

## 2024 Election Campaign Branding By Utilizing Digital Transformation

Ermila Kamil<sup>1</sup>, Fitri Sundari<sup>2</sup>

<sup>1,2</sup> Universitas Sumatera Utara, Medan, Indonesia

### Article Info

#### Article history:

Received :  
Acceptance :  
Published :  
Available online  
<http://aspublisher.co.id/index.php/opini>

E-ISSN: xxxx-xxxx

#### How to cite:



This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license

### ABSTRACT

*Indonesia in 2024 is in an era of rapid technological development. This technological advancement is called digital transformation. In the 2024 elections, digital transformation creates new nuances in political campaigns, which are more adaptive and innovative in shaping candidate branding in the community. In political campaigns, every party and candidate for presidential and vice presidential candidates are competing to form branding to get public attention. This study analyzes the branding of the 2024 Election campaign by utilizing digital transformation. Using a qualitative approach with a content analysis method on social media used in the 2024 presidential & vice presidential candidates. The utilization of technology in digital transformation in the 2024 election campaign is related to the theory of diffusion of innovation. The 2024 election has a diffusion of innovation in the form of the role of political communication in the campaign branding of each candidate. Utilizing social media, campaign organizing technology, digital marketing strategies, along with visual and multimedia content, succeeded in creating strong branding and effective, relevant, and responsive political communication in the 2024 elections.*

**Keywords:** *political, campaign, branding, digital, public attention*

## 1. INTRODUCTION

Indonesia in the year 2024 is an era of rapid technological development. This technological advancement is known as digital transformation. Certainly, digital transformation has been in various aspects of life, including in the world of politics and general election campaigns. The 2024 elections in Indonesia are quite different from the previous years. This democratic party is not just a democratic event for the people to elect leaders but also a showcase to see how political parties and legislative candidates utilize technology to gain sympathy and support from the public.

Digital transformation has facilitated real-time communication, bridging geographical distances and sharing information quickly. Of course, this situation fosters a borderless

communication environment (Cascio & Montealegre, 2016). The use of digital transformation has changed the way political parties and legislative candidates interact. In the 2024 elections, digital transformation creates a need for the political campaign process as a way of introducing candidates to the public, to be more adaptive and innovative in reaching a wide range of voters who are becoming increasingly digitally connected.

In the previous election period, political parties and candidates for President and Vice President during the campaign relied more on conventional media such as television, radio, and newspapers. However, with the digital transformation, the campaign has now evolved by utilizing the internet and social media to form branding in the community. Digital transformation includes a variety of technologies, including artificial intelligence, data analysis, automation, Internet of Things (IoT), and others (Schwarz Müller, et al., 2018). With the utilization of digital transformation, the internet and the usage of social media in Indonesia have increased. According to Arianto (2021), this phenomenon has become an arena for competing information and narratives in the virtual world for the election of Presidential candidates and Vice Presidential candidates in the General Election. With the digital transformation, the spread of information is faster, wider and more interactive.

At the momentum of the election campaign, each party and presidential and vice presidential candidates are competing to form branding in the community. According to Kotler and Keller (in Fauzi, 2021) branding is the process of giving identity and strength to products and services related to visual characteristics, perceptions, images, impressions, characters and views obtained from recipients. Branding in the context of an election campaign is not limited to a logo or slogan that is voiced, but also a strategy for how candidates build their image to form a strong reputation in the eyes of the public.

Effective branding during a campaign can create an emotional connection with voters, build voter trust, and ultimately influence voter decisions on election day. According to Hadi (2018) the Presidential and Vice Presidential Elections of 2023 in Indonesia is one of the key moments in using social media as a strategic tool to influence voters. The democratic party involves voters from various backgrounds, including different generations and diverse regions. Building branding for each candidate and ensuring campaign messages reach all voter segments is a challenge for each candidate. Thus, each presidential and vice presidential candidate must have their own strategy to form a unique branding so that the public can distinguish the pair from other pairs. Presidential and vice presidential candidates can take advantage of social media to build self-image, implement programs, and interact with voters.

According to Miriam Budiardjo (in Sudianto, 2006) Political communication is a function of socialization and political culture. If we relate it to the current nuances, the political communication that takes place provides a different socialization function and political culture. The more candidates who utilize digital technology for campaigns, a socialization campaign with a new political communication culture is formed. By creating new nuances, the competition to attract voters' attention is now not only done directly but also online. Presidential & vice presidential candidates need to have a clear and different strategy to differentiate themselves from other candidates in order to form a branding that will be remembered by the public. The author will discuss Campaign Branding in the 2024 Election by utilizing digital transformation. The goal is that in the future, prospective leaders can utilize digital transformation effectively as a way to introduce themselves to the public.

## 2. RESEARCH METHODE

In this study, the approach used is a qualitative approach with a content analysis method. Using the content analysis method in analyzing the social media used in the 2024 presidential & vice presidential candidates. Content analysis is a research method used to identify, analyze, and describe the content of communication. This method helps researchers understand the patterns, themes, and meanings of the messages conveyed to produce objective, systematic descriptions of the content contained in communication media, identify the strengths and weaknesses of a content, and assist in determining strategies to improve the quality and effectiveness of media content (Krippendorff, 2019).

## 3. RESULT AND DISCUSSION

According to McGrath & Maiye (in Putri & Hariyanti, 2022) Digital transformation can be defined as the integration of digital technology into all aspects and operations of an organization, which in turn leads to infrastructural changes in the way the organization is operated and provides value. In elections, the role of digital transformation has become a game changer for political campaigns in 2024.

The utilization of technology in this campaign relates to the theory of diffusion of innovations. According to Rogers, diffusion of innovation is the process through which an innovation is communicated through certain channels over time among members of a social system (Rogers & Singhal, 2022). If we relate it to the 2024 elections, the use of digital transformation as a branding tool is a new innovation in politics. The application of digital technology in delivering political messages, building candidate images, and approaching voters are important elements in this innovation. The use of social media, big data, and AI technology to personalize campaigns are examples of the adoption of innovation in politics.

In their deployment, the agents of change can be influencers, social media experts or campaign teams that utilize digital media to influence public opinion. They serve to accelerate the diffusion of digital innovations in campaign branding, direct candidates to be more open to digital approaches and educate the public on the importance of engagement through digital media. Digital transformation also enables political campaigns to engage voters more directly and interactively in the political process. Through online discussion forums, digital petitions and participatory platforms. This helps build closer relationships between candidates and voters, and strengthens bottom-up political support.

The use of digital technology in presidential and vice presidential candidates and political parties uses a variety of digital platforms, especially on social media, which has provided greater access opportunities to be present with voters. Presidential and vice presidential candidates can communicate directly, quickly, and interactively. Social media such as Facebook, Youtube and Instagram have become the main channels for spreading campaign messages, garnering support and mobilizing political action. These platforms provide a powerful weapon for candidates and political parties to approach a wide range of voters.

In the context of election campaigns, the role of political communication is very important in the process of forming and strengthening the branding of candidates and political parties. Digital transformation has expanded political communication, providing unlimited ways for candidates and political parties to build a strong image and influence

voter perceptions. Political communication is the main vehicle for candidates and political parties to convey messages that will form branding to voters by utilizing digital transformation as a powerful tool for realization in conducting campaign activities.

Political communication with new nuances is becoming history by utilizing digital transformation. Through engaging and diverse content, candidates can showcase their leadership, reflect their values, and convey their vision and mission for the future. By interacting directly with voters through comments, live streaming, and private messages, candidates can build closer and more personal relationships with voters to strengthen their branding.

Digital transformation also allows candidates to use various new tools and techniques in conducting political communication. For example, the use of AI in the form of animation forms the candidate's character as an animation to convey political communication to be less rigid and more entertaining. Thus, the role of political communication in branding by utilizing digital transformation is very important in inspiring and influencing voters.

The utilization of technology in campaigns also helps to establish personal branding in order to capture the attention of voters. Social media provides a platform for self-actualization, as almost everyone is connected online and it is easy to find information about one's activities. The world increasingly recognizes the importance of managing personal branding and offers strategic advice on how to create the desired personal brand identity through social media (Anggrini, 2021)

There are several important aspects that must be considered when building personal branding through social media (Anggrini, 2021):

1. Having multiple accounts on various social media platforms can help reach more people. However, all accounts should be updated so that followers can continue to receive information.
2. Develop a strong positioning statement for each piece of content. This is an explanation of who you are and what you do. While this statement is about personal branding, it's important to remember that the goal is to connect with followers. So someone with an account can provide content about what they do.
3. To succeed in personal branding, one must use a consistent look across all platforms. Starting from the name, colors, style, and tone used should be the same. It is also helpful to harmonize profile pictures across different platforms. Thus, personal branding will be more easily recognized and remembered by others as followers.
4. To be easily found, one should post daily on major social networks and ensure that it is consistent across all platforms. Consistent activity on social media is essential for gaining influence and followers, so posting regularly is significant for gaining the attention of a large following.

In addition to social media, data analytics has become an important component of modern political campaign strategies. By using data analysis techniques such as big data and machine learning, political campaigns can understand voter behavior more deeply, identify issues that are important to voters, and develop more effective communication strategies. These data help candidates and political parties to target voters more precisely, deliver relevant campaign messages, and measure the impact of campaign efforts. In addition to

communication strategies, digital transformation has also changed the way political campaigns raise funds. Through crowdfunding and online donation platforms, candidates and political parties can raise funds from public support directly, without having to rely on traditional donations. Political campaigns can also spread campaign messages and mobilize support more quickly and efficiently through online campaigns. With relatively low costs and wide reach, online campaigns have become one of the most effective tools in achieving political goals.

However, challenges and ethical issues also need to be considered in utilizing digital transformation in the context of political campaigns. Digital transformation in political campaigns presents challenges such as the risk of spreading hoaxes that can damage the reputation of candidates or parties. To overcome this, campaign teams must be proactive in monitoring the information circulating and immediately provide clarification if there are errors or misinformation.

#### **a. Analysis of Candidates for President & Vice President 01**

In their campaign, the presidential and vice presidential candidates 01, Anies Baswedan and Muhaimin Iskandar, highlighted several important issues that are relevant to the conditions and challenges faced by Indonesia today. These issues include improving the quality of education, economic empowerment for the people, and bureaucratic reform to improve public services that are more efficient and open (Ulfah, 2022). In addition, it also emphasizes the urgency to build a harmonious Indonesia by prioritizing the values of diversity and tolerance in the midst of community diversity (Anwar, et al, 2022).

In the presidential and vice presidential campaign, candidate number 01 utilized the popularity of TikTok among millennials and generation Z, by launching a creative and interesting campaign on the platform. The campaign team began creating short entertaining and informative content that introduced their vision and programs to voters. First, presidential and vice presidential candidate number 01 uploaded short videos highlighting his achievements during his tenure as leader, ranging from infrastructure development to education programs. Then share videos that show his human side, such as when interacting with citizens, visiting schools, or talking to young people about their dreams and aspirations.

In addition, the presidential and vice presidential candidate number 01 also actively interacts with TikTok users by holding direct question and answer sessions, challenges, or even collaborating with other popular TikTok users to create more interesting and viral content. This approach gives the impression that Presidential and Vice Presidential Candidate 01 is an open figure and cares about the aspirations and needs of the community. The TikTok campaign also succeeded in inspiring supporters to create their own supportive content. From videos of campaign theme songs to comedic creations that illustrate their support for the presidential and vice presidential candidate number 01. TikTok has become a forum for supporters to express their support and enthusiasm. A song made by supporters named Refly Harun and Ogie Cherista went viral. With enthusiastic lyrics used by every supporter when creating content about the presidential and vice presidential candidate 01 on social media.

The support that emerged unexpectedly by some young people in various cities. The formation of a fandom with the name "Humanies". This name is used for all fans and not only that, the fans utilize digital transformation by creating a special website with the address

haveaniesday.com and making videotrons at several street points in big cities. In the absence of coercion these fans do fundraising for fan projects. The fundraising activities are for the manufacture of videotron promotion of the presidential and vice presidential candidates 01. Of course, this supporting method forms a good branding among the public in introducing the presidential and vice presidential candidates 01 and it is proven that all the methods carried out using digital transformation circulating today.

Candidate 01 encouraged his supporters to share campaign content, use special hashtags, and even organize campaign events through these platforms. This not only increased public awareness of his campaign, but also helped in building strong momentum in the lead-up to election day. Through this innovative campaign strategy, Candidate 01 managed to attract the attention and support of various groups, especially the younger generation who may have previously been less interested or involved in the political process. They proved that with creativity and adaptation to technological developments and trends, political messages can be delivered effectively to anyone, anywhere.

### **b. Analysis of Candidates for President & Vice President 02**

One of the strengths of Presidential and Vice Presidential Candidate 02 in his campaign is his ability to raise issues that are relevant and in accordance with the needs of the community. Some of the main issues raised by Presidential and Vice Presidential Candidates 02, namely Prabowo and Gibran in their campaigns include empowering the people's economy and strengthening national defense. Presidential and Vice Presidential Candidates 02 also emphasized the importance of building a sovereign, independent, and just Indonesia (Ulfah, 2022).

By focusing on these issues, Candidate 02 seeks to demonstrate his commitment to creating a better future for Indonesia. With effective campaign strategies and relevant issues... By utilizing this digital transformation in a creative and innovative way, the campaign of Capres and Cawapres 02 succeeded in creating a unique and modern branding, which helped candidates and parties stand out amidst fierce competition in the political arena. The presidential and vice presidential candidate 02 is synonymous with the use of animation that utilizes the role of AI (Artificial Intelligence). The use of AI animation proves that politics does not need to be rigid and serious, but can also be a place to experiment and create something new and interesting.

First of all, the presidential and vice presidential candidate and the campaign team worked with technologists and animators to create an AI avatar that resembles Prabowo's face. This avatar was then integrated into various campaign content, from the campaign's opening videos to short advertisements distributed on digital platforms and on the street.

These avatars are also used as filters on Instagram. So supporters can use the filter when campaigning. One of the advantages of using AI animation is its flexibility. The avatars of the presidential and vice presidential candidates can be used to convey campaign messages in various contexts and situations. For example, they created short videos where the avatars of Prabowo and Gibran interact with citizens to discuss various issues that are important to the community, ranging from economy to education.

In addition, AI animation also allows for greater creative experimentation. Candidate 02's campaign team created animated clips depicting his vision and plans for his term in office, using a unique and engaging animation style. This not only made their campaign

content more visually appealing, but also helped in conveying complex messages in a way that was easier for voters to understand. The use of AI animation in the presidential and vice presidential campaign of 02 also succeeded in creating a buzz among young voters. With the “oke gas” soundtrack from Richard Jersey, it became a branding that was attached to the community. With a characteristic shake from Mr. Prabowo, filter animation and video footage of the song oke gas enlivened the pages on social media platforms. The shades of sky blue are also the colors that form the branding of the presidential and vice presidential candidates 02. So that some of the nuances of the activity use this color. The avatars of the presidential and vice presidential candidates went viral on various social media platforms, with many users starting to share and comment on the animated content. This helped in raising public awareness about the campaign of Presidential and Vice Presidential Candidate 02 and expanding the reach of its political message to potential voters who may not have previously been interested or involved in politics.

By utilizing this digital transformation in a creative and innovative way, the presidential and vice presidential campaign of 02 managed to create a unique and modern branding, which helped them to stand out amidst the fierce competition in the political arena. The use of AI animation proves that politics need not be rigid and serious, but can also be a platform to experiment and create something new and exciting in the campaign.

### **c. Analysis of Candidates for President & Vice President 03**

In the campaign of presidential and vice presidential candidate 03 Ganjar Pranowo and Mahfud MD, several main issues were the focus of public attention. First, the welfare of the people. Presidential and Vice Presidential Candidates 03 conveyed to improve the quality of life of the community through programs such as infrastructure development, improving the quality of education, and health services.

Second, the eradication of corruption. Known as clean politicians, Presidential and Vice Presidential Candidates 03 are committed to strengthening law enforcement agencies and increasing transparency in government. Third, the environment. Given the increasingly real challenges of climate change, Presidential and Vice Presidential Candidates 03 are determined to make Indonesia an environmentally friendly country with various pro-environmental policies. In addition, it emphasizes the importance of creating an inclusive Indonesia, where every citizen has equal access to opportunities and welfare (Ulfah, 2022). By raising these issues, Presidential and Vice Presidential Candidates 03 want to show that they have a clear vision for the future of Indonesia.

Ganjar Pranowo, known as a progressive governor with a good track record in Central Java, uses social media intensively to build his image. He uses platforms such as Instagram and Youtube to share his work programs, achievements, and vision and mission. Ganjar also frequently holds live streaming sessions on Instagram and Facebook, where he interacts directly with the public, answering questions and listening to their aspirations. This approach not only increases direct engagement with voters, but also builds Ganjar's image as a transparent and responsive leader.

Meanwhile, Mahfud MD, with his background as a legal expert and politician of integrity, also utilized digital transformation in his campaign. Mahfud is active on social media, using platforms such as Twitter, Facebook and YouTube to convey his views on various legal and political issues. Through informative video content and tweets, Mahfud

built an image as an intellectual and insightful figure. He often discusses complex issues in an easy-to-understand manner, thus appealing to voters who value expertise and knowledge.

Mahfud also leveraged technology to organize his campaign team. By using project management applications and online collaboration, Mahfud's team was able to work more efficiently and coordinated. The technology helped in organizing campaign events, disseminating information, and collecting feedback from volunteers and supporters. In addition, Mahfud utilized technology to hold webinars and online discussions, expanding the campaign's reach to a wider audience without being limited by geographical location.

Both also integrated digital marketing strategies in their campaigns. In the digital era, visual and multimedia content plays an important role in attracting voters' attention. Ganjar and Mahfud used videos, infographics and engaging images to convey messages. Short videos uploaded on TikTok and Instagram Stories, for example, can reach young audiences who prefer content consumption.

The campaign team of the presidential and vice presidential candidate 03 realized the power and potential contained in certain social media platforms. Determined to achieve victory through modern and innovative strategies, they decided to focus on the use of digital transformation specifically through the Instagram and Youtube platforms. To begin with, the campaign team of Candidate 03 launched an official Instagram account that was engaging and interactive. They updated the account regularly with attention-grabbing content, ranging from photos of campaign activities to evocative stories. Each post was carefully designed to reflect the campaign's message and values, such as inclusion, progress and fairness.

However, what makes the presidential and vice presidential campaigns truly different is the use of Instagram's creative features. They utilize features such as Instagram Stories, IGTV, and Reels to deliver campaign messages in a creative and interesting way. For example, they create stories containing footage of campaign activities, as well as interviews with supporters. Likewise, the Youtube platform shows vlogs of campaign activities carried out in various regions.

Not only that, Ganjar Pranowo's campaign team also launched a series of exclusive items. These attributes allow Instagram users to "wear" the campaign attributes of Candidate 03, such as jackets or other attributes containing messages of support. Users can take photos or videos of Candidate 03 wearing these attributes and share them on their own accounts, as a form of providing wider support to the Candidate 03 campaign. Of course, this is also a branding for Candidate 03.

The use of digital transformation through Instagram not only helped in extending the reach of political messages to potential voters who may not have previously been interested or engaged in politics, but also helped in building a strong community on the platform. The direct interaction between the campaign team and its followers, as well as between followers and each other, helped in strengthening the emotional connection between voters and the presidential and vice presidential candidates.

#### **4. CONCLUSION**

The branding of the 2024 election campaign by utilizing digital transformation has become an inseparable element of the modern political process. This transformation not only changes the way politicians interact with voters, but also redefines the overall campaign strategy. Through the application of digital technology in the branding of the 2024 Election



campaign, we can see how political communication strategies are transforming quickly and dynamically. The branding of each candidate becomes more strategic and efficient with the presence of social media, each candidate can build their image with a wider public reach.

The implementation of 2024 presidential and vice presidential candidates has clearly demonstrated how the use of advanced digital technology can strengthen their political position and build closer relationships with the public. Through the use of social media, campaign organizing technology, digital marketing strategies, and visual and multimedia content, they have succeeded in creating campaigns that are effective, relevant and responsive to the needs of voters.

However, digital technology is not a substitute for core values such as integrity, transparency and commitment to the public interest. Instead, technology should be used as a tool to reinforce these values and ensure that political leaders remain connected to the people they serve. The 2024 presidential and vice presidential candidates have shown that with a purposeful and innovative approach, technology can be used to achieve their campaign goals and build long-term relationships with the public.

Throughout this paper, we have learned that election campaign branding in the digital age requires a holistic and integrated approach. Digital transformation offers tremendous tools and opportunities, but it also requires deep understanding and a clear strategy. Indonesia's 2024 election campaign will make history in the application of digital technology in politics. Hopefully, this paper can be a useful guide for politicians, campaign teams, academics, and activists interested in the world of political campaign branding in the digital era. Thus, the future of political campaigns in Indonesia will be more transparent, inclusive, and effective, towards a better and sustainable democracy in the future.

## References

- Anggarini, Desy Try. 2021. Faktor-faktor yang mempengaruhi personal branding dalam membangun citra dan popularitas di media sosial. *Business Innovation and Entrepreneurship Journal*. 3 (4)
- Arianto, B. Pandemi Covid-19 dan Transformasi Budaya Digital di Indonesia. *Titian Ilmu: Jurnal Ilmiah Multi Sciences*. 5(2).
- Cascio, W. F., & Montealegre, R. (2016). How technology is changing work and organizations. *Annual Review of Organizational Psychology and Organizational Behavior*, 3, 349-375.
- Fauzi, Ulfah Intan. 2021. Pengaruh Branding Dan Digital Marketing Terhadap Keputusan Pemilihan Wedding Organizer Syariah. *Youth & Islamic Economic Journal*. 2 (1)
- Hadi, A. Bridging Indonesia's Digital Divide: Rural-Urban Linkages. *Jurnal Ilmu Sosial dan Ilmu Politik*. 22(2)
- Kotler dan Keller. (2015). *Manajemen Pemasaran*. Jilid I. Edisi Ke 13. Jakarta: Erlangga.
- Putri, Oktaria Ardika & Hariyanti, Sri . 2022. Transformasi Digital Dalam Bisnis Dan Manajemen. *Proceedings of Islamic Economics, Business, and Philanthropy*. 1 (1)
- Rogers, E. M., & Singhal, A. (2022). *Diffusion of innovations in organizations*. In A. Singhal (Ed.), *Communication of innovations: A journey with Ev Rogers* (pp. 47-55). Sage Publications.

Schwarz Müller,dkk. 2018. How Does the Digital Transformation Affect Organizations? Key Themes of Change in Work Design and Leadership. Management revenue: socioeconomic studies. Volume 29

Sudianto. (2016). *Komunikasi Politik*. Jakarta : Rajawali press