SIMULATION INTELLECTUAL SIGN #Aniespresiden2024 IN SOCIAL MEDIA BIGDATA ANALYSIS

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ABSTRACT. Talking about 2024 is of course talking about the political year in Indonesia. 2024 is the year when legislative candidates and of course presidential and vice presidential candidates will begin to fight. Currently, one of the presidential candidates from the party that is the current government party is Anies Baswedan. Based on what has been regulated in political ethics and election ethics, it is certainly not allowed to campaign by presidential candidates before the campaign period is carried out, but what happened was the emergence of social media content from Anies Baswedan containing campaigns with disguised signs and also camouflaged content so that what the public eye sees presented in cyberspace is only the content of his daily activities. This study aims to determine how Anies Baswedan's political branding simulation in preparation for the 2024 Presidential Election. This research uses simulation analysis on Jean Baudrillarde's theory based on big data analysis on Tiktok social media through content related to Anies' candidacy as a 2024 Presidential candidate. The focus of the research is the arrangement and meaning of #aniesPresiden2024 signs and messages on mainstream social media received by the digital community and then forming a simulation of Anies Baswedan's political branding which is the result of the digital communication process towards Anies' political representation as a 2024 presidential candidate. The results of this study found that tiktok social media has a huge influence on the political branding of anies baswedan, digital society widely receives and consumes information related to the intellectual sign of anies baswedan.

Keywords: Anies Baswedan; Intellectual Branding; Social Media Analysis

INTRODUCTION

The internet is now one of the important things in society along with the development of technology. The internet has given rise to a new type of media called new media. New media is a form of digital-based mass media. (Mondry, 2020) explain that mass media is a form of information media that is related to society and functions to relate to audiences (society) in general and is managed professionally and aims to make a profit.

Social media is one of the most popular forms of mass media because social media offers faster information delivery and two-way communication that allows users to interact with each other online. Social media is a medium for socializing so it has the power to influence society more quickly because of people's dependence on what is informed through social media.

The power of social media is then utilized by political actors to increase public trust in them and build an image in the eyes of the public. Political actors make social media an ideal tool to communicate with the public such as knowing what people want and need, influencing, inviting, informing people through what they share on their social media.

Today, social media is the best and easiest way to cultivate personal identity, build reputation, and become visible in a particular industry. Thus, as explained by (Dalla-Camina, 2016) in the Huffington Post, anyone can create an account and then promote their activities to gain more followers and establish a way for them to be seen online using minimal effort (Petruca, 2016). Therefore, social media can be utilized by its users to form personal branding and reach a wider audience without having to spend more effort.

Personal branding carried out by politicians on social media will shape people's perceptions of themselves and make it easier for politicians to carry out political communication. (Kaplan & Haenlein, 2010) mention that if usually branding efforts require large financial support for promotion, then social media offers a person the opportunity to promote himself as a brand in a cheaper way (Petruca, 2016). This advantage is used by political actors to shape their personal branding. For example, when they used to have to conduct campaigns to build public perception but with a lot of budget, they can now do it through social media with little effort and little budget.

Anies Baswedan is one of the political actors who is active on social media. The former Governor of DKI Jakarta Province has 6.2 million followers on his Instagram account (@aniesbaswedan) with 4,974 posts as of December 10, 2023. Anies Baswedan not only interacts with his community on Instagram, but he also brings his own characteristics to his social media activities and distinguishes him from other politicians on social media.

The purpose of this research is to see how a political figure, Anies Baswedan, utilizes his social media as a means of political communication and how supporters, volunteers or followers interpret the political branding of Anies Baswedan and make a simulation of political branding through the hashtag #aniespresiden2024 on social media.

This research brings the concept of political communication from several political elites who have

a role in using social media. Political communication is a communication process that occurs in a political context, where messages, information, and ideas are conveyed, received, and understood by various political stakeholders, including voters, candidates, political parties, and governments (Nofiard, 2022). Politicians and political parties use political communication to shape, influence and capitalize on public opinion. They can do this through various means, including giving speeches, taking part in media interviews, and participating in debates. With the development of technology, online political campaigns through social media and websites have become increasingly important (Yunus et al., 2022). This includes using social media platforms to communicate directly with voters, disseminate campaign messages and garner support (Zulhazmi, 2021).

Political communication often involves efforts to influence public opinion and behavior, thus having a major impact in the political and policy process (Zaman & Misnan, 2021). It is also often a reflection of democratic principles, such as freedom of speech and opinion. Social media is the current media platform that is most popular with the public. So that conversations can easily spread and occur through signs spread through social media (Sukri et al., 2021). The concept of political communication in digital media is the most appropriate concept in this research. How the interests of political elites in playing language and signs in using interests that will influence the public in a democratic party, in this case the 2024 presidential election.

In the context of branding, Al-Ries (1982) and Boush (1991) explain that everyone has a different branding philosophy which causes everyone to have their own uniqueness and different personal characteristics (Rangkuti, 2013). The formation of personal branding can use a personal branding pyramid in which there are four strategies for forming and developing personal branding, including determine who you are, determine what you do, position yourself, and manage your brand (Rangkuti, 2013).

METODE

This study analyzes the 2024 presidential election on social media related to political branding as a political strategy in Indonesia and answers the assumption that political branding is part of a political strategy through contemporary media (social media) as a reflection of current political dynamics. Through an analytical approach based on the literature of theories that are considered relevant, observing social conditions to then conclude descriptively, so as to

be able to answer the premise of political branding through social media and the tendency of the emergence of political branding simulations which is the impact that occurs in society.

However, this research only reaches social media on Twitter, Facebook, YouTube and TikTok according to what is able to be displayed by brand24›s social media monitoring tools. To see the simulation of intellectual signs through the hashtag #aniespresiden2024, this research uses the netnography method (Priyowidodo, 2022). Netnography is used as an approach to understand the social dynamics that occur in virtual societies (Kozinets, 2019). This research specifically focuses on the typology of digital netnography, which is a method that focuses on global phenomena and uses technical analysis and statistical data to detect patterns and understand existing interactions (Asri, 2021).

As for data collection and interpretation, it will be sourced from conversations that occur on the hashtag #aniespresiden2024 on Twitter, Facebook, YouTube, and TikTok. The data taken is all conversation data that uses the keyword #aniespresiden2024. retrieve data from social media using bigdata software, namely Brand24, which this software already has the ability to be able to retrieve data from social media. This research uses social network analysis tools to pull conversation data. Social media monitoring tools that can provide social media statistical data consistently within a certain period of time (Del Vecchio et al., 2020).

RESULT AND DISCUSSION

The formation of personal branding in social media can use a personal branding pyramid in which there are four strategies for forming and developing personal branding, including 1) determine who you are, 2) determine what you do, 3) position yourself, and 4) manage your brand (Rangkuti, 2013). Determine Who You Are is the initial strategy to determine who we really are. Personal Branding itself is a reflection of the individual who has been attached to the object, therefore personal branding can be identified by asking yourself what to do in order to be different from others. In the context of Determine Who You Are, Anies Baswedan's branding as a presidential candidate has surfaced since July 2023. In the beginning, Anies was often discussed as one of the presidential candidates who would strive to become a presidential candidate because he represented the success of building the city of Jakarta and was considered to have the main requirements that must be possessed by a president, namely his speaking and intellectual abilities. This

is illustrated in Anies Baswedan's social media accounts as follows:

Source: @aniesbaswedan Instagram account

Figure 1. Branding Anies Baswedan as an outstanding figure on social media

Source: @aniesbaswedan Instagram account

Figure 2. Branding Anies Baswedan as an intellectual figure on social media

Through the branding above, movements emerged that initially used the hashtag #aniesbaswedan and gradually turned into the hashtag #aniespresiden2024. In the early stages, there needs to be branding that must be displayed by Anies Baswedan or Anies volunteers in developing the concept of identity or personal branding which will be simulated through signs on social media as a 2024 presidential candidate, and the branding is through social media using the hashtag #aniespresiden2024. Through this hashtag, it managed to bring up a total of 95 million reach on social media such as tiktok, youtube and twitter based on only 7927 contents or posts.

Source: Brand24 Bigdata Research Results

Figure 3. The rise of #aniespresiden2024 December 10, 2023

Anies Baswedan's posts on his social media accounts related to performance in the city of Jakarta, his achievements and intellectual abilities have been represented using social media, so that they have been consumed by the Indonesian people. The posts or content became Anies' initial strategy in building a personal brand through social media, namely determine who you are. Clearly Anies Baswedan through this content will shape himself into a leader who has a position as an accomplished and intellectual presidential candidate.

Anies Baswedam will explicitly and implicitly use his intellect to serve his people and ensure the prosperity of each community is carried out. Anies has succeeded in making the position as Governor which is considered to have successfully carried out the work program so that he can dedicate himself to serving the Indonesian people as the next concrete step. The achievement and intellectual content is one of the characteristics that distinguish Anies from other politicians who are also active on social media.

At the beginning of its appearance, this hashtag did not really attract the attention of netizens on social media, but if you trace back the influence of the hashtag, it can be seen that only 7927 posts have a direct effect on increasing the branding with a wide reach of up to 95 million social media users at the beginning of the hashtag. In this context, it means that whatever is intended to Determine Who You Are from the figure of Anies Baswedan seems to be successful with the branding simulation, namely Anies being a figure who has a high intellect and is able to become a presidential candidate worth fighting for.

#aniespresiden2024 then became one of the hashtags that made Anies Baswedan's branding move positively within the scope of social media, this also provides a further simulation concept, namely how identity as the basis of branding enters the second stage, namely Determine what you do, namely how Anies Baswedan through his political branding simulation as an intellectual leader uses social media as a means of political branding through content that aims to validate the next branding stage,

namely Determine Who You Are. This can be seen from the following image:

Source : @aniesbaswedan Instagram account

Figure 4. Instagram becomes a media simulation of Anies Baswedan's political branding

Raising issues that are indeed the main problems in social life is an important point of branding carried out by Anies Bsswedan, one example is raising the issue of Transportation, Health and also international events as a means of portraying the identity of "Governor with Achievement and Intellectual".

Another action taken by Ganjar Pranowo to build political branding through social media is by diligently raising issues that are currently a problem in his region to be used as content on his social media. However, what distinguishes him from other politicians in raising issues in his region, for example when commemorating teacher's day, he campaigned for a movement to respect and appreciate teachers through the following post.

Source : @aniesbaswedan Instagram account

Figure 5. Political branding by raising issues in the community

The third personal brand building strategy is position yourself. Anies Baswedan through his self-determination and actions tries to position himself as an accomplished and intellectual leader, responsive in responding to complaints from the community,

humble and close to the community, and responsive to the problems that occur. Anies positions himself as if he is equal to the community but he has the privilege to help resolve community complaints and reports. His uniqueness and approach to the community make him a different politician from other politicians.

The last strategy is manage your brand. Rangkuti (2013: 9) explains that an important key in managing a personal brand is "word-of-mouth marketing" and the importance of fostering networking (networks between friends, colleagues, clients, and customers). Anies Baswedan is consistent in uploading content on his social media and replying to the concerns of his community. When viewed from the number of good comments sent by his community on his social media, the WOM (word of mouth) conducted by Anies Baswedan is classified as successful. Anies has left a good image in the minds of his community and this has an impact on Anies Baswedan's ease of political communication in an effort to become a presidential candidate.

In the activity of applying the concept of personal branding pyramid carried out by Anies Baswedan, it can be seen that the four points of the personal branding pyramid concepts are carried out actively and continuously. On this basis, finally all forms of branding were then simulated into a hashtag, namely #aniespresiden2024. This hashtag eventually became a representation of Anies' branding as a politician in Indonesia. The simulation of Anies Baswedan's political branding is constantly consumed by volunteers and social media users, both as passive and active followers, through signs and symbols which then become the driving force of the #aniespresiden2024 hashtag and automatically become one of the simulations of Anies Baswedan's political branding as a 2024 presidential candidate. This can be seen from the results of big data analysis on social media as follows:
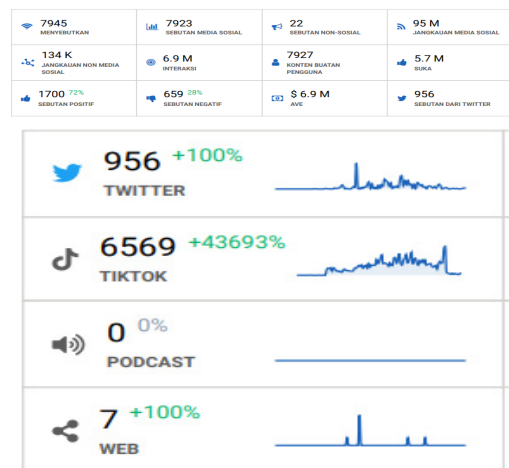
Activity of #aniespresiden2024
Source: Brand24 Bigdata Research Results

From the data above, it is illustrated that today any issue or news about Anies Baswedan will always include the hashtag #aniespresiden2024, this can be seen from the number of content that talks about Anies as much as 7,945 content, of which 6,569 content is spread on the Tiktok platform which is an audio video-based platform, and with a reach to social media users of 95,000,000 reach per user.

Tiktok as one of the social media platforms is the biggest contributor to the #aniespresiden2024 political branding simulation, this can be seen from the data below.

	SITUS	💬 MENYEBUTKAN
1	tiktok.com	6569
2	twitter.com	956
3	youtube.com	315
4	facebook.com	83

Tiktok as the most active media in the #aniespresiden2024 political branding simulation
Source: Brand24 Bigdata Research Results

The activity of social media in distributing messages that are then connected to the hashtag #aniespresiden2024 is proof that social media is the main engine currently attracting voters in Indonesia. The distribution of messages and symbols in the hashtag #aniespresiden2024 is inseparable from the influence of influencers or active users of social media.

Anies Baswedan, who is currently the former Governor of DKI Jakarta, has the advantage of already having volunteers during his time as governor, this can be seen from some of the use of the hashtag #aniespresiden2024 not only talking about the dynamics of the 2024 presidential election but has been blended with all things related to Anies Baswedan. From the withdrawal of big data related to the hashtag #aniespresiden2024, it can be seen that the content or statements from social media users do not talk about the 2024 presidential candidacy but social media users use the hashtag #aniespresiden2024 in each of their content, so it can be conveyed that today any content related to anies, whether it is talking about anies while still serving as governor of Jakarta to his programs while in Jakarta, is then inferred by social media users as a political branding in the hashtag #aniespresiden2024.

The activeness of Anies Baswedan's active volunteers and followers is one of the successes of the hashtag #aniespresiden2024 being one of the most accessed and used hashtags, this can be seen from the following image 6.

The two tiktok accounts above are the driving force of the #aniespresiden2024 hashtag, today's volunteers are not like 10 years ago, today volunteers are smart and able to utilize and streamline social media as a branding machine and find sympathizers. The 2 accounts above are accounts that have a massive positive impact on the use and effects of the #aniespresiden2024 hashtag. The @langkah_anies account is able to influence 1,500,000 social media users, and the @timdelapan2024 account is able to influence 1,839,259 social media users.

Talking about branding and then linking it to the political context will certainly also talk about the sentiments formed in the community, through big data, it can be seen that the hashtag #aniespresiden2024 as a mouthpiece to convey Anies Baswedan's political branding simulation also has a scope of positive and negative sentiments, this can be seen from the following figure Sentiment of the hashtag #aniespresiden2024.
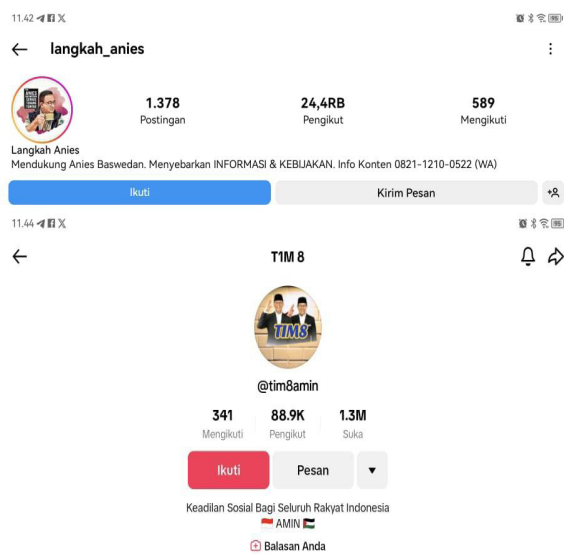
Source: Brand24 Bigdata Research Results

Figure 6. Militant accounts spreading the aniespresiden2024 hashtag
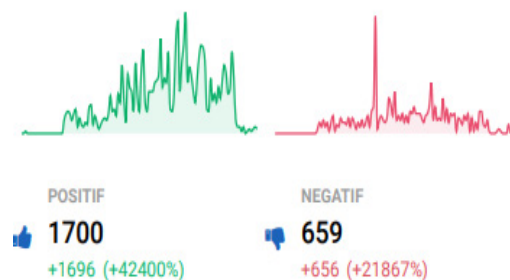
Sentiment of the hashtag #aniespresiden2024
Source: Brand24 Bigdata Research Results

From the data above, it can be seen that the journey of the hashtag #aniespresiden2024 on social media platforms also has sentiments formed from the circulation of content on social media related to the hashtag #aniespresiden2024. Of the total 12,000 content, 1700 indicated positive sentiment or support for the hashtag #aniespresiden2024, and 659 content had negative sentiment or did not support the hashtag #aniespresiden2024.

CONCLUSION

The formation of a personal brand is important for politicians to make it easier for them to communicate with their communities and form political branding as a representation of branding in society. A successful personal brand will form a good image and build public trust in him. Personal branding is able to provide control over the perception or perspective of others towards a person and will then create signs and symbols which are then simulated as inferences from people's perceptions of the figure. Therefore, people who do personal branding will be able to influence and control the views or perceptions of others towards themselves as they wish. (Petruca, 2016)

Anies Baswedan has conducted a personal branding strategy through four strategies, namely determine who you are, determine what you do, position yourself, and manage your brand. These strategies have successfully made Anies Baswedan closer to the public and built public trust in him. Political communication carried out by Anies Baswedan became more easily accepted by the community because of the good image of him that had been embedded in the minds of the community. Social media provides an opportunity for Anies Baswedan to communicate with his followers and build political communication through personal branding that he formed and then simulated by his volunteers and supporters through the hashtag #aniespresiden2024.

Anies Baswedan's efforts in building personal branding through social media brought results that affected Anies Baswedan's image in the eyes of the public as evidenced by Anies Baswedan's election as Governor of DKI Jakarta even though in surveys Anies Baswedan was never superior and became a presidential candidate from the supporting party for the general election contest in 2024.

The hashtag #aniespresiden2024 is an inference from the interpretation of Anies Baswedan's supporters on social media, the success of Anies Baswedan in applying the Personal Branding Pyramid during his tenure as a public figure has an effect in the form of understanding in the form of signs and symbols on Anies Baswedan's social media and then interpreted by his supporters so that all personal branding becomes a simulation of political branding on social media and deserves to be continued as a message that Anies Baswedan deserves to be President of Indonesia 2024.

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