Social media political campaign model of local elections in Pelalawan Regency Riau

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ABSTRACT

The modern rise of social media has altered the strategies used in political campaigns. Compared to traditional advertising, social media may lower the cost of a campaign. The Zukri-Nasar team effectively used social media for political campaigns for the 2020 local elections in Pelalawan Regency, Riau. Social media generated 30% of the vote because it can spread messages rapidly, widely, and interactively. Political actors utilize social media to develop their self-image. This study is descriptive-qualitative, and the sampling method used was purposive sampling. The informants comprised seven important informants who were part of the winning side in the municipal election in Pelalawan. An informant is someone with reliable knowledge regarding a political campaign. According to the study, Facebook is the most widely used platform for political campaigns because it is the most popular social networking platform in Pelalawan Regency, Riau. Political advertisements featuring 3D caricatures and political orientation are used as social media political campaign techniques. This tactic is a component of a unique, awareness-raising, and personal branding campaign. The candidate's personal character is presented as accurately as possible on their social media campaign. Furthermore, the political campaign model found in the research was called The Integrative and Collaborative Model of the political campaign.

Keywords: Local election; political campaign; social media; success team; political ads

Model kampanye politik melalui media sosial di pemilukada Kabupaten Pelalawan Riau

ABSTRAK

Munculnya media sosial saat ini membuat perubahan metode kampanye politik. Penggunaan media ini dapat memangkas dana kampanye cukup besar jika dibandingkan dengan media konvensional. Kemenangan pasangan Zukri-Nasar adalah wujud dari keberhasilan tim sukses dalam mengoptimalkan media sosial untuk kampanye politik pada Pemilukada di Kabupaten Pelalawan, Riau tahun 2020. Media sosial sebagai sarana menyampaikan pesan secara masif, cepat dan interaktif mampu meraih suara sebesar 30%. Media sosial menjadi sarana aktor politik untuk membentuk citra diri. Metode Penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif. Teknik pengambilan sampel menggunakan purposive sampling, yakni pengambilan sampel dengan ketentuan tertentu. Informan terdiri dari tujuh orang key informan yang merupakan tim sukses dalam pemenangan pilkada Pelalawan. Informan adalah seseorang yang memiliki informasi yang baik tentang kampanye politik dan menjadi bagian penting dalam kemenangan kandidat terpilih. Hasil Penelitian menemukan bahwa media sosial yang paling dominan digunakan adalah Facebook karena platform ini paling banyak digunakan oleh masyarakat Pelalawan. Strategi kampanye politik di media sosial menggunakan pendekatan iklan politik dengan kreativitas karikatur 3D dan menonjolkan politik identitas. Strategi ini bagian dari upaya untuk menarik perhatian, tampil beda dan personal branding. Karakter personal kandidat melalui media sosial dikemas sedekat mungkin dengan kondisi sesungguhnya. Model kampanye politik yang ditemukan diberi nama Model Kolaboratif dan Integratif.

Kata-kata Kunci: Pilkada; kampanye politik; media sosial; tim sukses; iklan politik

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INTRODUCTION

The Zukri-Nazaruddin team was declared the winner of the Pelalawan Regency Election by the General Election Commission (KPU) in January 2020. Three other pairs—Abu Mansur-Habibi, Husni Thamrin-Edy Sabli, and Adi Sukemi-Rais—were defeated by this duo. His success team claims that part of the reason for the triumph was his ability to maximize the use of new media in political campaigns. Social media is the most widely used new medium. Because of so many social media platforms, political campaigns no longer use the same methods. Social media provides for crowd-free political campaigning that may reach a large audience and reduce campaign expenditures by more than 75% (Wasesa, 2013). Many politicians have run campaigns on social media, such as for the 2009 (Ulfa et al., 2019), 2014 (Harisah, 2019), 2019 (Ulfa et al., 2019); Local Election at East Java (Moekahar, 2021), Riau (Aziz & Moekahar, 2019), and Sragen (Abdillah & Zulhazmi, 2021).

Politicians and their campaign teams use social media to spread information quickly and widely and have direct conversations with people.

This research will uncover a social media campaign model for political campaigns during elections. Local politicians' expertise with social media might provide a distinct model and approach based on local wisdom.
Social media is used to create a self-image by political actors (Abdillah & Zulhazmi, 2021), branding (Anshari & Prastya, 2014), advocacy organizations (Hestres, 2015), political engagement (Olofinlua, 2020), imagined audience (Marwick & Boyd, 2011), protest actions (Theocharis et al., 2015), negotiations (Dumitrica & Felt, 2020), activist toolkits (Youmans & York, 2012), and communications to supporters and donations (Ardha, 2014). Social media Platforms can be popularly used by political actors: Twitter (Fatanti, 2014; Rindu et al., 2020), Instagram (Dhara et al., 2020; Lestari et al., 2018), Facebook (Harisah, 2019; Suratno et al., 2020), dan Youtube (Arofah, 2015; Wirga, 2016). When social media is controlled and utilized effectively, there is a danger of destroying a politician's reputation. On the other hand, when social media is not managed and used correctly, there is a risk of creating a

favorable image and, at the same time, receiving support from the community (Chavez, 2012). This vast potential is also supported by the growing number of people using the Internet in Indonesia. There are 82 million internet users worldwide as of 2022 (Kemkominfo, 2022). Eighty percent of users are teenagers and adults of voting age. So, social media is a significant way for Indonesian politicians to run their campaigns.

The phenomenon of utilizing social media as a political campaigning tool is intriguing to investigate further, particularly among regional politicians. The capacity of local politicians to use social media as a campaign tool is very variable, so social media has the potential to hurt these politicians. Even in municipal elections, social media often propagates black and negative campaigns (Doly, 2020).

Defining Political campaigns is a persuasive effort to convey the best ideas organized to gain public support to win candidates (Moekahar, 2021). There are two viewpoints on political campaigns during elections: political and election campaigns. The meaning of these two phrases is the same. The campaign's implementation time is where the difference may be observed. An election campaign is a series of persuasive messages made by candidates for office over a specific time set by the General Elections Commission (KPU) based on the laws. While politicians often run political campaigns to win more political battles, this is usually done over a significant amount of time leading up to the primary election, including the campaign. The term "political campaign" is used in this research to refer to all attempts made by regional politicians (elected regent pairs in Pelalawan Regency) to win the local election using social media.

Politicians engage the public through various techniques during their campaigns, with social media use being one of them. The use of new media in politics has become the norm for political players since 2010 (McNair, 2011). Politicians work to project a favorable image on social media to get people's attention. Politicians who have been meticulously preparing for their win go to social media. Politicians use new media because it is a popular way for people to talk to them. Social media is the genuine new media format that most people like (Górecki, 2013). Social media can be used to share, participate,

create social networks through virtual worlds, and influence social change (Cahyono, 2016). Social media has potential and difficulties as a platform for spreading political views (Anshari, 2013). Social media may be a low-cost platform for political campaigns that can simultaneously reach a large public audience across several areas.

A campaign is a planned series of actions with a clear goal and audience in mind. Social media users are allowed to use them in public areas (Cahyono, 2016), Social media is hyperactive, making it a helpful tool for campaigns (Papakyriakopoulos et al., 2020). It has several benefits because it gives politicians more room to discuss their campaign goals, objectives, and themes. However, social media may backfire on politicians since, if not handled carefully, it can harm their self-image. Therefore, a plan is necessary for campaign efforts (Fatimah, 2018). In a democracy, a political campaign is often an election campaign where a candidate or candidate leader is chosen. This planned activity must be executed by qualified personnel to get the intended outcome. Politicians choose these experts to be part of the Success Team or as Political Consultants to help them plan their political campaigns, especially those that involve getting political messages out through new media.

In Indonesia, the central message of political campaigns is equality. This message is linked to social problems, religious beliefs, and nationalist ideals (Moekahar, 2021). However, each political actor and his success team can formulate different strategies for their political campaigns. KarSa has four strategies (Moekahar, 2021): Network, Media, Program, and Message. Identification, legitimacy, participation, penetration, and distribution are the first five stages of Larson's five-stage developmental model. the Notwak-Warneryd Model has seven campaign components. They are the intended effect; competing communication; communication object; target population and receiving group; the channel; the message and communicator; and the obtained results (Setyo, 2013).

Of course, politicians cannot use these models to determine who will win the general election or the election stage. Most politicians think using new media cleverly and effectively could significantly improve their chances of winning. The following studies have been done on how political campaigns can use social media: Using social media in the 2014 presidential election as a tool for political campaigns (Ardha, 2014), the use of personal Instagram accounts as media for political campaigns to image themselves as regional leaders (Abdillah & Zulhazmi, 2021).

This study focuses on how the Zukri-Nasar and their success team use social media as a means of political campaigning to win the regional elections in the Pelalawan district. This study aims to find examples of political campaigns on social media so that readers can learn more about the campaigns that elected candidates in the Pelalawan district, Riau, used to win local elections.

RESEARCH METHOD

This study aims to find a model for how political campaigns can be run on social media. The study was done with a qualitative, descriptive method. Qualitative research gives researchers a way to gather information in the field in a natural way. The descriptive approach aims to explain in detail what researchers have learned from their research sources.

The subjects of this study were determined by purposive sampling, with the following criteria: 1) Using social media in political campaigns and having done so in the past; 2) using social media often; and 3) having a team that won the election. Based on these rules, seven people were used as research subjects in this study.

The technique was chosen to make it easier for researchers to find research sources that can understand and understand the research context in line with the research goals.

This study gathered data through in-depth interviews with all the research informants and through observation and documentation. Researchers did in-depth interviews in person and over the phone. Each interview with a key informant is between one and two hours. Each key informant was talked to twice or three times to get more information. For this study's observation method, Zukri and Nasar's social media accounts were used to directly observe how they planned to win the elections in Pelalawan in 2020. Facebook, Instagram,

TikTok, and Youtube were the social media sites that were used for political campaigns the most. The thing that most people have seen is the Facebook platform. During the Pelalawan election, this medium is the one that candidate pairs use most often to spread their message.

The researchers used Miles and Huberman to look at the data, a set of steps for analyzing data, including collecting data, reducing data, presenting data, and coming to a conclusion. The researcher gathered all the information from in-depth interviews with all key informants, observations made during the research period through social media, and the collection of research documentation. All the information is gathered and shown. We will get rid of data that is not important to the research. The researcher will conclude the last step after analyzing the data and ensuring it is correct.

RESULTS AND DISCUSSION

A campaign is one part of political communication defined as a group of people (*agents of change*) who are expected to make changes through specific ideas, attitudes, and behaviors (Cangara, 2016). During an election, a candidate's campaign is a big part of whether or not he or she wins. This definition says that agents of change are a successful team, a winning team, volunteers, candidates, and even people who want to help. The campaign should take a long time because the effects that are hoped for are very complicated (changes in knowledge, attitudes, and behavior). Each stage of change takes a different amount of time, depending on political figures, political parties that support them, political promises made in the campaign program, and how well the winning team did in the election. If the public already knows a lot about politicians, the victory team will move on to run political campaigns to make figures that will give politicians a good name. In Pelalawan's Election, the political campaign was estimated a year ago, according to the results of interviews with the winning candidate pairs. Each of them told people in the community about the candidate's plans to run for office in the Pelalawan district election. Nevertheless, the way political campaigns are run is still based on a single candidate.

On August 20, 2020, the two candidates confirmed they would run together for Regent and Deputy Regent of Pelalawan in the 2020 election. Each with the support of the major political parties PDIP, PPP, and PKB, as well as three non-parliamentary parties: Partai Bulan Bintang (PBB), Berkarya, and Perindo. "Pelalawan MAJU" (Makmur, Adil, Jaya, Unggul) was the slogan that both candidates used. After they agreed to work together, the political campaign focused on how to get the two candidate figures to work together. The two people are from different places and have different personalities. Nevertheless, these differences are being used to win the 2020 election because they made each other whole.

Identity politics is generally on the posters of candidates running for office in Indonesia. The same is true for the Zukri-Nasar candidate poster. In Figure 1, the poster clearly shows the two candidates wearing the same color and clothes. The way Muslims dress is both a religious sign and a way to show their national pride. The picture shows that the candidate is a religious figure from an Islamic background. Identity politics can be seen clearly in the winning posters of the candidate pairs.

Junaidi Purba was the leader of the team that won, and Suwandi was the team's secretary. Intrapolnas, a national-level political consultant, also worked for this candidate to help them win.

All of a political campaign's activities are planned and carried out with the help of this consultant. A person who works in the media said that Intrapolnas was an excellent choice as a political consultant because it had won many elections in different parts of Indonesia. Also, this political consultant's plan to make a winning strategy includes doing research. The first steps were to look at the electoral district and the situation in Pelalawan, plan how to win, and look for sectoral issues in Pelalawan.

Pelalawan's local election was won by the Zukri-Nasaruddin pair, with 27,000 vote, and the second by Adi Sukemi-Muhammad Rais. The following is a recapitulation of the votes candidates in the Pelalawan Election: 1) Abu Mansyur Matridi - Habibi Hapri (22.569), 2) Zukri – Nasaruddin (68.021), 3) Husni Tamrin - Edy Sabli (38 372), 4) Adi Sukemi - Muhammad Rais (41.036).

The success team said that the results of recapitulation's Zukri-Nasar were superior in ten sub-district: Pangkalan Lesung, Pangkalan

Kuras, Pangkalan Kerinci, Bandar Petalangan, Bandar Sei Kijang, Ukui, Bunut, Kerumutan, Teluk Meranti and Pelalawan. The ten sub-districts with a mass are based on Zukri-Nasar Pairs. As stated by the interview with the informant:

> The vote from Zukri and Nasar crowd with different backgrounds complemented each other and made this pair win. They supporter complete each other. (Interview with Eko, July, 8 20022)

After gathering information about the area, the people who live there, and the problems they face, the success team created a campaign strategy in three steps: differentiating, positioning, and branding. In the Pelalawan election, four sets of candidates ran against each other. One of the sets was the family of the current leader, which could be called the incumbent.

So, Zukri and Nasar's strategies for their political campaigns are in opposition.

As the opposition, this pair tried to look into and present data on the incumbent's performance, who needed an update or change during the previous Regent's leadership.

As the opposition, researchers have to put in much work because the winning team has to find suitable solutions from the new ideas that are given as a form of renewal. Infographics were used to look into sectoral issues in the Pelalawan district To figure out how to run a campaign.

Here are the three biggest problems caused by data mining for the Zukri-Nasar pair:

First, plantations, since most Pelalawan district is made up of plantations. The second is poor people. The high fertilizer price has always been a problem in the plantation industry, and farmers need to make more money from their crops.

The problems in this sector are stunting (Pelalawan is one of the places in Riau with the most cases of stunting) and a lack of jobs. The third is travel.

Riau province generally has a problem with tourism that has not grown as well as it could, even though it has much natural beauty. Likewise, with Pelalawan. Many tourist attractions, like Bono Waves, Betung Lake, Kerumutan Animal Sanctuary, and Tesso Nilo National Park, are fascinating but need to be set up in the best way possible.

A big data creation strategy is used to deal with these sectoral problems. The Jagawarga program is a way for people to find out all the problems each house has (by name and address), which are then summed up in big data.

They came up with Bigdata as a program solution. Big data is used as a powerful weapon by opponents who do not attack people personally but instead use data and facts to make their points. Candidates in Pelalawan and even in Riau say this program is a new and different way to send a political message.

At the positioning stage, this pair was put forward as a candidate with the slogan "Changes in Pelalawan." Pelalawan is a place where people are from different places and have different religions. Everyone in Pelalawan must be able to feel the changes. So, the two candidates are a duet showing how the people of Pelalawan feel.

Religion and ethnicity should not be used to reach out to the people of Pelalawan during a campaign. However, the problem is still being watched and planned for with the help of the two people's brands (Zukri and Nasar).

Zukri is from the Batak ethnic group and is a member of the PDIP (Partai Demokrasi Indonesia Perjuangan), which is the most popular party in Pelalawan.

On the other hand, Nasar is a politician who went to an Islamic boarding school in Kauman, Yogyakarta, and is involved with the HMI (Indonesian Student Association).

If we look at the two candidates' figures, we can tell that their mass bases are different. Nasar can represent a large group of Javanese or Malay people. So, the winning team thought getting votes in Pelalawan was part of their power.

The two candidates can help each other get votes from people in different parts of society.

Posters made for the Zukri-Nasar couple's political campaign often show a symbol of difference, but this difference is wrapped up in a message of harmony and harmony.

Even though it is said that it does not use identity politics, most posters show how identity politics works in the Pelalawan area regarding ethnicity, religion, and social problems.

In democratic politics, identity politics is considered an irrational approach by voters. Figure 1 depicts a pair of candidates representing

Source: Success Team, 2020

Figure 1 Candidate Poster

their respective political backgrounds. The background color for each candidate is the color of the candidate's political party (Zukri is from PDIP, represented by red, while Nasar is from PKB, represented by green). Two colors of political parties are often positioned opposite, but through this pair are depicted with candidates who embrace each other. Harmonization is indicated by the red symbol of Nasar's cap, representing the PDIP party.

Nevertheless, often, identity politics has a good selling point among emotional voters. The issue of anti-religion is frequently raised during PDIP election campaigns. Therefore, the Zukri-Nasar couple uses a mirroring strategy by conveying the message that the candidate is a religious figure. It can be seen from the backgrounds of the two candidates, who are students from Islamic boarding schools and are active in Islamic organizations in Pelalawan. This religious figure can always be seen clearly in the two candidates, especially Zukri as a candidate for Regent. Zukri always wears a green turban around his neck. This religious symbol is attached and becomes a characteristic of Zukri (Figure 2). This symbol is part of the religious communication that Zukri used to represent himself as part of the Nahdhatul Ulama community (Zukri is the leader of PBNU in Pelalawan). This self-presentation became the starting point for the public's opinion that

PDIP, as a political party that carries Zukri is an anti-religious party. However, it is also clear that Zukri is indeed a PDIP cadre, a party with many members in Pelalawan.

Self-presentation by Zukri-Nasar on social media can be done on the front stage and prepared by the victorious team backstage. Goffman's concept of dramaturgy, pointing out its theatrical concept, is not a truth claim about reality but a helpful tool for analysis, albeit a tool that requires further exploration (Cunliffe & Corrigan, 2013).

In the final stage of the Branding strategy, the success team uses social media to communicate the message of the candidate pair's political campaign. The branding strategy uses a combination of the two candidate figures who represent the community elements in Pelalawan. The success of the political campaign carried out by the Zukri-Nasar pair in a short time is strongly supported by the use of new media (campaign period September 26 – December 5, 2020).

The Central Statistics Agency reports that the area of Pelalawan Regency is 12,490.42 km2. There are 12 sub-districts in this region, with the bulk of them being land and the remainder mostly water. Some regions are still considered to be undeveloped, such as the Kuala Kampar District. The success team said that under these circumstances, a detailed plan was required for political campaigns to be successful and efficient. Optimizing the use of social media for political campaigns is one strategy to do this. The Zukri-Nasar couple's success was made possible by social media's rapid mass communication and message dissemination capabilities. The winning team acknowledged that 30% of the vote for the winning combination came from

Source: Youtube, 1 Agustus 2022

Figure 2 Zukri with Surban

the popularity of the social media campaign. Facebook, Instagram, Youtube, and TikTok are the social media sites that candidate couples have utilized as campaign media. Facebook is the most popular platform since it is the social media outlet that the Pelalawan society uses the most. At the same time, the primary media platforms are Instagram, Youtube, and TikTok (Facebook). However, the material produced on each social media site merges into a single piece. The best way to communicate ideas is via social media, which also allows us to rethink the potential applications of technology for communication, community building, and the distribution of knowledge (Boyd, 2015).

The candidate has social media accounts on various platforms. However, the official social media accounts of the candidate pairs reported at the KPU as official accounts for the campaign are only on two platforms, see table 1.

Social media content comprises two categories: a) creative content and success team content; b) content release containing candidate pair activity. The two contents are a breakdown of the candidate's vision and mission to win the Pelalawan election. The creative content prepared by the success team is mainly in the form of 3D (three-dimensional) caricature illustrations. This creativity was chosen as part of the differentiation strategy. With so many messages on social media, differentiators are needed so that social media users have to stop power. Therefore, the strategy of using 3D caricature illustrations was chosen. The 3D caricature illustration is made to convey the political message of the candidate who is part of the candidate's campaign program, 3D caricature illustrations in the form of posters and videos. The form of the poster image can be

Table 1 Official Social Media by Candidate

No	Social Media	Name
1	Facebook	Fanspage Zukri Nasar Pelalawan Maju; Zukri Bupatiku, Nasaruddin, SH, MH; Sama Zukri
2	Instagram	Zukri_nasar_pelalawan_ maju; zukri_bupatiku, nasaruddin.sh.mh; barisan_nazar dan zukri

Source: Success Team, 2020

Source: Success Team, 2020

Figure 3 Serial Story

a single or a series (serial story).

Every post is given a long narrative related to the images presented, whether creative or release content. According to the success team, the purpose of the narrative is as part of the stopping power that will 'force' the reader to continue reading and following the story presented. The political messages raised are sectoral issues in Pelalawan. This closeness is essential to building good relations with the people in Pelalawan. Figure 4 is an example of a post that tells about the solutions offered by the candidate in dealing with the palm oil problem in Pelalawan. Most of the Pelalawan area is oil palm plantations, but the problem of oil palm regarding high fertilizer prices and low productivity continues to occur. Therefore, this issue is one of the candidates' political promises in the 2020 election.

Release content also serves as a message for candidate Zukri-Nasar's political campaign. The release is done by uploading a video on the candidate's Facebook homepage. The approach to problems solving by the Pelalawan community is a top priority in the content release. In addition, it also cooperates with local communities to form an image of the candidate's simplicity and closeness to the community.

The candidate's success team posts through

Source: Success Team, 2020

Figure 4 Caricatur 3D's Poster

social media are part of political advertising. Political advertising is a form of marketing communication. Political advertising aims to influence image, electability, and popularity (Suryana, 2014). A political advertisement must have high creativity in the competition for public attention. Better advertising creativity with the correct endorsement will further improve the consumer buying decision process (Faizan, 2014). The candidate pair, Zukri, and Nasar are endorsed in all political advertisements for their victory in the Pelalawan election. Both candidates have shared popularity as public figures in Pelalawan. Zukri's track record, which has three times participated in the election contestation in Pelalawan, has undoubtedly won the public's attention.

Meanwhile, Nasar's popularity as a legislature member is not in doubt. Therefore, in the 2020 election, the candidate had a high level of popularity. Furthermore, political advertisements are packaged attractively and differently to gain public attention and sympathy. Therefore, using a 3D illustration caricature creativity approach makes a difference compared to other candidates in Pelalawan.

The success team's primary concentration is using the Facebook social media platform. Meanwhile, Instagram becomes an integrated part automatically because these two platforms have the same company background. However, Instagram is not the primary target for delivering political messages to candidates during the campaign. It is because there are few Instagram users in Pelalawan. The presence of Instagram media has been 'squashed' by

TikTok users trying to break in and enliven the world of social media. Therefore, the main focus of political campaigns is on the Facebook platform. Facebook performances are multisensory, stage to appear personal and tightly scripted (Hendriks et al., 2016) and strong-tie networks (Valenzuela et al., 2018) this article argues that different social media platforms influence political participation through unique, yet complementary, routes. More specifically, it proposes that Facebook and Twitter are conducive to protest behavior through two distinct mechanisms: whereas the influence of Facebook use is more effective through communication with strong-tie networks, the impact of Twitter use is more effective through communication with weak-tie networks. To test these expectations, we analyze data from a cross-sectional, face-to-face survey on a representative sample of Chilean youths conducted in 2014. Findings in the study lend empirical support for these hypotheses. Consequently, while different social media (in this case, Facebook and Twitter and modalities of visibility engendered (Bucher, 2012) because every platform according to a specific characteristic and how it works (Comunello et al., 2016).

Based on the results of the research and discussion above, the writer can describe the political campaign model on social media, see figure 5.

The model of political campaigns on social media carried out by elected candidates in the Pelalawan election is named the Collaborative and Integrative Model. The collaboration is the
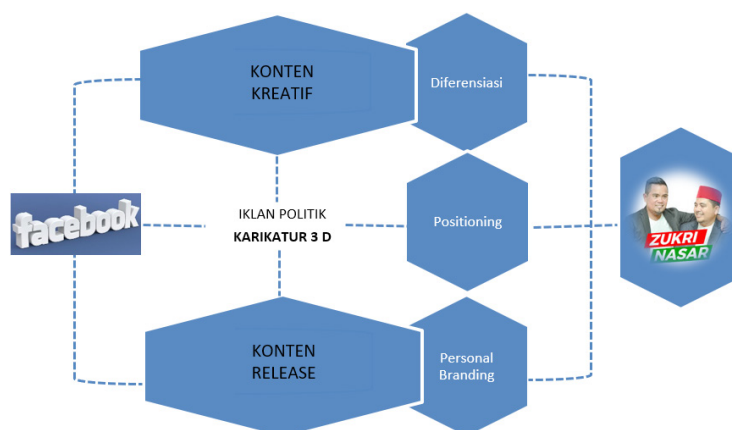
Source: Research Result's Model, 2022

Figure 5 Model's Collaborative & Integrative

unification of ideas, ideas, and characters of two different personnel (Zukri and Nasar) for one goal Pelalawan Maju. This collaboration is complementary, so it needs to be integrated. Integration is also interpreted as the unification of sectoral issues, simplicity, and proximity to the Pelalawan community into one vision of Pelalawan Maju.

CONCLUSION

Using Facebook as a means for political campaigns is an essential factor in the victory of the Zukri-Nasar pair in the 2020 election in Pelalawan. Political campaigns use three strategies: differentiation, positioning, and personal branding. These three strategies are packaged very well through political campaigns on social media.

Political campaigns on social media use a political advertising approach with 3D caricature creativity. Identity politics also dominate advertising creativity through the background of political parties and sectoral issues in Pelalawan. This strategy is part of an effort to attract attention, be different, and personalized branding. The political campaign models developed in this study can be improved and tailored to the situation's candidate. The candidate's character through social media is packaged as close to the actual conditions. This strategy gave rise to a campaign model called the collaborative and integrative campaign model. The benefits of this research can provide a reference for politicians who plan to run in elections.

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