

# POLITICAL IDENTITY IN THE 2024 ELECTIONS THROUGH SOCIAL MEDIA INSTAGRAM

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## Keywords

*mass communication, social media, identity politics*

## ABSTRACT

Social media has become a part of everyday life for people around the world, and the use of social media as a medium for information exchange has become an important part of political communication. This study aims to explore the political identity in the 2024 elections through social media Instagram. The study focuses on how political identities are shaped, communicated, and influenced via Instagram. This research uses a qualitative method by conducting interviews with informants and conducting observations through Instagram social media. This research contributes to the growing body of literature on digital political communication, highlighting the role of Instagram in the formation and expression of political identity, and offering practical implications for political campaigns and social media strategies in future elections.

## INTRODUCTION

The development of information technology is growing rapidly along with the development of the times, all aspects of social life in society are increasingly modern with technological developments. Starting from meeting daily needs to long-distance communication which is currently getting easier. Even today, every individual only needs to operate a gadget if they want to buy various kinds of goods, food, and even sell. Therefore, technological developments contribute to affecting people's social lives.

It seems that the shift in communication channels has affected the behavior of Indonesian people in the social, cultural, political, and economic fields. In terms of political activities, Indonesian politicians feel how fresh it is to build political communication in the digital realm due to the high level of Internet use in the country. Politicians are now using the freedom of sharing information provided by the digital space as a tool to voice their opinions and improve public perception of them.

All necessary political movements will be easily communicated through the media offered by the digital realm (Nofiard, 2022). For example, creating *Blusukan* content to residents' homes, introducing interesting jargons, conveying interesting programs and missions in the form of unique and innovative videos so that they can be accepted by the community. This makes social media a place to show the branding of each election participant. Social media is a forum for election participants to introduce an individual, party, and even their group to participate in campaigning to voice the political side.

Differences in expression, viewpoints, conflicting goals, and irreconcilable conflicts of interest are all part of politics (Bar-Tal et al., 2021). Politics will not exist if there is an agreement that is not initiated or natural harmony. Politics is ultimately about decision-making as a group that may be considered mandatory by some people (Heywood, 2018). Politics actually does not always discuss government, legislation, or state order alone, but politics is something that is created because of human activity as a social creature that plays a role as a society in a country (Qudratullah, 2016). Mass communication plays an important role in the phenomenon of popularity of certain individuals, organizations or institutions. Popular names in society such as from politics, economics, social intellectuals, entertainment, sports and so on are inseparable from the role of mass media reporting.

In 2024, Social Media easily raised political issues and enliven the election party. Campaign posts aimed at the community are conveyed so well that they can cause various reactions from every level of society. However, the existence of campaigns carried out through Social Media can raise issues regarding Identity Politics.

A person's political identity is how they define themselves in the political environment. A person's political ideas, values, and opinions shape his or her political identity. This can be influenced by a variety of variables, including socioeconomic class, gender, sexual orientation, race, religion, and so on. In elections, a person's choice of a political party or candidate to be supported can also be influenced by their political identity (Lubis & Rabbani, 2023). In addition, political identity can also be influenced by regional factors or the region of residence to the homeland of political actors, thereby making the campaign spread even wider.

The research would like to explore the political identity in the 2024 elections through social media Instagram. The research contribution of this study lies in its exploration of political identity in the 2024 elections through the lens of social media, specifically Instagram. By focusing on how political identities are shaped, communicated, and influenced via Instagram, the study provides fresh insights into the intersection of social media and political behavior. This research contributes to the growing body of literature on digital political communication, highlighting the role of Instagram in the formation and expression of political identity, and offering practical implications for political campaigns and social media strategies in future elections.

## **METHODS**

This study employs a qualitative approach. Data collection methods include observation, interviews, and document analysis from reliable sources such as books, recordings, and other valid references. The research process involves selecting informants, recording data, and analyzing results. Interviews were conducted with Deri Yusvira, Deputy Director of Media Dialogue Indonesia Cirebon, to ensure data validity. The researcher also used triangulation by gathering data from multiple sources, including references and documentation.

## **RESULTS**

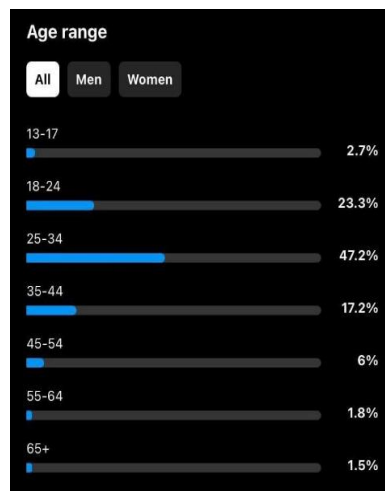
Social media was created as a result of the expansion of the internet, and for some people around the world, its use has become a part of everyday life. The two-way social engagement process is driven by social media. Communication patterns may change from one to many audiences to many to many audiences with the use of internet technology (Hidayati, 2021). Currently, social media is a tool that is widely used by people around the world, including Indonesians from various backgrounds. Social media serves as a platform for people to share a wide variety of content, from daily life to sharing knowledge and information to breaking news that has never been shown on television. In other words, social media is a real-time platform.

What attracts more attention today is that social media can be a part or place for election candidates to campaign (Ardiyanti et al., 2019). From the people, by the people, and for the people is the general definition of democracy. Thus, it is the sovereignty of the people that actually brings democracy to a nation. Therefore, democracy must be the driving force for the creation of a nation that prioritizes justice and welfare for all citizens, regardless of origin, whether race, religion, or ethnicity.

### **The Role of Instagram Social Media as a Medium for Information Exchange.**

Social media is one of the most popular information tools in today's culture. Social media provides four benefits to the political activities of a party or candidate: information, services, access to political power, and space (Ardha, 2014). In this digital era, how campaigns use social media strategies has the potential to be effective in reaching voters. The effectiveness of social media is usually used to convince floating voters who have not made a choice.

According to the results of data obtained from the Indonesian Media Dialogue located in Cirebon regarding the exchange of information about politics during the 2024 election through social media Instagram, it is depicted as a percentage of age.



**Figure 1.** Percentage of age to interest in political news through Instagram accounts  
*Source : Indonesia Media Dialogue Cirebon*

Based on the image above, it can be seen that the average age of interested in political news posts on the Social Media account of Dialog media Cirebon is vulnerable to the age of 18-24 years, 25-34 years, and 35-44 years, namely with a percentage of 47.2% for the age of 25-34 years, followed by 23.3% for the age of 18-24 years, and 17.2% for the age of 35-44 years, while the rest only reaches 15-6 percent. This can be assumed that the vulnerable age group of 55-65 is the elderly community who are no longer very interested in news about politics, besides that for the elderly people there are not many who use social media networks. As for vulnerable 13-17 years old who are indeed teenagers who use social media only for personal existence events.

Thus, news and campaigns regarding the election continue to roll, even carried out directly by election candidates. Such as the use of social media carried out by candidate number 2 who applies AI (Artificial intelligence) technology as a characteristic in conducting campaigns, making advertisements to billboards that are displayed both in every corner of the city and social media as a complement.



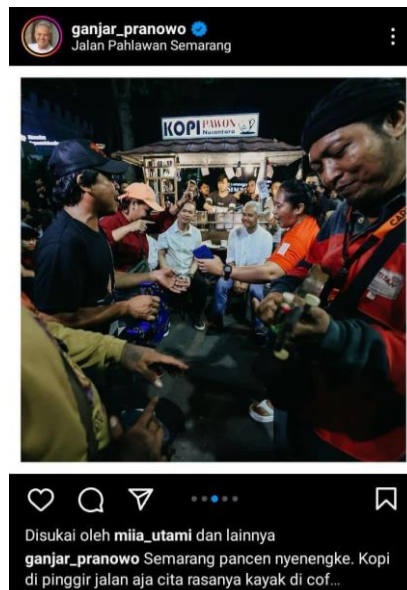
**Figure 2.** Characteristics of the number 2 candidate campaign  
*Source : Instagram account @prabowo.gibran2*

Figure 2 shows that the Instagram account @prabowo.gibran2 as the number 2 candidate who often shares information in a campaign is accompanied by the characteristics of images that are collaborated with AI (Artificial Intellegent) technology.

The photo post provoked a lot of reactions from many social media users. Both from their supporters, to those who are only interested in the characteristics displayed. According to one social media user, incorporating AI technology is very efficient in today's technological era, and can be a special attraction in campaigning. However, there were also those who commented negatively on the photo

post, stating that the pair of candidates number 2 did not seem to have any intention of running for office.

Similar to the use of social media carried out by the number 3 candidate pasangan through the Instagram social media application, they shared campaign activities with the theme of *Blusukan* and a more collaborative approach to the community.



**Figure 2.** Candidate number 3 campaign  
*Source : Instagram*

As shown in picture 3 above on @ganjar\_pranowo Instagram account, he can be seen having a casual conversation with several residents in a simple coffee shop. Some of the posts have the same purpose, namely, to get closer to the community. Campaigning with the *Blusukan* method has indeed been carried out since the election in the previous period, it's just that in this election the candidates competed with each other to create a good image through social media. For some social media users who follow Ganjar Pranowo's social media accounts, he commented that the way to campaign with this method seems too ordinary. Still, behind the negative comments, there are also many positive comments that praise the approach of the number 3 presidential candidate to the public.

Political campaigns using social media can be more effective and efficient in targeting prospective voters (Hayat et al., 2021). Thus, in line with the use of social media as a medium for exchanging information for the number 1 candidate pair, they also do not want to lose by using the Instagram application as their complementary medium in conducting campaigns.



**Figure 4.** Characteristics of Paslon Campaign number 1 through Instagram account  
 Source : @aniesbaswedan Instagram account

On @aniesbaswedan Instagram account, there is a photo post of a campaign in the city of Madura which aims to invite the public to be selective in voting. However, for the people who commented on the account, many mentioned that the number 1 pair was too contradictory in delivering orations and bringing religion to the event. This is because it is indeed a religious characteristic raised by Paslon no.1.

The advantage of mass communication compared to other communications is that the number of communicators achieved is relatively large and unlimited. Messages are received by communicators simultaneously and simultaneously obtain the same message. On the other hand, mass communication has a weakness, and one of them is the stimulus to the human senses as the recipient of the message or communicator. It is inversely proportional to interpersonal communication where communicators and communicators can meet face-to-face and can maximize the existing sensory tools, because indeed both parties can see, hear, smell directly, touch, and even feel (Vira & Reynata, 2022). The use of social media is actually the use to build an image with a new style that is efficient and instantly used by candidates to launch campaigns. It is different from the previous 2 candidates, who used social media more through the Instagram application.

**Political Identity Posts on Instagram Social Media**

Indonesia is a democratic country, and people’s perception and interpretation of political news, especially those related to elections and other political issues, are also influenced by social media. Therefore, the use of social media for campaigns is a technological innovation.

Instagram as one of the popular social media in Indonesia is ranked eighth with users reaching 10%. Based on source e-marketer.com (2017), the use of Instagram in Indonesia for users aged 16-35 years, posting photos while traveling reached 48.4% (third place) (Indika & Jovita, 2017). However, news or issues related to politics on Instagram social media mostly offend the candidates for the Presidential Election by carrying Identity Politics in them. Below is the data that the author managed to collect during the research through Instagram Social Media posts.

**Table 1.** Identity Politics on Instagram Social Media

Post	Ket. Account	Issues
	@bemfti_upnyk (BEM Veteran University Yogyakarta Instagram account)	Polemic about Identity Politics in the 2024 Election

	<p>@kepribandarmadani (Instagram account on Political News)</p>	<p>Mahfud MD gave a statement on identity politics</p>
	<p>@trialtvnews (an account about political news that often attacks the Paslon 03 camp)</p>	<p>Viral Ganjar became a maghrib adhan model on a private TV station.</p>
	<p>@voice.ofheart04 (netizen account that supports Paslon 02)</p>	<p>The viral statement about Anies Baswedan is Imam Mahdi.</p>
	<p>@rockygerungfans (Netizen Accounts that support Paslon 03)</p>	<p>Touching on the issue of identity politics carried out by Anise Baswedan in 2017</p>
	<p>@gunromli (Paslon 02 Success Team Account)</p>	<p>Reject support from 212 supporters to avoid the issue of Identity Politics</p>
	<p>@paman_usman_69 (Netizen account that supports paslon 01)</p>	<p>Referring to Prabowo's involvement in the 1998 ceremony</p>



@totalpolitikom (Political news account)

Prabowo does not want to talk about politics in the mosque

Identity politics seen from a substantive point of view is associated with the concerns of members of social groups who experience marginalization and pressure from mainstream dominance in a country or country (Sulaeman, 2022). At this point, the idea of justice for all becomes very important. The proponents of identity politics theory in the United States themselves state that the practice of extortion develops the consciousness of the exploited group.

The number 1 candidate pair has more identity politics issues, even on #politikidentitas on Instagram social media, the number 1 candidate pair often conducts contradictory campaigns, such as alluding to religion, closeness to ulama, to the issue of the name of Imam Mahdi, and replacing the prayer lyrics with campaign lyrics. All political work in Indonesia cannot be separated from identity politics, because politics always uses media instruments or vehicles to express themselves through identities such as ethnicity, religion, culture, gender, and inter-group (Astuti et al., 2023). Then, all Indonesian political elites and political workers are in the category of identity politics users.

On the other hand, the Paslon 01 camp mentioned Ganjar who became a maghrib adhan model on one of the national television stations with the name "kadrun". However, this is denied by Mahfud MD's statement stating the difference between political identity and identity politics, the issue that arises is clearly not identity politics, it is just an accident because the campaign period is ongoing, in line with the explanation by Harsono (2023) that identity politics is then associated with issues that stimulate counter involvement. The impact of many social classifications can also give rise to counterproductive personal actions.

The issue of Identity Politics from the Paslon 02 camp is relatively few and even many express rejection of religious politics, but then it was denied by the Paslon 01 supporters camp by alluding to the 1998 incident with the narrative that Prabowo was the mastermind of the event. Identity politics that occurs in Indonesia has two patterns, namely positive and negative or even destructive. For the second group, it can be seen in some majority groups that try to dominate minority groups by getting rid of or even eradicating minority groups (Kiftiyah, 2019). Therefore, the emergence of identity politics on Instagram social media depends on the nature of the posts uploaded from each candidate, as well as whether the posts and events that take place offend one of the elements of identity politics or not.

## CONCLUSION

Mass communication has revolutionized the way information is exchanged, campaigning, and building an identity towards politics. Social media plays a crucial role in implementing elections and democratic parties, as it provides a new forum for camping. Social media campaigns indirectly inform the public, promoting selective use and preventing the spread of bad news that can break harmony. Policies on social media must be applied to create peaceful and democratic elections, producing credible leaders and representatives. Future research should explore the effectiveness of social media regulations and policies during election campaigns, examining how regulatory frameworks impact the spread of misinformation and how social media influences public opinion. Additionally, research should explore the role of digital literacy among voters and the extent to which public awareness campaigns on responsible social media use contribute to informed decision-making during elections.

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