



The Algorithm of Digital Branding of Presidential Candidacy on Instagram: Duty of Computer Technology

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Abstract: The purpose of this study is to examine political branding in the campaign communication of presidential candidates Anies Baswedan and Muhaimin Iskandar on Instagram social media. Through the analysis of political branding theory and political communication, the researcher focuses on the dimensions of the campaign of presidential and vice presidential candidates Anies Baswedan and Muhaimin Iskandar through their Instagram social media, the results of this study are First, communication is the most crucial thing in political campaigns, especially general elections. Second, social media, especially Instagram, is a medium for Anies and Muhaimin to communicate programmes, clarify, respond to issues and campaign for their programmes. It allows for a two-way flow of information where there is interaction between Anies-Muhaimin and voters in social media posts. Images, videos and collaboration features support the packaging and dissemination of messages to voters. Third, both Anies and Muhaimin have the role of covering each other where Anies tries to display formal communication with coalition parties, Muhaimin displays his campaign through pilgrimage, friendship to kyai-kyai and Islamic boarding schools and participation with student movements affiliated with NU as the main basis for Muhaimin's political branding.

Keywords: Algorithm; Computing; Digital Branding

Introduction

In the general election campaign stage, the main strategy to introduce presidential and vice presidential candidates is through political branding and political communication. In essence, an election campaign is simply political communication (López-García & Pavia, 2019; Strömbäck & Kioussis, 2014). In order to achieve these goals, branding by candidates plays an important role in reaching the aspirations and gaining votes from voters. In the contemporary era, there is a shift in significance from the position of the party to the more dominant position of the candidate. In other words, voters look at candidate figures, not parties.



Figure 1. Designing algorithm Source : <https://uxdesign.cc/>

The party becomes a secondary preference after the candidate (Dodeigne & Pilet, 2021). Therefore, determining candidates and branding them with

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strategic and innovative political communication are important demands that must be met in election campaigns, especially through social media that are popularly consumed by the public such as Facebook, Youtube, and Instagram. One of the popular social media is Instagram which is used by the public, especially the millennial generation and generation Z, which is then seen by political parties as an opportunity to reach potential votes from the younger generation.

Method

The type of research used in this study is descriptive research with a qualitative approach (Collingridge & Gantt, 2019; Nassaji, 2020; Tomaszewski et al., 2020). The data taken, identified in the following order: data collection; data sorting; data analysis; conclusion making. As for data analysis, there is a predetermined sequence in accordance with the empirical steps taken, namely as follows: Examination of data; suspected data findings; Data confirmation; Diagnosis; Action. In the diagram can be described as the flow of research as follows Figure 2.

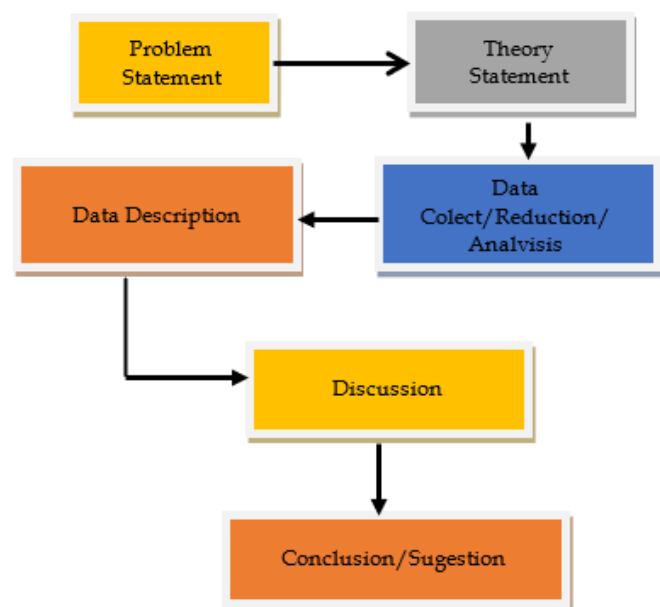


Figure 2. Flow of Research

The description of the data, presentation, analysis and findings that will be obtained from this study will be written in the paragraphs, in the research discussion segment.

Result and Discussion

Algorithm and Digital Campaign

The rise of digital visual trends in political communication is influenced by the development of

personalised politics, which refers to a trend where news is no longer focused on political parties but rather candidates and party leaders (Grusell & Nord, 2023)

In this case, Instagram as a social media that focuses on images and videos has the benefit of easily framing, filtering and editing images and videos while distributing them (Kollyri, 2021). In addition, through campaigns on Instagram candidates can also monitor the communication reach of messages interacting with voters such as through likes and comments on posts made (Russmann et al., 2019).

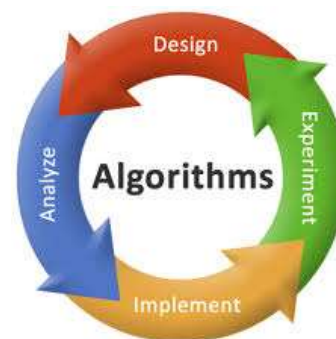


Figure 3. Algorithms: Design and Analysis (Source : <https://online.stanford.edu/>)

In this case Anies Baswedan's Instagram account, @aniesbaswedan, has 6 million followers, 4,714 posts in the form of visual images and videos and 187 followers. Meanwhile, his partner Muhaimin Iskandar's account, @cakiminow, has 2.1 million followers, 4,998 posts and 4982 followers. Like social media accounts in general, Anies and Muhaimin's accounts display various personal activities of both of them, both in the form of formal, informal and personal activities. After declaring themselves as a presidential pair, there are several image and video posts that show efforts to optimise visual media for election campaigns.

Instagram has also become a medium for Anies to clarify and neutralise allegations that he supports the Islamic Defenders Front (FPI), a conservative Islamist organisation and is close to the organisation's chairman Habib Rizieq Shihab. Anies replied that he is close to all organisations in Jakarta whether they are based on Islam, Hinduism, Buddhism etc. He regretted that his visit to FPI was brought up by the media, giving the impression of favouritism. Instagram also became Anies' media to highlight a case that became the public spotlight, namely the conflict between residents and officials in Rempang related to investment and the construction of Rempang Eco City. When asked by reporters about the issue, Anies stated that the purpose of investment is to improve the welfare of the people, not investors. So when investment creates an unhealthy situation, correction is needed.

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Efforts to attract the attention of NU residents were immediately made by Muhaimin after the declaration of the presidential and vice presidential candidates where he immediately moved to "stay in touch" with NU kyai-kyai in Islamic boarding schools in East Java specifically as an area where the majority of people affiliated with the organisation and also carried out several activities that were the main characteristics of the NU tradition such as attending recitations and making pilgrimages to the Wali Songo tombs as he posted on Instagram social media.

Social media provides new access for political actors to communicate with voters as old media readership continues to decline (Jungherr et al., 2020; Ohme, 2019; Perloff, 2021). Moreover, social media with its new practices and participatory practices can help close the gap between politicians and voters and create new representations characterised by interactive communication between the two (horizontal) (Graham et al., 2013). An important point to note is that social media increases the personalisation of politics as it becomes an evolutionary process of increasingly focused communication (Enli & Skogerbø, 2013). Individualised campaigning refers to where a candidate's campaign is independent of the party centre especially in campaign communication (Karlsen, 2011).

Through Instagram social media, both Anies and Muhaimin play their complementary roles as presidential and vice presidential candidates as a means of political communication. In his Instagram posts, Anies tried to explain his reasons for choosing Muhaimin, which surprised the public. He also actively displays the cooperation between coalitions. In addition, Anies actively responds to ongoing issues in society such as the issue of rempang and neutralises his closeness to the Islamic Defenders Front (FPI) organization.

Algoritma Design for Instagram

The Instagram algorithm is a set of rules that rank content on the platform (Cotter, 2019; Glotfelter, 2019). It decides what content shows up, and in what order, on all Instagram users' feeds, the Explore Page, the Reels feed, hashtag pages, etc. The Instagram algorithm analyzes every piece of content posted to the platform (Kräussl, 2022). From SEO to social media, algorithms are often what determine who actually sees the content you publish and who doesn't (Bucher, 2019; Gran et al.,

2021; Möller et al., 2020). As these algorithms change, yesterday's marketing tactics might become less effective tomorrow. That's why your strategy on each platform needs to constantly evolve too (Barns, 2019; Cusumano et al., 2020). On Instagram in particular, simply posting on a regular basis with the right hashtags won't necessarily guarantee that your new content always reaches its intended audience.

While it's important to note the algorithm is always subject to change, these three main ranking factors (Fawzi et al., 2022) can still help inform your Instagram strategy: Relationship with the user. If a certain user has interacted with a lot of your past Instagram content, they'll be more likely to see your future content. This makes continual, repeat engagement on your posts important for building a loyal audience. Interest the user has conveyed. This signal is based on whether the user interacts with similar posts and accounts when they explore Instagram (Yang et al., 2020). Users who also engage with similar content are more likely to see your own posts. Relevancy of the post. When you publish a post on Instagram, the algorithm gives it a relevancy score, which impacts who it shows in the feed.

Instagram's Explore page algorithm is designed to help users discover new things (Agung & Darma, 2019; Fouquaert & Mechant, 2022). It uses the same signals as the feed and Stories, but uses them to curate and rank engaging content for individual users. The user actions that the Explore algorithm pays the most attention to are likes, saves, and shares. For example, if an Instagram user is a huge fan of Avengers movies, Instagram may find other popular Marvel content to send to that user's Explore page, or maybe even superhero content from other franchises, like DC or Image.

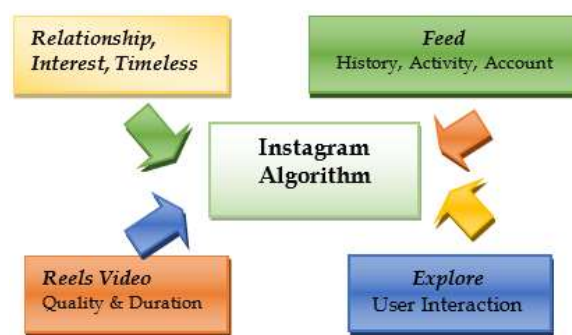


Figure 4. Interaction Logic Of Algorithm of IG

To get featured in a user's Explore page, use strategic hashtags and jump on recent trends. Take advantage of hot topics or news stories to get your posts ranked higher on users' Explore pages. Like Explore, users usually see Reels from accounts they don't follow. Instagram uses the same signals as it does for Explore, but focuses on what will entertain that user. One of the main things Instagram focuses on is predicting whether

a user will watch a piece of video content all the way through.

To increase visibility for your Reels, share them to your feed first and include hashtags and a location tag (Muca et al., 2023). Also, try to interact with Reels that will appeal to your target audience. Reels are designed for users to discover you, so you'll want to jump on a strategy for maximizing your Reel content as soon as possible with this Instagram algorithm for explore (Gupta, 2023; Matthews, 2023). There are two things that are important to know in the Instagram algorithm for explore, namely: User Interaction. In addition to affecting the feed posts and reels that appear on all users' Instagram accounts, user interactions, such as giving likes, comments, sharing, and saving content from various accounts that you like can actually affect the posts that appear in your explore too.

Therefore, you don't have to wonder anymore why the posts that appear in your explore always match what you like, this is because of the interactions you do, (2). Relationships between Instagram Users. However, please also note that not all posts that appear in your explore sometimes match what you like. Surely you have experienced where there are certain types of posts that you have never liked or visited before. Well, this might happen because the relationship between other Instagram users can affect the Instagram algorithm for your explore! Instagram will also bring up some random posts that come from your interaction with your followers or even come from the activities of your followers who like the post and so on.

Conclusion

Every user who starts his business on Instagram is highly recommended to understand the latest Instagram algorithm in 2023. Because by understanding the Instagram algorithm, you can at least know how to make the posts you upload later can have high engagement so that it can increase brand awareness and personal branding of your brand. Although each feature on Instagram, such as feeds, reels, and explore has several different Instagram algorithms, but broadly speaking, the Instagram algorithm is influenced by the relationship of the user, the interest of the user, and the timeliness of the content uploaded by the user. That is also ini campaign of presidential. After presenting explanations and discussions related to political branding in the campaign communication patterns of presidential candidates Anies Baswedan and Muhaimin Iskandar through Instagram social media, there are three points that become the conclusion of this research. First, communication is the most crucial thing in political campaigns, especially general elections. Second, social media, especially Instagram, has become a medium for

Anies and Muhaimin to communicate programmes, clarify, respond to issues and campaign for their programmes. It allows for a two-way flow of information where there is interaction between Anies-Muhaimin and voters in social media posts. Images, videos and collaboration features support the packaging and dissemination of messages to voters. Third, both Anies and Muhaimin have the role of covering each other where Anies tries to display formal communication with coalition parties, Muhaimin displays his campaign through pilgrimage, friendship to kyai-kyai and Islamic boarding schools and participation with student movements affiliated with NU as the main basis for Muhimin's political branding.

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Conflicts of Interest

In this research, there is no tug of interest and or hidden interests among the researchers. In addition, this research is also not an order from any funder because it is an independent research, or in other words, the research team itself plays a role in preparing proposals, selecting topics, conceptualizing problems, collecting data, analyzing problems, drawing conclusions until the publication stage in this journal.

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