GANJAR PRANOWO'S POLITICAL PUBLIC RELATIONS APPROACH ON TIKTOK IN THE 2024 CANDIDACY PROCESS

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ABSTRACT

The General Election of the President and Vice President for the 2024-2029 term in Indonesia will soon be held. The campaign process that will be carried out by the candidates has also experienced a shift, previously using outdoor media, and the mass media is now using social media. Social Media is a medium on the internet that allows users to present themselves. Political actors must be able to convey their political messages to their supporters, either directly or through intermediaries. TikTok provides a unique feature that allows political propagandists to reach a wider audience because of its fairly new content sharing model. In this research, qualitative methodology is used as an approach or search to explore and understand a central phenomenon. The results showed that the management of communication media for Ganjar Pranowo's political image was carried out by several teams, based in Central Java and a team based in Jakarta.

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INTRODUCTION

The General Election for President and Vice President for the 2024-2029 term in Indonesia will be held on Wednesday, February 14 2024. The campaign process that will be carried out by the candidates will also experience a shift, which previously used outdoor media, and penetration through mass media will use social media. The 2024 election will be a fighting moment for politicians to polish themselves. Everything will start from cyberspace.

Based on Indonesian Internet Profile data released by APJII on June 9 2022, Indonesia's internet penetration has reached 77.02% in 2021-2022. During the pandemic, only 175 million internet users were recorded, which will then increase by 20% in 2022 to 210 million. As stated by Katryna Johnson, nowadays, the internet has become a good medium and forum for communication processes and political campaigns. Social media is currently widely used by political actors as a means of political communication, such as: campaigning, outreach, building an image/brand, absorbing aspirations, and other two-way communication activities with constituents.

Several previous studies on the use of social media in political communication show that social media is considered successful in disseminating information about the political image of its actors, such as in the 14th Malaysian General Election.
During political events, social media (especially Facebook and Whatsapp) played an important role in spreading political information to win the hearts and minds of the public. One social media platform that is increasingly developing and can be used by political actors as a means of political communication is TikTok.

Based on data released by Kepios (2022), Indonesia is ranked second in TikTok users in the world. In April 2022, 99 million smartphone users were recorded using TikTok social media. This number reaches 51.1% of the Indonesian population aged 18 years and over, with 66% of users being female, and 34% of users being male. With the number of users continuing to grow, TikTok can become a new strategic tool for political actors and their media teams to push political narratives during the general election (election) period.

One of the Indonesian politicians and state officials who uses social media as a medium for amplifying political aspirations is Ganjar Pranowo, Governor of Central Java for two terms (2013-2018 and 2018-2023). The social media used by Ganjar Pranowo include Facebook, Twitter, Instagram and YouTube and have become official accounts. On January 27 2020, the TikTok account @ganjarpranowofc appeared, to date it has 5.7 million followers and has uploaded 944 videos, as well as collecting 142.3 million likes. The figure of Ganjar Pranowo was chosen as the subject of analysis because based on survey results released by three institutions, Ganjar Pranowo's electability was in the top three positions [9].

Executive Director of Indonesian Political Indicators, Burhanudin Muhtadi, when presenting the results of a survey entitled "Electoral Dynamics of Public Choice of Presidential and Vice-Presidential Candidates in the Two Latest National Surveys", this was monitored from the YouTube channel of Indonesian Political Indicators. In the simulation, 9.4 percent of respondents answered that they did not know or did not answer when presented with the three names. This time, the Indicator poll was conducted in two periods. The survey was conducted in the period February and March 2023. In the first period, the survey was conducted from 9-16 February with 1,220 respondents. The second period, the poll took place on March 12-18 with 800 respondents.

Scope of problem

This research aims to analyze the Tiktok account @ganjarpranowofc for the period 21 March – 21 April 2023 or before the appointment of Ganjar Pranowo as the 2024 PDIP Presidential Candidate. Apart from that, the focus of this research is to analyze the effectiveness of the content uploaded to the Tik Tok account @Ganjarpranowofc as a communication platform Ganjar Pranowo's politics.

Formulation of the problem

Social Media is a medium on the internet that allows users to present themselves. TikTok is a popular social media platform, especially among the younger generation. Therefore, a PR strategy involving TikTok can be an effective way to communicate with target young voters and gain their support. This research will answer several questions in depth;

1. How does political PR Ganjar Pranowo work using TikTok as a communication platform in his candidacy process?
2. What type of content does Ganjar Pranowo share on TikTok for influence voters?
3. Is Ganjar Pranowo's PR approach on TikTok effective in reaching and influencing voters, especially young voters?

Research purposes

Analyzing the effectiveness of using TikTok as a political communication platform. This research aims to evaluate the extent to which Ganjar Pranowo's use of TikTok is effective in conveying political messages, building political awareness, and reaching potential voters. This objective involves analyzing the content shared, interactions with users, and the impact on voter turnout.

Explaining the role of the PR approach in political campaigns, this research aims to understand how Ganjar Pranowo uses a PR approach in his TikTok campaign. This includes analysis of image management, persuasive communication, personal branding and interaction strategies with followers. This aim is to understand the effectiveness of PR approaches in building a positive image and gaining voter support.

LITERATURE REVIEW

Relationship Management Theory

Relationship management theory is a very important theory in public relations because this theory is related to the basic function of public relations , namely communication activities that connect organizations and the public (Kriyantono, 2014: 276). Ledingham (2005; Botan & Hazleton, 2006; quoted in Kriyanotno, 2014: 276) said that this theory focuses on discussing the relationship management process between an organization and its public, internal and external, so that this theory is known as the center or core of public relations .

Social Judgment Theory

It was coined by Muzafer Sherif in 1961 and explains how a message delivered to someone is interpreted based on ego involvement (cognitive and mental) which helps in determining subsequent behavior (attitude) in response to the message received. The message received by a person will be adjusted to the anchors or "anchors" that that person has (Griffin, 2006. p. 207). SJT theory is conceptualized and tested at the individual level. However, it can still be applied at a larger group level with the assumption that normative perceptions will provide a relationship to the level of individual beliefs and norms at the collective level (smith et al, 2006).

Public Relations

Initially, PR only developed in the more specific business sector towards marketing, so the terms Corporate Public Relations and Marketing Public Relations emerged. Apart from that, in the government sector, PR is also developing, although not as advanced as in the business sector. In Indonesia we know the term Public Relations (PR) to refer to the function of PR in government agencies. Meanwhile, Political PR, according to Romy Frohlich, is work serving the public by

bringing a number of issues to public attention (2008:1). Political PR can be understood as a specific public relations process that seeks to build communication with the internal public and external public of an organization in a political environment by involving political components and resources to manage a number of issues to get attention, carried out systematically, planned, directed to obtain attention. mutual understanding with various parties in an effort to realize the political goals of an organization.

Building a person's image so that they have positive value in society is certainly not easy. People need to know and understand more before giving a positive impression of someone. To be able to achieve the goal, namely a positive image, PR plays a role in helping it. This is where the important role of Political Public Relations is that the aim is to create unity between the stage, actors and roles so that a good image of a political figure or political party can be felt by the public.

METHODOLOGY

In research conducted using qualitative methodology. According to Creswell (2008), qualitative research methods are defined as an approach or investigation to explore and understand a central phenomenon. In qualitative research, researchers conduct interviews with sources or research participants, by asking general and rather broad questions. Furthermore, from the results of the interview, information was collected in the form of words and text. This data can then be analyzed, so that results are obtained in the form of depictions or descriptions or can also be in the form of themes.

The attention of qualitative research is more focused on human elements, objects and institutions, as well as the relationships or interactions between these elements, in an effort to understand an event, behavior or phenomenon (Mohamed, Abdul Majid & Ahmad, 2010). Meanwhile, the research paradigm in this study uses the constructivism paradigm. According to Berger and Luckmann, this paradigm is important as a perspective or point of view in viewing social phenomena or social reality. The concept of constructivism is in line with the concept of social reality construction, constructionism, social constructivism, social constructionist, which in this case can be called the concept of social construction.

This article focuses on the political PR activities [11] of Ganjar Pranowo via his TikTok account. The research method used is a descriptive qualitative method. This research focuses on social media management on the TikTok account: @ganjarpranowofc.

Data Collection Technique

Djaman Satori and Aan Komariah (2011: 103) define data collection in scientific research as a systematic procedure for obtaining the necessary data. Data collection techniques have a very close relationship with the research problem to be solved.
There are various data collection methods that can be used in research. This data collection method can be used alone, but can also be used by combining two or more methods.
In this research, data collection methods were used:
1. Interview
   In this research, researchers conducted direct interviews with the air team that manages the tiktok account @ganjarpranowofc, Brother Anton Sudibyo.
   In an interview conducted online, namely via Zoom video call, the researcher conducted a structured interview to find out exact information regarding the Ganjar Pranowo team's strategy in managing its TikTok account.
2. Observation
   The observation data collection method not only measures the attitudes of respondents, but can also be used to record various phenomena that occur. Through this observation, researchers tried to study the public relationship patterns carried out by Ganjar Pranowo

through the tiktok account @ganjarpranowofc starting from the content, interactions and comments related to attracting sympathy and support.

3. Document Study

Document study is a type of data collection that examines various kinds of documents that are useful for analysis. Documents that can be used in data collection are divided into two, namely:

a. Primary documents Primary documents are documents written by people who directly experienced an event. The primary documents in this research are Ganjar Pranowo's TikTok data, such as public relationship strategies, TikTok social media data and others.

b. Secondary documents Secondary documents are documents written based on other people's reports/stories. In this research, the secondary documents used as supporting data are the content in Ganjar Pranowo's TikTok account.

RESULT AND DISCUSSION

Based on results excavation data during research, media management communication (including social media) for Ganjar Pranowo's political image carried out by several teams, namely a team based in Central Java (which focuses on image as Governor) and a team based in Jakarta (a team formed by volunteers, who focus to the image as national politician For preparation Election President 2024).

In line with the research results obtained, there are several Public Relations approaches that become content in the Tiktok account @ganjarpranowofc, namely:

a. Political Hype, this is political PR work that takes a publicity approach. The formula is "to make a noise" to reach the audience's attention. Thus, persuasion is mostly carried out through media relations. We can see this in the content 'Strict Action on Child Abuse Perpetrators' on April 11 2023.

b. Political Public Relations, this is a perspective that is widely used in Europe. Working in public becomes the focus, by paying more attention to handling community issues, for example human rights, press freedom, freedom of speech, women's movements, protection of workers, migrant care, etc. We can see this in the content 'The Obligatory Duties of Leaders to Receive Complaints and Criticism from Citizens'

Group Analysis

Judging from political PR according to Stromback and Kiousis [14], the political PR carried out by Ganjar Pranowo via social media (especially TikTok) includes:

1. Political PR is not just communication but requires consistent action. This is in line with Ganjar Pranowo's statement during the interview as follows:

"I present myself as I am. In imaging, we build an audio-visual display, or just audio or just visual. Many people say, "Sir, Ganjar is an image." You know, I'm really building an image. I'm building an image, but one thing that has to be done is, "Did you do that or not? And consistent or not?" This is my tagline: Mboten Corruption, Mboten Ngapusi. So when I say no corruption and no cheating, then I show that, that behavior. So when you come here and bring a bag containing money, I tell you to open it first and then throw it out. Once something like this happened, the person's face was red. And I said to him, "You're out! You insulted me." (Ganjar Pranowo, 2022)•

2. Representation must be directly proportional to the reality formed on social media. This is shown in the TikTok content video which shows the Obligatory Duties of Leaders in Receiving Complaints and Criticism. After receiving a complaint, there is follow-up in the form of re-checking and reporting the progress of the citizen's complaint. "The Air Team now has a coverage team. So not only does it receive news input from the field, but there is also a reporting team whose job is to follow up. For example, like the construction of a school where

the walls were kicked and holes. So, we will send another team there to follow up." (Air Team, 2022). Political PR requires publicity. To go viral, create videos with hype content and up to date themes, for example involving celebrities, or create unique videos with songs that are currently popular. Video content like this has a high number of shares (viral).

Referring to Brian McNair's (2011) types of political public relations, political PR activities carried out by Ganjar Pranowo include media management, image management, internal communication and information management. The following is a description of the political PR activities carried out by the Ganjar Pranowo Media Team:

1. Media Management (Media Management)

   Media management activities are carried out by fostering good relations with mass media, both local, national and international. Ganjar Pranowo's Air Team prepared media releases for all activities carried out by Ganjar Pranowo as governor. Media releases contain reports on Ganjar Pranowo's activities, dialogues held, statements issued, statements from parties met/invited to dialogue, related data compiled in accordance with the basic rules for writing news (5W+1H), as well as supporting facts on the issues raised. The supply of event reports for structured reporting aims to maximize media coverage that benefits both parties. The mass media benefited from detailed event summaries, making it easier for journalists to provide media coverage about Ganjar Pranowo. On the other hand, the Ganjar Pranowo Air Team benefits from being able to ensure that the content of the news written by the mass media is in accordance with the desired corridor.

2. Image management (Image Management)

   The main motive for Ganjar Pranowo's image management is to make politics more accessible to the people, because politics is considered elitist and complicated, so people are reluctant to discuss it. Likewise, it is aimed at young people (the generation of the 90s and 2000s) who will become first-time voters. Ganjar Pranowo called it an attempt to "disparage politics". As stated below:

   "I want to DISRUPT POLITICS. Politics is tense, angry, angry, ugly, identity, annoying. But what do people need? They need it simply, "Sir, will my KTP be available tomorrow or not?" or "Sir, how bad is the road, sir?" or "Sir, there are students who can't pay for college, what do you do, sir?" Well, this is an incident, at that time one of my staff told me, they said there was a graduate student from Papua who couldn't pay for college, so I asked them to check first and see what we could support. But why are people from Papua asking me? Well, I don't know. Maybe because I have met them several times, and maybe also because I am considered close by them, and considered capable of providing solutions." (Ganjar Pranowo, 2022)

   Image management activities support media management activities. The news distributed in releases to mass media crews was accompanied by emphasis on Ganjar Pranowo's image as a person and governor. The image of a person and a governor are both very closely related.

   In the scope of the governor's image, Ganjar Pranowo is shown as a figure who is close to the people, carrying out real work (by displaying surprise inspection activities), daily activities, spirituality and development achievements. Meanwhile, Ganjar Pranowo's personal image tends to be shown as someone who is close to family, daily activities and close to the people.

3. Internal Communication (Internal Communication)

   Internal communication in political PR activities is needed so that the image management process (planning, organizing and communicating strategies) can be controlled and run safely. The Air Team has clear internal guidelines (SOPs), and all team members must adhere to those SOPs. They also work in shifts because media work is non-stop, 24 hours a day, 7 days a week. The Air Team based in Jakarta also set up a base camp in Semarang and assigned team members to take part in Ganjar Pranowo's activities.

4. Information Management (Information Management)

   Information management is an activity designed to control and manipulate the flow of information in the public sphere. Dissemination of information is not the only goal of communication. Information is a source of power, which, when cleverly disseminated, plays an important role in managing public opinion.

In the content of the TikTok account managed by the Air Team, even though it displays Ganjar Pranowo's actions and humanist side, it can be seen that there is issue management and efforts to convey facts to ward off negative reporting in the mass media. For example, in the Wadas case, the Air Team sent its members to conduct a special study of Wadas, which mass media journalists could not carry out due to limited reporting time.

"It cannot be denied, the media needs GP (Ganjar Pranowo-ed) because every news about GP will definitely increase its viewership, increase its circulation, so it's a mutualism (mutualistic symbiosis-ed). Because GP is catchy now, we'll take advantage of it. For example, there was an incident yesterday that was Wadas. Bad news is good news for us. Therefore, we don't want to just go in and go all out on the counter. Let's go in and dig deeper. Meanwhile, the media comes once for a short time and then leaves again. The release is not in the form of news. The release is in the form of a report in its entirety, who was interviewed, who A answered, what B answered. The ingredients are like this, the basics are like this. The release is like a coverage report. So when making news, the journalist will not leave the release corridor. The person is there, the data is correct, where the incident happened. So there is very little or almost no chance of them twisting the news. Well then on social media. So if there is negative news, we have social media that does not have a blue tick (un-official) but provides valid information. This becomes a supporting force. People can search there." (Air Team, 2022).

CONCLUSION

Based on the research that has been carried out, the following conclusions can be drawn:

1. Ganjar Pranowo's political PR activities on TikTok social media were carried out by a media team called the Air Team which was formed by volunteers to handle political image management on social media. These political PR activities include media management by making news releases to mass media journalists. Image management is also carried out by shaping Ganjar Pranowo's political image as a governor and civilian through video content, trending music and captions.

2. The main motive for Ganjar Pranowo's image management is to make politics more accessible to the people, because politics is considered elitist and complicated, so people are reluctant to discuss it. Likewise, it is aimed at young people (generations of the 90s and 2000s) who will become first-time voters. Ganjar Pranowo called it an attempt to "disparage politics". The political image that Ganjar Pranowo wants to create is as a leader who is close to the people, does real work, is humanist and friendly, and is up to date with current issues.

3. The management stages carried out by the Media Team in creating political images through content videos are: issue management stage before the content video is produced (pre-production), taking live pictures while Ganjar Pranowo is active (production), editing and adding music (post-production). All video content is checked (quality control) by the editorial team, and then published by the social media team. Ganjar Pranowo and the Media Team carry out PR activities (McNair, 2011), namely media management (making releases), image management (determining personal and governor images that will be displayed with clear segmentation), internal communication (team SOP), and information management (managing propaganda).

4. Storytelling as a visual strategy for political imagery on TikTok accounts is carried out in three strategic forms, namely: biography strategy, incumbent strategy, and Chairman Kagama strategy. On the TikTok accounts @ganjarku_ and @ganjarpedia you can see that these accounts are managed professionally. All the issues conveyed in the video content of his account are not only incidental videos, but are also presented in the form of a visual diary.

5. The performance of Ganjar Pranowo's political image on his TikTok account is understood by the audience as a figure who works for real, appears as he is and is not artificial (spontaneous), keeps up with the times, is good at joking, and is open. This makes the audience feel comfortable, not afraid to respond and interact with Ganjar Pranowo through the comments

column. Messages that are packaged briefly, lightly, and supported by strong and interesting audio visuals, will arouse the audience and make them make the content viral. As volunteer Ganjar Pranowo did, TikTok can be used as a tool to make messages viral, especially as an introduction to politicians. Creativity in packaging video content on TikTok must be thought out in such a way that it matches the political imagery that will be displayed.

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