

**IMPRESSION MANAGEMENT STRATEGY OF JOKOWI ON INSTAGRAM
DURING INDONESIA'S PRESIDENTIAL ELECTION CAMPAIGN IN 2019**

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ABSTRACT

Media plays an essential tool for every candidate to construct and promote their positive images in every election. In the vast development of the Internet and digital media, it is not enough for presidential candidates to only use mainstream media such as television, radio, and printed media. That's why every presidential candidate must use the Internet, especially social media, to gain purposes. In the 2019 Indonesia Presidential Election, Instagram becomes popular for candidates to promote their self-image. This study will analyze Joko Widodo's personal Instagram account @jokowi three months before election. This study shows that Joko Widodo uses Instagram as his front stage to build his positive image by using several issues such as; his success in building infrastructure, maintaining commodity prices in the market, his concern towards Indonesian athlete achievements, and his fast reaction to natural disasters events. He creates positive image by showing his other side as husband and grandfather. Moreover, he uses his closeness with people to deliver that he is a caring leader. This study suggests that public be more critical in reading message of political campaigns in presidential candidates. It only provides positive issue identified as a front stage that hides the actual reality

Keywords: Digital Media, Instagram, Political Campaign, Impression Management.

ABSTRAK

Media memainkan peran penting bagi setiap calon presiden untuk membangun dan mempromosikan citra positif mereka di setiap pemilu. Dalam perkembangan internet dan media digital yang begitu pesat, calon presiden tidak cukup hanya menggunakan media *mainstream* seperti televisi, radio, dan media cetak. Itu sebabnya setiap calon presiden harus menggunakan internet, terutama media sosial, untuk mencapai tujuannya. Pada pemilu 2019, Instagram menjadi populer bagi para kandidat untuk mempromosikan citra diri mereka. Penelitian ini akan menganalisis akun Instagram pribadi Joko Widodo @jokowi tiga bulan sebelum pemilu. Penelitian ini menunjukkan bahwa Joko Widodo menggunakan Instagram sebagai panggung untuk membangun citra positifnya dengan menggunakan beberapa isu seperti; keberhasilannya dalam membangun infrastruktur, menjaga harga komoditas di pasar, kepeduliannya terhadap prestasi atlet Indonesia, dan reaksi cepatnya terhadap peristiwa bencana alam. Dia menciptakan citra positif dengan menunjukkan sisi lain sebagai suami dan kakek. Selain itu, ia menggunakan kedekatannya dengan orang-orang untuk menyampaikan bahwa ia adalah pemimpin yang peduli. Penelitian ini bertujuan agar masyarakat lebih kritis dalam membaca pesan kampanye politik pada calon presiden. Citra tersebut hanya memberikan isu positif yang diidentifikasi sebagai panggung yang menyembunyikan realitas yang sebenarnya.

Kata kunci: Instagram, Kampanye Politik, Media Digital, Manajemen Kesan.

PENDAHULUAN

The Internet has become an integral part of daily life for people, playing a crucial role in various societal aspects, including education, economics, and social interactions. In Indonesia, the number of internet users has reached 150 million, with a 13% increase from 2018, and a similar growth in active social media users, reaching 15% since 2018. Most users access social media through mobile devices, with 130 million users, reflecting an 8.3% increase from 2018 (Hootsuite, Indonesian Digital Report

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2019).

A Global Web Index survey conducted in Q2 and Q3 of 2018 revealed that Indonesians, on average, spend approximately 8 hours and 36 minutes per day on the internet, with 3 hours and 26 minutes dedicated to social media usage. Instagram emerges as one of the most widely used social media platforms in Indonesia (Hootsuite, Indonesian Digital Report 2019). Data indicates that 92.82% of Indonesians use social media, with the millennial generation (20–29 years old) being the most significant users at 95.96%. The age group of 30–49 years old represents the second-largest user base at 93.5%. Moreover, a substantial percentage of users, 90.18%, reside in rural areas, while 94.12% live in urban cities (Puslitbang Aptika IKP Ministry of Communication RI). This extensive social media usage highlights the potential to reach a large number of voters through these platforms.

In the era of technology, the generation accustomed to digital-based and mobile-centric new media relies less on traditional broadcast and print media. Social media, reflecting the friendly and conversational culture of Indonesians, allows users to connect, communicate, participate, share, and create content collaboratively. Recognizing the cost-effectiveness of social media compared to traditional channels, political campaigns find it a suitable platform. However, strategic planning is necessary to align with political programs, enhancing the credibility of political figures or parties. In Indonesia, there are no specific regulations prohibiting social media campaigning, with the General Election Commission (KPU RI) monitoring activities during campaign periods.

In 2019, presidential and vice-presidential candidates reported campaign funds and success teams to KPU RI, providing official social media accounts for monitoring. For instance, Joko Widodo and Ma'ruf Amin established Facebook, Instagram, and Twitter accounts dedicated to their campaign. However, observations reveal variations in the popularity of these accounts, with Joko Widodo's personal Instagram account garnering significantly more followers and engagement than the campaign-specific account. This illustrates the evolving strategies of political candidates in leveraging digital media to shape their public image.

Joko Widodo recognized the potential of Instagram, particularly among the youth, for building a positive self-image during the 2019 presidential election. This article aims to analyze Joko Widodo's approach in managing impressions through his personal Instagram account, considering factors such as engagement and likes to understand the effectiveness of his strategy.

METODE

This study uses a qualitative descriptive approach to answer this research question to see how Joko Widodo's strategy in building impression management as president and prospective president of Indonesia in 2019 through his Instagram account. This research only focuses on observing Joko Widodo's Instagram post during Indonesia's presidential election campaign from February to April 2019. The Instagram social media account under study is the @jokowi account.

This research will analyze Joko Widodo's Instagram content descriptively at a specific time frame. The timeframe is the Instagram content from February to April 2019. Then, several popular photos or videos will be selected by the researchers. This research describes following the concept of dramaturgy theory and impression management, which is seeing the front stage of Joko Widodo on Instagram, describing the social distance created between Joko Widodo and the audience, describing the artefacts of Joko Widodo. This secret team is behind the Joko Widodo Instagram stage. After that, this research will describe the impression management strategy used by Joko Widodo. The strategy follows the typology Metts (in Kriyantono, 2014), namely the ingratiation strategy, self-promotion strategy, exemplification strategy, supplication strategy, and intimidation strategy.

PEMBAHASAN

Overview of the Data

2019 Indonesia's Presidential Election was Joko Widodo's second time to participate. In 2014, he won the election by 53,15% votes nationally. While in 2019, he became the president by winning the election for 55,50% votes (kompas.com). It is so interesting that Joko Widodo's vote has raised by 2,35% for this second time. 2019 Indonesia's Presidential Election is also interesting to observe. For

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this year, the campaign was so tight on social media. In every platform, both candidates are at 'war' to be the best, to show their potential voters that they are the best candidate for the president. Each candidate uses all social media platforms to spread their campaign messages to the public.

In Indonesia, Instagram is one of the most popular social media, and it is on number 4th after Youtube, Whatsapp, and Facebook (hootsuite.com). Instagram is very popular in Indonesia because Indonesians prefer to be encouraged and entertained by images and videos. Psychologically speaking, Instagram also managed to connect the emotional closeness between people. It is also applied to public or political figures, where we can see photos and videos of their everyday lives, making us feel emotionally closer to them. Moreover, Instagram Story and IGTV features are visually more interesting than Twitter or Facebook.

Compared to other leaders on Instagram, Joko Widodo is number 2 among the most liked world leaders with more than 27 million followers. In this year only, 12,2 million new accounts follow @jokowi on Instagram. Moreover, he is also 2nd in the world's most influential leaders with 590.916 interactions/ post and 2nd in world leaders with the most interactions with 481 million this year (twiplomacy.com, 18/12/2019).

Joko Widodo's Front Stage

Tabel 1. Joko Widodo's Total Instagram Post, February – April 2019

Month	Total Post	Photo	Video
February	60	52	8
March	95	50	45
April	135	96	

On @jokowi Instagram page, written on the bio as follows:

Akun Instagram resmi Presiden Republik Indonesia Joko Widodo. #MenujuIndonesiaMaju. Dikelola oleh Tim Komunikasi Digital Presiden.

(Official Instagram account of the President of Republic Indonesia Joko Widodo. #MenujuIndonesiaMaju (Towards Better Indonesia). Managed by President's Digital Communication Team).

Based on researchers' view, from February to April 2019, Joko Widodo has posted 198 photos and 92 videos during the campaign period. When this article was written, @jokowi had 27,1 million followers, 1.743 posts, with no following (Instagram, 18/12/2019). From February to April 2019, Joko Widodo posted the most content about Indonesia's launching and development of infrastructure. In addition, Joko Widodo also often uploads videos and pictures about 'blusukan' (an activity where he visits the people at grassroots) activities to traditional markets. From a photo posted on his Instagram, Joko Widodo is chatting with people in traditional markets and shaking their hands. Besides 'blusukan' to traditional markets, Joko Widodo also uploaded posts about his activities in various cities in Indonesia, such as visiting the tunnel projects in Bandung, socializing about Road Safety in Palembang, and visiting a school in Jayapura. From the various posts, Joko Widodo also uploads his portrait holding a child and holding the shoulders of the elderly while listening to what they say.



Gambar 1. Joko Widodo visiting a Twin Tunnel Project in Bandung City, 10/03/19

Besides posting activities about him in the field, Instagram Joko Widodo also posted about his days with his family. Joko Widodo is often seen uploading pictures when he holds Mrs Iriana Widodo's hand, holds his grandson Jan Ethes and spends his time with family in the Bogor Palace and Solo.



Gambar 2. Joko Widodo holding his wife's hand in a wood at Banyuasin City, 9/03/19



Gambar 3. Joko Widodo is doing prayer with his grandson Jan Ethes, 11/03/19

Following Atmadja and Ariyani (2018), dramaturgy theory describes human beings who play on the front stage, where they play by carrying out social interactions with different statuses and roles. The role played is bound by the motives and goals of the actor. For this research, Joko Widodo plays the role of a presidential candidate who will face the election. As a candidate, Joko Widodo made Instagram his stage and followers and other Instagram account owners as spectators. He must play as smart as

possible on Instagram to achieve his goal, to get more than 50 per cent of the vote to win this 2019 election.

On his Instagram, Joko Widodo often uploads his achievements in building infrastructure. Based on his Instagram observations, Joko Widodo posted many photos and videos on infrastructure, such as videos about the Trans Java Toll Road, his photo on the Jayapura Holtekamp bridge, Joko Widodo's photo when launching the toll road in Kalimantan, etc. The post got hundreds of thousands of likes from Instagram users.



Gambar 4. New highway connecting Samarinda – Balikpapan City in Kalimantan, 16/02/19

Joko Widodo not only upload photos and videos about infrastructure construction that were successfully launched and enjoyed by the community. Joko Widodo also uploaded photographs when conducting *blusukan* at traditional markets. The term '*blusukan*' has been a distinctive attribute of Joko Widodo since becoming mayor of Solo and the governor of DKI Jakarta. The word '*blusukan*' is identical to Joko Widodo's activities that interact directly with the community.

Based on the findings on Instagram @jokowi, Joko Widodo often visits traditional markets and talks with traders there. Joko Widodo looks familiar with traders in the traditional market. For this '*blusukan*' Instagram content, Joko Widodo managed to reap hundreds of thousands of likes from followers and other Instagram account users.



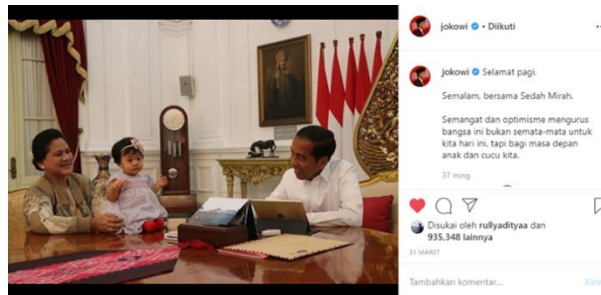
Gambar 5. Joko Widodo visiting a traditional market in Medan, 16/03/19

Aside from visiting traditional markets, he also posted activities with national athletes. In the era of Joko Widodo serving as president, Indonesia became the host for the 2018 Asian Games and the 2018 Asian Para Games. In addition to the Asian Games and Asian Para Games athletes, Joko Widodo also uploaded his portrait with the Garuda Indonesia soccer team. Uploaded in the form of photos and videos between Joko Widodo and these athletes won hundreds of thousands of likes on Instagram.



Gambar 6. Joko Widodo with national football athletes, 28/02/19

On Instagram, Joko Widodo not only plays the role of the leader of the country and presidential candidate but also as the leader of his family. In his Instagram post, Joko Widodo also published about intimacy with his wife, Iriana Widodo, who accompanied him. Joko Widodo also posted when he and his family played at the Bogor Palace. In addition, he also uploaded photos and videos while playing with his children and grandchildren.

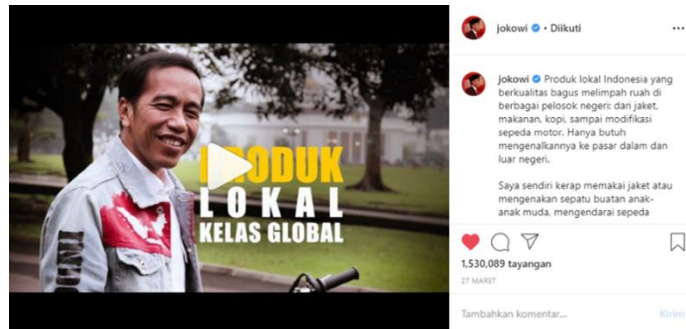


Gambar 7. Joko Widodo was playing with his granddaughter and his wife, 31/03/19



Gambar 8. Joko Widodo riding a motorcycle in promoting Moto GP 2021 that will be held in Mandalika Circuit, 12/03/19

To reach young generations, he also plays a role as a leader who has a 'young spirit'. His photo shows it when riding a racing motorcycle at the Bogor Palace, and it is to promote the Moto GP (Moto Grand Prix) Racing Event held in Mandalika in 2021. He also shows his concern for a young entrepreneur in Indonesia by wearing their local products while doing his hobby, riding motorcycles across town.



Gambar 9. A video of Joko Widodo promoting Indonesian's young generations' local product by wearing a denim jacket and jeans and riding a motorcycle, 27/03/19

Social Distance and Secret Team

Joko Widodo is an actor who plays the role of a presidential candidate on the stage named Instagram. Joko Widodo also pointed out that he served as the president of Indonesia from 2014-to 2019 as the husband of Iriana, a father, and grandfather of his grandchildren. Joko Widodo showed it on his Instagram.

In the photos and videos on Instagram, Joko Widodo shows that he has no distance from the people, even though his status is as a number one person in Indonesia. The statement was supported by photos and videos posted when Joko Widodo blasted into a traditional market, where Joko Widodo spoke with traders without any restrictions or boundaries on them. However, on the other hand, when Joko Widodo acted as a presidential candidate and carried out a campaign, he stood on the stage to create a gap between himself and the audience.



Gambar 10. Joko Widodo on his campaign event in Jakarta, 13/03/19

In addition, on Joko Widodo's Instagram, he has never replied to a single comment from a citizen, both positive and negative. It shows that Joko Widodo created a distance between the audiences with himself, who played the role of President of the Republic of Indonesia and a presidential candidate. The settings of the photos and videos that Joko Widodo displayed on Instagram are diverse. Joko Widodo is sometimes in traditional markets, at TNI headquarters, at significant events such as the IMF Bali-World Bank, at the location of natural disasters, even overseas, ranging from Singapore to Saudi Arabia. It follows Joko Widodo's role as an actor. The role of the president and the presidential candidate does not have a fixed setting to show his role. It follows the 1945 Constitution of the Republic of Indonesia, where the president has the position of head of state and head of government. It is not uncommon for the president to monitor community developments in the field and attend invitations from leaders of other countries.

The artefacts attached to Joko Widodo are white shirts. Almost all of his portraits on his Instagram show that Joko Widodo is wearing white clothes with his arms rolled. The white colour has become Joko Widodo's identity since rolling his arms, meaning he is ready to work with a clean heart for the good of the people of Indonesia. This is aligned with the slogan of Jokowi: work, work, work!

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Gambar 11. Joko Widodo on his visits to the first trial of Mass Rapid Transit Train in Jakarta, 19/03/19

Regarding the existence of the 'secret society' behind Joko Widodo's Instagram, the team manages the account. On Joko Widodo's Instagram profile, it is written that the President's Digital Communications Team manages the account. It follows the theory of dramaturgy, where the president's digital communication team consists of individuals who jointly encourage actors to achieve the goals to be achieved by these actors. The concept of Joko Widodo in playing the role of president and presidential candidate is team, where the team becomes a 'secret society that moves behind the scenes when Joko Widodo interacts with the audience. A behind-the-scenes team manages the Joko Widodo stage that the audience cannot see.

Strategies in Building Impressions

On February 16, Joko Widodo posted a video with a caption that Kalimantan Island will have their first highway road for the first time. It will be 99,35 km in length, connecting Balikpapan City to Samarinda City. This highway will cut the travelling time from Balikpapan to Samarinda, from 3 hours to 1 hour. This highway will increase the connectivity between the cities of Balikpapan, Samarinda, Muara Jawa, Palangan, to Samarinda. Moreover, this highway road will decrease the logistics cost for transportation between cities. This video has been played more than 1,5 million times.

Joko Widodo also uploads a photo on February 20 showing a picture of *Terowongan Nanjung* (Nanjung Tunnels) in Bandung City. He writes, "Building Terowongan Nanjung in Kabupaten Bandung is to facilitate the Citarum River flow in West Java. These two tunnels penetrate a 230-meter cliff, and it will reduce the flood in Dayeuh Kolot Districts and surrounding areas." This post got more than 550 thousand likes.

On March 8, 2019, Joko Widodo posted a picture of him with a group when he arrived at Lampung Airport. Joko Widodo explained that he inaugurated a 140.9 kilometer toll road from Bakauheni to Terbanggi Besar in Lampung. He inaugurated the Natar toll gate, South Lampung. Next, on March 13, 2019, Joko Widodo posted a photo with a background in Muara Gembong, Bekasi. Joko Widodo stated that "the Indonesian government was intensively building regional iconic bridges such as the Jayapura Holtekamp Bridge and Kali Kuto Bridge on the Batang-Semarang in the last four years toll road, to the bridge that was built solely to support the flow of logistics and transportation connectivity." He also added, "That is also why we have been intensively building bridges in the past four years. If connected, the length is 41,063 meters. More than 41 kilometres!"

Furthermore, for Instagram content with a *'blusukan'* theme, Joko Widodo also posted about his success in maintaining the price of market commodities, where everybody can enjoy the low price. On February 22, he posted his visiting activity to Pasar Minggu, one of the traditional markets in Jakarta. In the caption, he wrote about the vegetables and chicken prices that he gets directly from the traders. It indicated that he wants to know directly from the people about the actual condition and the actual prices in the market. This activity can help to build a positive image towards him.

Besides content about infrastructure market visiting, he also posted content about Indonesian national athletes. On February 28, he posted a photo holding a trophy with Indonesia's national football

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team, which has just won AFF (Asean Football Federation) U-22 League. He wrote, "From Istana Merdeka, I congratulate our sons U-22 team who has brought back home AFF U-22 trophy to Indonesia. Hope this winning becomes a beginning for the rise of Indonesian football".

He also posted content about his fast response if there's a natural disaster in Indonesia. On March 18, he posted his condolences for the flood and landslide tragedy in Jayapura. The disasters caused many bad casualties to public facilities, hospitals, markets, bridges, and roads. Moreover, it also caused fatalities. Besides condolences, he also writes about the evacuation process of the victims, and flood management was also carried out directly by a joint team of the Ministry of Public Works and Public Housing, National Board for Disaster Management, National Army, Police, volunteers and residents. In addition, he also requested a report related to the cause of the flood disaster as material for the government for the next step, which is handling damage to the upstream river area, where this will be done not only in Sentani but also in other areas throughout Indonesia.

In addition to uploading portraits about his work as the country's leader, Joko Widodo also uploaded his portraits when he spent time relaxing with his family. On March 9, 2019, Joko Widodo posted a picture of him holding hands with Iriana in the forest at Banyuasin. The photo received a positive response from the citizens. In the comments column, @na.azizz said that Joko Widodo is a dream husband figure who can protect and protect his wife so that the figure can lead the country. Some citizens also stated that Joko Widodo and the first lady were a romantic couple.

Not only photos with his wife, but also photos with other extended families, especially the first grandchild. On April 16 2019, Joko Widodo posted a video of him swimming with his grandson, Jan Ethes. Again, the video made the citizens praise him as a grandfather who loved his family. A video titled 'Momong Jan Ethes' gets hundreds of thousands of likes and comments and has been played more than 6,2 million times.

He also shows his humorist side by posting a video with a kid who answers his question about what profession he wants to be in the future. Instead of a doctor or engineer, the kid wants to be a Youtuber (vlogger). This answer, of course, makes Joko Widodo laugh out loud, together with all the people in the room. This video was posted on April 4 and has been played more than 3,6 million times. Based on the above description, as an actor on his 'Instagram' stage, Joko Widodo tries to build an impression in front of followers that he acts as a competent individual. It was seen in evidence from a post on Instagram about the infrastructure built by the era of his leadership. Through the uploaded post of infrastructure that he has launched, Joko Widodo is showing the achievements made when he led the country. Joko Widodo showed the citizens what he had done to the public.

Meanwhile, to build his image as the country's leader, Joko Widodo also used an ingratiation strategy or a strategy to please others. This strategy is used when he conducts '*blusukan*' in markets, villages and other places. Joko Widodo builds an impression by displaying positive emotions when interacting with the public, likes to help the public, and appreciates the interests of the public.

The third strategy used by Joko Widodo is the exemplification strategy, where Joko Widodo wants to be impressed as someone worthy of being an example for the people of Indonesia. Joko Widodo often demonstrates his abilities in leading the country, such as building infrastructure, responding quickly to natural disasters, even for things like being able to please his family and become a figure of a warm family leader. It can be seen from Joko Widodo's post on Instagram when inaugurating infrastructure in Indonesia, visiting disaster sites, holding '*blusukan*' activities, and posting when he spent time with his family.

KESIMPULAN

After analyzing the front stage of Joko Widodo on Instagram account @jokowi, Joko Widodo used three strategies in building an impression in front of an audience. First, Joko Widodo uses a self-promotion strategy. On his Instagram, Joko Widodo uploaded portraits of his success as head of state, including building infrastructure in various places in Indonesia, keeping basic prices stable, the welfare of athletes in Indonesia, and quick respond to natural disasters. In addition, Joko Widodo also uses his trademark symbol, which is a white shirt with rolled arms. Philosophically, Joko Widodo believes that this reflects his works for the people of Indonesia with a clean heart. It follows Joko Widodo's unique

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jargon, "Work! Work! Work!".

From the front stage that Joko Widodo displayed on Instagram, he took a picture of no social distance between him and the community, even though his social status was different. It can be seen from Joko Widodo's upload on Instagram when conducting blusukan to traditional markets and talking with traders there. To curate his Instagram account, Joko Widodo relied on a behind-the-scenes team, the President's Digital Communication Team. The team worked behind the scenes on the @jokowi Instagram account. It encouraged the success of actor Joko Widodo to build an impression in front of an audience, followers, and other Instagram users.

The second strategy is the ingratiation strategy or the strategy of pleasing others. With this strategy, Joko Widodo wants to be perceived as a pleasant and friendly individual to the audience. Joko Widodo used this strategy through his uploaded video on Instagram. He seeks to transmit positive emotions when interacting with others around him. Not only that, but Joko Widodo also tried to transmit positive emotions to the audience who watched the video on his Instagram.

The third strategy is an exemplification or the strategy that Joko Widodo deserves as a role model. This strategy shows that Joko Widodo wants to be impressed as an individual worthy of being an example for others. For this reason, Joko Widodo often demonstrates his abilities in interacting with the public, building infrastructure, the welfare of athletes, and even his ability as a family leader. Joko Widodo did this by posting pictures and videos about the infrastructure, his portrait when doing 'blusukan', and gathering with his family.

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