues, and infrastructure development. This analysis provides an overview of public interest and discussion of the two Public Official accounts in increasing interaction with the public via social media (Figure 6).

Table 1 shows the findings presented in the context of the analysis of the Twitter accounts @ganjarpranowo and @ridwankamil, several key indicators have been measured to compare the popularity, activity, responsiveness, visibility and interaction of the two (Castells, 2013). In terms of popularity, it can be seen that the Twitter account @ridwankamil has a higher number of followers, reaching more than 5.5 million followers, while the @ganjarpranowo

Table 1 Summary of Findings

No	Analysis Context	Twitter Account	
		@ganjarpranowo	@ridwankamil
	Popularity	3,3 Jt	5,5 Jt
	Activity	92%	99%
	Responsivitas	8%	1%
	Visibility	#lapakganjar (19)	#jabarjuara (768)
	Interaction	@jokowi (39)	@jokowi (50)

Source: Research result, 2023

account has 3.3 million followers. This shows that Ridwan Kamil is more popular than Ganjar Pranowo on Twitter. Regarding activity, the @ridwankamil account shows higher performance with a tweet volume of 99% compared to the @ganjarpranowo account, which only reaches 92%. This means that Ridwan Kamil is more active in posting content on Twitter, showing high activity in using this social media platform to communicate with his followers.

Furthermore, there are differences in the responsiveness of the accounts. The @ganjarpranowo account has a retweet percentage of 8%, while the @ridwankamil account has only 1%. This shows that tweets from the @ganjarpranowo account are more successful in attracting attention and getting retweets, which can mean that Ganjar Pranowo has a better level of responsiveness in responding well to each post. Regarding visibility, there is a noticeable difference in the use of hashtags by the two accounts. The @ganjarpranowo account used the hashtag #lapakganjar 19 times, while the @ridwankamil account used the hashtag #jabarjuara 768 times. More frequent use of the hashtag by the @ridwankamil account can increase visibility and expand the range of information it shares. Finally, in terms of interactions with other users' Twitter accounts, @ridwankamil was also more active by mentioning the @jokowi account 50 times,

while the @ganjarpranowo account mentioned mentioning the same account 39 times. This shows that Ridwan Kamil shows a higher level of interaction with other users' Twitter accounts (Table 1).

Twitter is one of the choices for digital campaign media. This is done so that the contents of the message are stored in the minds of consumers so that discourse appears about selecting creative digital campaign content in public figure profiles (Housley et al., 2018). Overall, the findings show that Ridwan Kamil has advantages in several aspects of digital campaigns on Twitter, namely higher popularity, focus on using hashtags to increase visibility, and more active interactions with followers. However, Ganjar Pranowo also shows good responsiveness by getting more retweets from his posts.

These findings provide valuable insight into the digital campaign strategy preferences of these two figures, as well as how they utilize Twitter features to interact with followers and other accounts on social media. Ridwan Kamil seems to focus more on increasing the visibility and reach of messages through the use of hashtags and intensive interaction, while Ganjar Pranowo relies more on the attractiveness of the content to get retweets and expand the reach of messages through the participation of his followers.

This analysis highlights the importance of digital campaign adaptation strategies that suit the characteristics and preferences of audiences on social media. This second figure shows that the success of a digital campaign does not depend on just one aspect, but on a combination of various strategies that can increase engagement and reach. By understanding and integrating these findings, other community leaders can develop more effective and impactful digital campaigns. This research also emphasizes the need for a structured and data-based approach in designing political communication strategies in the digital era, where direct and real-time interaction with the audience is the main key to success.

CONCLUSION

Based on these indicators, Ridwan Kamil proves to be more effective in leveraging Twitter for his campaign compared to Ganjar Pranowo. One of the key differentiators is their popularity on the platform. Ridwan Kamil's account, @ridwankamil, boasts over 5.5 million followers, significantly more than Ganjar Pranowo's @ganjarpranowo, which has 3.3 million followers. This large follower base provides Ridwan Kamil a substantial advantage in reach. A greater number of followers increases the likelihood that his tweets will be seen by a wider audience, enhancing interaction, support,

and visibility. In politics, the ability to reach a broad audience is essential, and Ridwan Kamil's Twitter popularity positions him favorably to disseminate his campaign messages more effectively than Ganjar Pranowo.

In terms of activity, Ridwan Kamil again outperforms Ganjar Pranowo. The @ridwankamil account is more active, with a higher tweet frequency. This consistent activity ensures a robust social media presence, engaging his audience with regular updates and communications. However, much of Ridwan Kamil's tweeting consists of retweets. This suggests that while he is active, a significant portion of his engagement involves sharing content from others rather than generating original posts. Nonetheless, this high activity level indicates Ridwan Kamil's commitment to interacting with his followers and maintaining relevance in online discussions. In contrast, Ganjar Pranowo posts less frequently, which may hinder his ability to engage consistently with his audience.

Despite his lower activity level, Ganjar Pranowo excels in responsiveness, particularly through retweets. The @ganjarpranowo account has a higher proportion of retweets compared to Ridwan Kamil's account. This reflects a different approach to engagement, where Ganjar Pranowo prioritizes sharing content to strengthen support networks and showcase

solidarity on relevant issues. Retweeting can be a powerful tool in a politician's digital strategy, as it demonstrates openness to engage with various perspectives and amplify messages from other users. By retweeting, Ganjar Pranowo not only builds relationships but also enhances his credibility as a responsive figure aware of key social and political discussions.

Regarding visibility, Ridwan Kamil employs a more strategic use of hashtags, which are crucial for increasing tweet reach and joining broader conversations. The hashtag #jabarjuara, used 768 times by the @ridwankamil account, exemplifies his consistent efforts to promote his vision related to West Java. Hashtags build brand awareness, and Ridwan Kamil's focused use of #jabarjuara reinforces his public image and facilitates discussions related to his leadership. In contrast, Ganjar Pranowo uses hashtags less frequently, with his main hashtag, #lapakganjar, appearing only 19 times. This limited hashtag usage may reduce his visibility in broader Twitter conversations and overall campaign impact.

Interestingly, despite differences in popularity, activity, and visibility, both Ridwan Kamil and Ganjar Pranowo show similar engagement levels with national issues, frequently mentioning President Joko Widodo (@jokowi) in their tweets. The mentions directed at the @jokowi account are comparable

between the two politicians, reflecting their active involvement in national discussions and alignment with the president's policies. This commonality highlights their awareness of the importance of engaging with key national figures and aligning their messages with broader political narratives.

The findings of this analysis highlight Ridwan Kamil's effectiveness in using Twitter as a digital campaign tool. His advantages in popularity, activity frequency, strategic hashtag use, and active follower interaction give him a significant edge. Meanwhile, Ganjar Pranowo demonstrates strength in retweeting, reflecting a more community-focused engagement strategy. While both politicians have unique strengths, Ridwan Kamil's broader reach and consistent presence on Twitter make him more effective in leveraging the platform for his campaign. These insights provide valuable lessons for politicians and public figures seeking to optimize their social media strategies. Additionally, this study supports Manuel Castells' network society theory, illustrating how digital platforms enhance political engagement and influence voter perceptions. By showcasing the varied strategies employed by both politicians, this research deepens our understanding of political communication dynamics in the digital age and serves as a foundation for future studies on the impact of social media on electoral success.

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