Simulation Political Branding #Ganjarpresiden2024
Base on Media Sosial 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 start contesting. Currently, one of the presidential candidates from the party that won the 2014 and 2019 elections is Ganjar Pranowo. As one of the presidential candidates in 2024, Ganjar Pranowo really needs to present himself as a person who deserves to be the president of Indonesia in 2024, so it is important for Ganjar Pranowo to utilize his social media and then through the concept of hyperreality give an effect to a wide audience through social media. This research was conducted to find out how Ganjar Pranowo's political branding simulation in preparation for the 2024 Presidential Election is based on big data analysis on Tiktok social media through content related to Ganjar's candidacy as a Presidential candidate in 2024. The focus of the research is the arrangement and meaning of #GanjarPresiden2024 signs and messages on mainstream social media received by digital society and then forming a simulation of Ganjar Pranowo's political branding which is the result of the digital communication process towards Ganjar's political representation as a 2024 presidential candidate. The research method uses Jean Baudrillarde's theory with a simulation approach.*
Keywords: communication process, smart city, innovation adoption, SME community

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 and Risman (2016) explain that mass media is a form of information media 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 the public 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 form 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.

Ganjar Pranowo is one of the political actors who is active on social media. The former Governor of Central Java Province has 6.3 million followers on his Instagram account (@ganjar_pranowo) with 7,540 posts as of October 22, 2023. Ganjar Pranowo not only interacts with his community on Instagram, but he also brings his own characteristics to his social media activities and distinguishes himself from other politicians on social media. The purpose of this research is to see how political figures, namely Ganjar Pranowo, utilize social media as a means of political communication and how Ganjar Pranowo's supporters, volunteers or followers interpret the political branding of Ganjar Pranowo and make a simulation of political branding through the hashtag #ganjarpresiden2024 on social media. Based on the problems that have been seen, namely Ganjar is one of the public figures who has the opportunity to become an Indonesian presidential candidate and Ganjar Pranowo's personal history is an individual who actively uses social media, the researcher is based on the formulation of the problem, namely how Ganjar Pranowo's branding simulation in #ganjarpresiden2024.

LITERATURE REVIEW
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 (Ardha, 2014). This includes using social media platforms to communicate directly with voters, disseminate campaign messages and garner support (Abdillah; & 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: 5). 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).

METHODOLOGY

This research only reaches social media on Twitter, Facebook, YouTube, and TikTok according to what is able to be displayed by the brand24 social media monitoring tools. To see the political branding simulation of the hashtag #ganjarpresiden2024, this research uses the netnography method (Priyowidodo, 2020). Netnography is used as an approach to understanding the social dynamics that occur in virtual societies (Kozintets, 2020). This research specifically focuses on the typology of digital netnography, a method that focuses on global phenomena and uses technical analysis and statistical data to detect patterns and understand interactions (Eriyanto, 2021).

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 simulated political branding which is the impact that occurs in society.

As for data collection and interpretation, it will be sourced from discussions that occur on the hashtag #ganjarpresiden2024 on Twitter, Facebook, Youtube, and Tiktok. The data taken is all conversation data that uses the keyword #ganjarpresiden2024. This research uses social network analysis tools to pull conversation data, namely Brand24. 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, Ganjar Pranowo's branding as a presidential candidate has surfaced since June 2023. In the beginning, Ganjar was often discussed as one of the party cadres who would strive to become a presidential candidate because he was a representation of Joko Widodo's current leadership through the tagline "Tuanku ya rakyat, Gubernur cuma mandate", this is illustrated in Ganjar Pranowo's social media accounts:

Figure 1. Initial Branding on Social Media
Source: Instagram @ganjar_pranowo, 2023

Through the branding above, movements emerged that initially used the hashtag #ganjarpranowo gradually changed to the hashtag #ganjarpresiden2024. In the early stages, there needs to be branding that must be displayed by Ganjar Pranowo or Ganjar's volunteers in developing the concept of identity or personal branding that will be simulated through signs on social media as a 2024 presidential candidate and the branding is through social media using the hashtag #ganjarpresiden2024. Through this hashtag, it managed to bring up a total of 7 million reach on social media such as Tiktok, Youtube, and Twitter based on only 803 contents or posts.
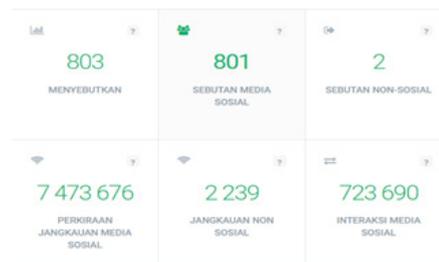

Figure 2. The Rise of Hastags #ganjarpresiden2024
Source: Brand24, 2023

"Tuanku ya rakyat, Gubernur cuma mandat", is a slogan pinned by Ganjar Pranowo in his Instagram biography. The slogan became Ganjar's initial strategy in building a personal brand through social media, namely determine who you are. It is clear that Ganjar Pranowo through this slogan will shape himself into a leader who respects his people like someone who respects his master.

Ganjar Pranowo will explicitly and implicitly serve his people and ensure the prosperity of each community is realized. Ganjar considers that the position as Governor is only a mandate and with this position he is obliged to serve the community as his master. This slogan is one of the characteristics that distinguishes Ganjar 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 we trace back the influence of the hashtag, it can be seen that only 801 posts of 801 have a direct effect on increasing the branding with a wide reach of up to 7 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 Ganjar Pranowo seems to be successful with the branding simulation, namely Ganjar being a populist figure and not having personal political interests.

#ganjarpresiden2024 then became one of the hashtags that made Ganjar Pranowo's branding move positively in the scope of social media, this also provides a further simulation concept of how identity as the basis of branding enters the second stage, namely Determine what you do, namely how Ganjar Pranowo through his political branding simulation as a servant of the people 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 picture:

Figure 3. Ganjar Pranowo's Political Branding Simulation
Source: Instagram @ganjar_pranowo, 2023

Raising issues that are indeed the main

problems in social life is an important point of branding carried out by Ganjar Pranowo, one example is raising the issue of MSMEs as a means of illustrating the identity of "my master is the people", by positioning as an object of boosting community businesses, Ganjar is willing to become a talent in MSME businesses from his community.

Another action taken by Ganjar Pranowo to build political branding through social media is by diligently raising issues that are becoming problems 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 is that Ganjar Pranowo does it in a unique way. For example, when his region was hit by the Corona virus outbreak, Ganjar campaigned for the handwashing movement by wearing a t-shirt with the words, "Wash your hands so you don't get Corona Virus", with a portrait of him wearing the shirt while cycling while campaigning about the appeal to maintain cleanliness. Ganjar Pranowo's way of forming a personal brand in the determine what you do strategy makes Ganjar's image more formed and captured by the public.

Figure 4. Political Branding by Raising Issues in Society
Source: Instagram @ganjar_pranowo, 2023

The third personal brand building strategy is position yourself. Ganjar Pranowo through his self-determination and actions tries to position himself as a unique leader who is quick to respond to complaints, humble and close to the community, also responsive to the problems that occur. Ganjar positions himself as if he is equal to his community but he has the privilege to help resolve community complaints and reports. His uniqueness and approach to the community makes him a politician who is different from other politicians. The last strategy is manage your brand. Rangkuti (2013) explains that the key to managing personal brand is "word-of-mouth marketing" and the importance

of fostering networking among friends, colleagues, clients, and customers. Ganjar Pranowo is consistent in uploading content on his social media and replying to the concerns of his community. Based on the number of good comments sent by his community on his social media, Ganjar Pranowo's WOM is a success. Ganjar has left a good image in the minds of his community and that has an impact on the ease with which Ganjar Pranowo can communicate politically in an effort to become a presidential candidate.

Figure 5. Social Media as Ganjar Pranowo's Main Branding Tool
Source: Instagram @ganjar_pranowo, 2023

In the activity of applying the personal branding pyramid concept carried out by Ganjar Pranowo, 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 #ganjarpresiden2024. This hashtag eventually became a representation of Ganjar's branding as a politician in Indonesia. Simulation of ganjar pranowo's political branding which 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 for the running of the hashtag #ganjarpresiden2024 and automatically becomes one of the simulations of ganjar pranowo's political branding as a 2024 presidential candidate. This can be seen from the results of big data analysis on social media as followed:
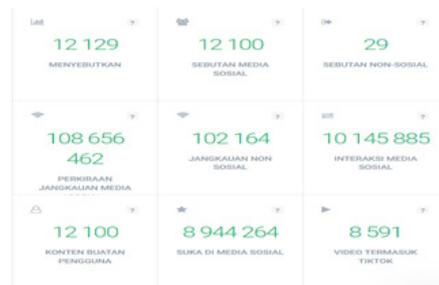
Figure 6. Activity #ganjarpresiden2024
Source: Brand24, 2023

From the data above, it is illustrated that today any issue or news about Ganjar Pranowo will always include the hashtag #ganjarpresiden2024, this can be seen from the number of content that talks about Ganjar as much as 12,129 content of which 8,591 content is spread on the TikTok platform which is an audio video-based platform, and with a reach to social media users of 108,656,462 user reach. Tiktok as one of the social media platforms is the biggest contributor to the #ganjarpresiden2024 political branding simulation, this can be seen from the data below.

Figure 7. TikTok as The Most Active Media in Simulation Political Branding #ganjarpresiden2024
Source: Brand24, 2023

The activeness of social media in distributing messages that are then connected to the hashtag #ganjarpresiden2024 is proof that social media is the main engine currently attracting voters in Indonesia. The distribution of messages and symbols in the hashtag #ganjarpresiden2024 is inseparable from the influence of influencers or active users of social media. Ganjar Pranowo, who is currently the former governor of Central Java for 2 periods, has the advantage of already having volunteers during his time as governor, this can be seen from several uses of the hashtag #ganjarpresiden2024 not only talking about the dynamics of the 2024 presidential election but already blended with all things related to Ganjar Pranowo, it can be seen in the following image:

Figure 8. Hastags #ganjarpresiden2024
Source: Brand24, 2023

From the big data withdrawal related to the hashtag #ganjarpresiden2024, it can be seen that the content or statements from social media users do not talk about the 2024 presidential candidacy but social media user use the hashtag #ganjarpresiden2024 in each of their content, so it can be conveyed that today any content related to Ganjar, be it talking about Ganjar while still serving as governor of Central Java to his programs during Central Java, is then inferred by social media users as a political branding in the hashtag #ganjarpresiden2024.

The activeness of Ganjar Pranowo's active volunteers and followers is one of the successes of the hashtag #ganjarpresiden2024 being one of the most accessed and used hashtags.
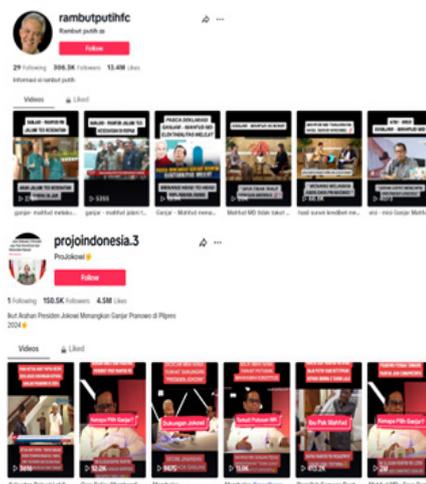

Figure 9. Militant Accounts Spreading The Hashtag
#ganjarpresiden2024
Source: Brand24, 2023

The two tiktok accounts above are the driving force of the #ganjarpresiden2024 hashtag, today's volunteers are not like ten years ago, today's volunteers are smart and able to utilize and utilize social media as a branding machine and find sympathizers. The two accounts above are accounts that have a masiv positive impact on the use and effects of the hashtag #ganjarpresiden2024. The@rambutputihfc account was able to influence 1,974,976 social media users, and the @ projoindonesia. Three account was able to influence 1,539,259 social media users. Talking about branding and then linking it to the political context will certainly also talk about the sentiments formed in society, through big data, it can be seen that the hashtag #ganjarpresiden2024 as a mouthpiece for conveying simulated political branding of ganjar pranowo also has a scope of positive and negative sentiments, this can be seen from the following figure:
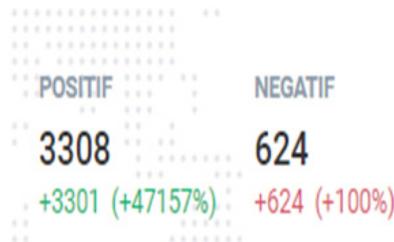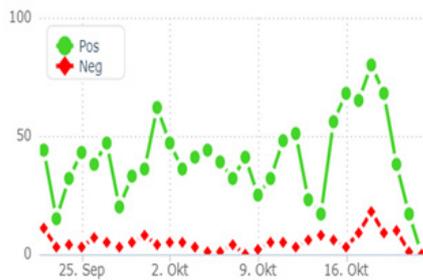
Figure 10. The Sentiment of The Hashtag #ganjarpresiden2024
Source: Brand24, 2023

From the data above, it can be seen that the journey of the hashtag #ganjarpresiden2024 on social media platforms also has sentiments formed from the circulation of content on social media related to the hashtag #ganjarpresiden2024. Of the total 12,000 contents, 3,308 are indicated to have positive sentiments or support the hashtag #ganjarpresiden2024, and 624 contents have negative sentiments or do not support the hashtag #ganjarpresiden2024.

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.

Ganjar Pranowo has done 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 succeeded in making Ganjar Pranowo closer to the public and building public trust in him. Political communication carried out by Ganjar Pranowo became easier to accept by the public because of the good image of him that has been embedded in the minds of the public.

Social media provides an opportunity for Ganjar Pranowo 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 #ganjarpresiden2024.

Ganjar Pranowo's efforts in building personal branding through social media have brought results that affect Ganjar Pranowo's image in the eyes of the public as evidenced by his election as Governor of Central Java for two terms and as a presidential candidate from the supporting party for the general election contestation in 2024. The #ganjarpresiden2024 is an inference from the interpretation of Ganjar Pranowo's supporters on social media, the success of Ganjar Pranowo in implementing the Personal Branding Pyramid during his tenure as governor of Central Java has an effect in the form of understanding in the form of signs and symbols on Ganjar Pranowo's social media 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 Ganjar Pranowo deserves to be President of Indonesia 2024.

Through this research, the researcher hopes to provide benefits to the public, hopefully knowing that in the digital era, the branding process has become very easy, and the use of branding can be used by everyone, including public figures. In terms of benefits for other researchers or those who will research political branding, they can use a qualitative approach, netnography or other approaches based on big data, because in today's era, everything must be described in detail and detail. The suggestion for researchers is of course that this research can still be better and more contextual, and for future research it can focus on the context of social media in changing branding through social media.

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