



Political Branding of Candidate Pairs Mohammad Idris- Imam Budi Hartono in the 2020 Depok Mayor and Deputy Mayor Elections

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Abstract. This study aims to describe and analyze the efforts of candidate pairs Mohammad Idris and Imam Budi Hartono in shaping their political branding through their respective Instagram social media. The type of research used in this research is a qualitative content analysis whose data sources are obtained through the social media instagram @idrisashomad and @imambhartono which they uploaded during the campaign period during the election for mayor and deputy mayor of Depok in 2020. Data collection was carried out using data collection for this research was carried out in two ways, namely, online media studies to obtain data on the branding of Mohammad Idris and Imam Budi Hartono through Instagram, and interviews were conducted to find out the background of the branding formation of the pair Mohammad Idris and Imam Budi Hartono. The sources were determined based on the research objectives so that they were able to represent in answering the researcher's questions. Data analysis in this study was obtained from the results of data collection, namely interviews and documentation, second data reduction, namely sharpening or classifying data, third data presentation, fourth conclusion drawing. Idris-Imam pair is a candidate for leaders who side with the ulama, branding through Instagram the Idris-Imam pair is a pair that easily mingles with various segments of society, especially the millennial generation, then the Jurus "SUCCESS" program is a solution to community problems, and branding through content on Instagram that the Idris-Imam pair is an experienced candidate pair. The results of this study indicate the efforts of candidate pairs Mohammad Idris and Imam Budi Hartono in branding themselves on social media Instagram by displaying it in a content in the form of uploaded images on Instagram that show the candidate pairs' social media presence.

Keywords: Political Branding, Instagram, Depok Election.

1 Introduction

The development of the internet has evolved every year and currently has various functions, one of which is to facilitate the audience as users to get the information they need through the media. One form of internet development is new media, namely changes in communication patterns from print media to new internet-based media

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A. R. Cangara et al. (eds.), *Proceedings of the World Conference on Governance and Social Sciences (WCGSS 2023)*, Advances in Social Science, Education and Humanities Research 843,

https://doi.org/10.2991/978-2-38476-236-1_57

which are channels for social media access in various fields including politics [1]. Social media has been designed in such a way as to facilitate humans in interacting which is interactive or two-way. Social media is used to connect with many people without being limited by time and distance in communicating which used to be only face-to-face now has developed through an online media.

The use of social media is currently needed to the political realm, in politics itself social media is used as a tool for campaigning in building branding. Political brand branding campaigns are consistently able to have an impact on the emergence of emotional relationships between political brands and their constituents. Political branding is the ability to formulate the advantages of a political activity to get a memorable perception and be able to encourage quick decision making by the audience, in this case causing awareness [2]. Political branding is essentially a strategy that is usually used by political actors who are competing to gain popularity during a campaign [3].

The use of social media in campaigning often displays the advantages of candidate pairs, in order to shape audience perceptions so that political branding can be built through political image building strategies. Social media is also a platform used to convey political messages related to the products offered by candidates to the public. This was also found during the implementation of the campaign for the 2020 Depok Mayor and Deputy Mayor Election which resulted in the pair 02 Mohammad Idris and Imam Budi Hartono coming out as winners. The election was attended by two candidate pairs, namely 01 Pradi-Afifah and 02 Idris-Imam. Of course, they compete in branding themselves, which of course in delivering political messages uses several platforms to get an assessment from the public based on their posts and one of them is Instagram. Instagram is a social media that is often discussed and used in networking and is an efficient platform for branding because Instagram uploads photos quickly so that the message conveyed can be received quickly.

This research focuses on candidate pair 02 Mohammad Idris- Imam Budi Hartono who won the 2020 Depok Mayor and Deputy Mayor elections. Researchers used a qualitative content analysis method to see the meaning in the content uploaded by the @idrisashomad and @imambhartono accounts. The reason for this selection is based on the content of the Instagram content displayed by the Idris-Imam pair which has meaning so that the branding displayed is influential in winning Mohammad Idris-Imam Budi Hartono as Mayor and Deputy Mayor of Depok.

The branding formation of Mohammad Idris and Imam Budi Hartono, who are incumbents who in the previous period re-branded themselves to attract the trust and sympathy of Depok City residents, makes this interesting to study, because they have to make more efforts in building public trust which requires the right branding strategy. Based on the description above, this research seeks to analyze "How is the Formation of Political Branding of the Mohammad Idris and Imam Budi Hartono Pair Through Instagram in the 2020 Depok Mayor and Deputy Mayor Election?". The purpose of this research is to describe and analyze the political branding of Mohammad Idris and Imam Budi Hartono to answer related to the formulation of the above problems in forming their political branding.

2 Research Methods

The method used in this research is a qualitative method, according to Bogdan and Taylor qualitative research is a research procedure that produces descriptive data in the form of words or oral from people who can be observed [4]. While the type of research used in this research is Content Analysis, Klaus Krippendorff is a model used to investigate symbols, texts, images and so on. This method analyzes a text objectively to get an overview of a media text. So the content analysis method is a persuasive method that produces facts that can be replicated and relevant [5]. Data collection for this research was carried out in two ways, namely, online media studies to obtain data on the branding of Mohammad Idris and Imam Budi Hartono through Instagram, and interviews were conducted to find out the background of the branding formation of the pair Mohammad Idris and Imam Budi Hartono. The sources were determined based on the research objectives so that they were able to represent in answering the researcher's questions. Data analysis in this study was obtained from the results of data collection, namely interviews and documentation, second data reduction, namely sharpening or classifying data, third data presentation, fourth conclusion drawing [6].

3 Result

Political branding is actually an effort to build and instill positive perceptions to gain support. The number of individual candidates participating in the election makes each candidate have to compete to instill a good image or image in order to gain support from the public. The image or image must be something different from the others to be easily remembered. A special communication strategy is needed so that the image or image of the candidate pair Mohammad Idris and Imam Budi Hartono is imprinted in the minds of the audience in the form of branding as follows:



Figure 1. Idris-Imam is a candidate for leader in favor of the ulama. Source: Instagram Sccounts @Idrisashomad

Figure 1 gives the impression that the Idris-Imam pair is trying to shape its image to the audience by showing Idris-Imam is a candidate leader who honors the ulama. It can be seen in the content uploaded above that the Idris-Imam pair held a meeting with the union of scholars and habaib of Depok City, this can be a strong assessment in the community of the image they have formed, especially in Depok City where the community is dominated by Islam and they are also closely related to religious activities, then used by the Idris-Imam pair by meeting with the scholars to highlight their political brand to the audience on Instagram. In the caption on his Instagram above pinned a caption thanking the head of the ulama who had given his support:

"Thank you for the prayers, support and aspirations of the Depok City Ulama and Habaib Association". (Mohammad Idris through his Instagram account on October 17, 2020).

Mohammad Idris' figure as a cleric made the Idris-Imam pair get support from the scholars and habibs of Depok City. Here is the Informant's statement:

"Mr. Idris' figure as a cleric is also an advantage for the Idris-Imam pair to get support from the scholars in Depok City. Through the meeting, we made the content on Instagram to highlight the religious character that was not owned by his political opponents." (MHN, interview March 3, 2023).

Based on the results of the interview above, it can be concluded that in strengthening its image, the Idris-Imam pair uses clerical figures, the support given is because the figure of Mohammad Idris as a cleric which then becomes an additional value in emphasizing his characteristics as a prospective leader, this is then used as a strategy in shaping branding through Instagram to become a differentiator so that the figure is recognized by the audience.

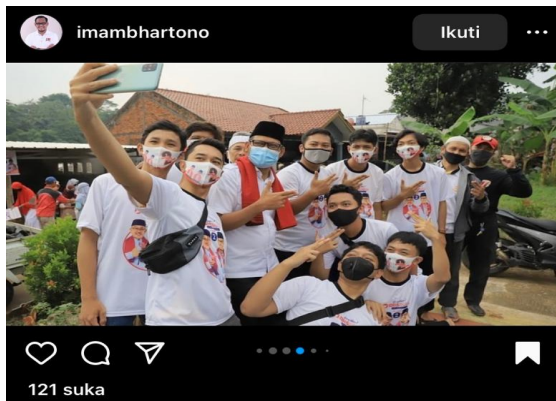


Figure 2. The Idris-Imam pair wants to impress that they are candidates for leaders who are close to the millennial generation. Source: Instagram Account @imambhartono

Figure 2 gives the impression that the Idris-Imam pair is a candidate leader who can easily mingle from various segments of society, especially the millennial generation in accordance with the branding displayed on Instagram, this is one of the strategies because Instagram users are almost dominated by the millennial generation. The picture above also invites millennials to take selfies to get sympathy from the audience of Instagram users with the aim that the content displayed does not seem monotonous and too formal so that it can brand the Idris-Imam pair as prospective leaders who are able to build good emotional relationships with the millennial generation. In the caption on his Instagram above pinned a statement that Idris-Imam ensured that the content created could attract millennials:

"Dear working on the elections in Depok City on December 9, 2020 Tomorrow is a victory for young people. Young people who are able to work, be independent, socialize and be able to serve the community. Let's prove that young people are not just idly contemplating their endless fate. Hoping for an uncertain helping hand. God willing, Idris Imam is determined to produce young entrepreneurs with steel mentality. The pandemic is indeed deadly today. But the fate of the country's children, we decide today. Bismillah -IBH-." (Imam Budi Hartono via his Instagram account October 12, 2020)

The Idris-Imam pair sees Instagram as a social media whose users are dominated by millennials, following the Informant's statement:

"From the existing survey, Instagram is one of the social media networks that many people use, especially the millennial generation, so we ensure that the content we create can attract people's attention and create a positive image, namely through content that shows closeness to their generation". (HS, interview January 25, 2023).

Based on the results of the interviews above, it can be said that the existence of social networks today is very important because it can be used to share all activities in daily life, so that information can be quickly spread to the public, especially information that can be conveyed to the Millennial generation. It cannot be denied that the presence of the millennial generation has influenced every political activity.

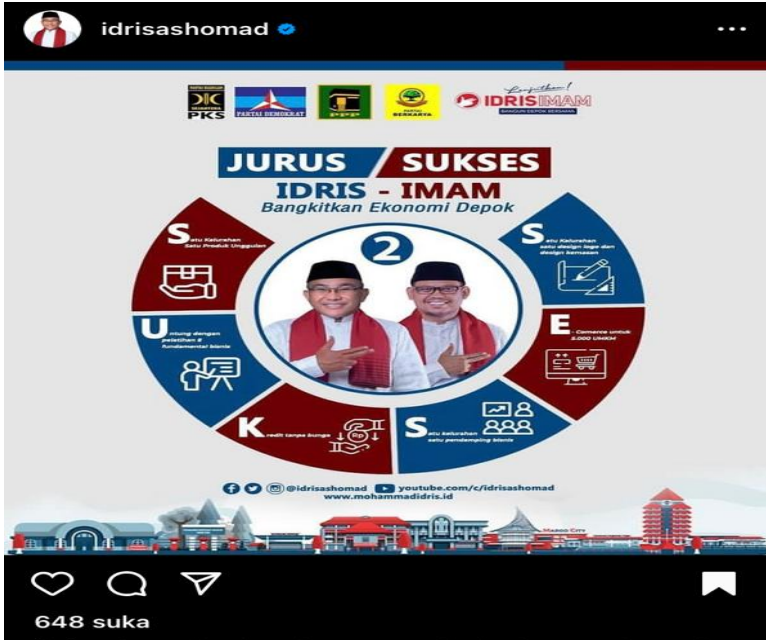


Figure 3. Idris-Imam Pair's "SUCCESS" Program is a Community Solution. Source: Instagram Accounts @idrisashomad

Figure 3 above gives the impression to the audience to be able to understand the programs of the Idris-Imam pair. Visually, it can be seen that the title is given a brand politica, namely "JURUS SUKSES" which is Idris-Imam's work program, the word is an acronym for SUCCESS from the words "S" One village one superior product, "U" Profit with training on 8 business fundamentals, "K" Credit without interest, "S" One village one business assistant, "E" namely E-commerce for 5,000 UMKM, and "S" One village one logo and packaging design. The center of the picture shows a photo of the Idris-Imam pair smiling, meaning that they are a friendly figure and doing the "continue" pose which is the Idris-Imam tagline which means that Idris-Imam is candidate number 2, the use of taglines can also be said to be a form of symbol that will be implanted in the minds of the public, such as using taglines as political branding. Sharing the work program on Instagram is a strategy for the Idris-Imam pair to be recognized as well as a reminder to the audience. Branding through social media instagram can see the problems felt by the community.

"In an effort to improve the economy and business opportunities of the citizens of Depok City, the Idris-Imam pair issued the "SUKSES" program." (Mohammad Idris through his Instagram account November 12, 2020).

The program delivered on social media must be right on target so that later the program made is in accordance with the conditions of the community. The following is the Informant's statement:

"Before the *Jurus SUKSES* program is shared as content, we have scheduled a survey to several areas in Depok City to find out what the community needs, for example for millennials we made a program of 5,000 new entrepreneurs and for mothers, namely 1,000 women entrepreneurs. Because the programs that we promote must be in accordance with the conditions of the community so that the content about the uploaded work program makes the audience interested".

Branding using Instagram social media is now increasingly interesting because the implementation of the campaign is not just a promise, but also now more innovative by first conducting a direct survey to the field to find out what the needs of the community itself are because the Idris-Imam pair markets its program as a form of political brand that is seen as consistently sustainable until the program-shaped brand can be understood by the general public.



Figure 4. The Idris-Imam pair are experienced leaders.

Source: Instagram Accounts @imambhartono.

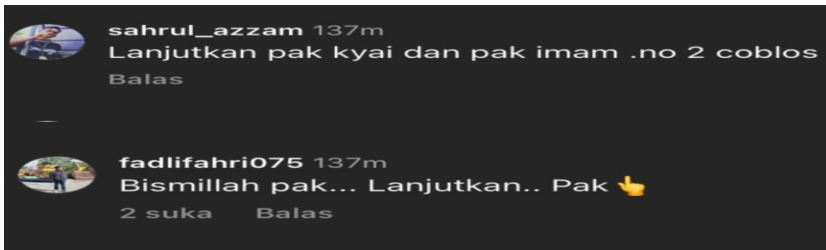
Figure 4 above is uploaded content on Instagram related to achievements as an attempt to create good electability and popularity through achievements or achievements that have been obtained by Idris in the previous period in order to maintain a positive image so as to regain the trust of voters with the aim of influencing the audi-

ence to vote for Idris-Imam. This is in accordance with the opinion of Hafid Nasir, as follows [7]:

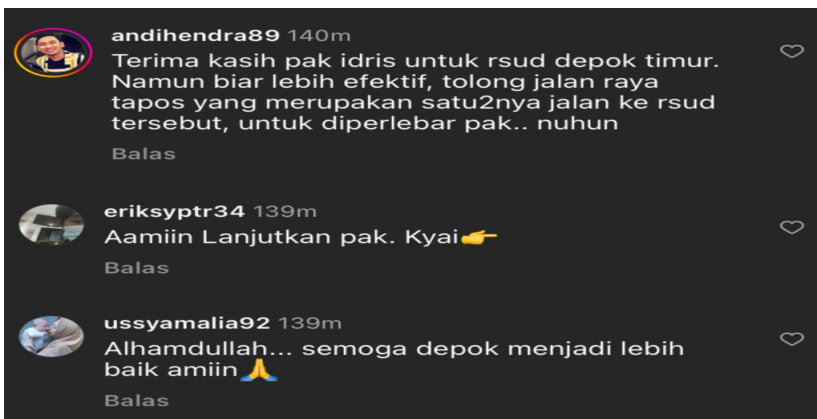
"Because Pak Idris is an incumbent, therefore we also share the achievements and achievements achieved in the previous period to regain public trust, therefore we need to socialize on Instagram".

Based on the interview above, it can be said that the incumbent factor provides a greater opportunity than other candidate pairs, therefore Idris-Imam optimizes by uploading content related to the achievements achieved so that the public thinks that Idris-Imam is able to lead Depok City again for the next 5 years.

This was also conveyed by one netizen who commented through his Instagram;



- The comments on the upload received a variety of responses from netizen (audience) Instagram users. on @sahrul_azzam's comment and @fadlifahri075's comment they want Idris-Imam to continue his leadership and in the comment above they pinned Idris-Imam's tagline, namely "Continue" as a form of support for Idris-Imam to continue his leadership for the next 5 years.



@andihendra89 in his comment he thanked Idris for the construction of the East Depok hospital while still making suggestions in his comment that the road leading to

the East Depok hospital be expanded. Then the second comment @erikysptr in his comment he responded to "continue" by using a finger emoticon which is the Idris-Imam tagline and then the user @ussyamalia92 in his comment pinned so that Depok can be better.

Table 1. List of Candidates for Mayor and Deputy Mayor of Depok in 2020

No.	Name Of Candidate Pair For Nayor and Deputy Mayor of Depok in 2020	Vote Result
01	Pradi Supriatna-Afifah Alia	332.689 Votes (44,45 per cent)
02	Mohammad Idris-Imam Budi Hartono	415.657 Votes (55,55 per cent)

Source : <https://jdih.kpu.go.id>

Based on the results of the recapitulation of the vote count of the General Election Commission (KPU) for the 2020 Depok City Pilkada. The candidate pair for Mayor and Deputy Mayor Mohammad Idris-Imam Budi Hartono won with 415,657 thousand votes, and Pradi Supriatna-Afifah Alia had to be satisfied with 332,689 votes.

The victory of the Mohammad Idris-Imam Budi Hartono pair is inseparable from the political branding they display on their respective Instagram social media, as an incumbent, of course the Idris-Imam pair continues to build a good image so that it still exists in maintaining its electability in the public.

4 Conclusions

The Idris-Imam pair utilizes the use of Instagram to brand themselves as a candidate for the mayor and deputy mayor pair for the 2021-2026 period, this is used to be able to gain sympathy and convince the people of Depok City who are referred to as audiences by forming 4 branding in each Instagram account @idriashomad and @immambhartono forming their political brand that the Idris-Imam pair is a candidate for leaders who side with the ulama, branding through Instagram the Idris-Imam pair is a pair that easily mingles with various segments of society, especially the millennial generation, then the Jurus "SUCCESS" program is a solution to community problems, and branding through content on Instagram that the Idris-Imam pair is an experienced candidate pair. This branding is displayed continuously so that it becomes the character and image it builds so that it becomes a differentiator from its political opponents.

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