Political Communication Strategy in the 2024 Indonesia's Presidential Election

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ABSTRACT

In every election, candidates employ various techniques to communicate their mission and vision to their respective voters. Winning an election depends on how good the candidate employs the various tools of communication, using both traditional mass media and social media. This research examines the political communication strategy used by Anies Baswedan during the Indonesian Presidential Election 2024. The objective of this research is to study the political communication style used by Anies Baswedan as a non-party political leader in garnering public support and winning the Presidential Elections. All the other presidential candidates contesting in the election are representing various political parties. All the feeds that were published in his Instagram account during the election were analysed. The analysed data is later triangulated with data from key informants to get an insight on Anies Baswedan's political thoughts. Data from the Instagram account indicates that his team of communicators employs hashtags, news feed, political ads and visual styles to increase awareness among his voters, in the hope of influencing his voters. The various content published is found to be relevant and significant with the voters but is insufficient to win an election. Although he run initially as a non-political party candidate before gaining endorsement from a political party to run for President, he lost could be due to the lack of political infrastructure support that is needed to ensure his words spread throughout vast Indonesia archipelago.

Keywords: *Strategy, communication, politics, new media, Presidential Election 2024.*

INTRODUCTION

Political communication plays an increasing important role in the process of democratisation of a country. In a democratic political system, it constructs people's perceptions of a candidate or candidates, political parties that are contesting and emerging political issues. Political communication strategies and styles are important elements in political communication. Political communication style refers to the way a politician or political leader communicates with the public in an effort to influence voters, create an image, and achieve political goals. Political communication has undergone major transformations during the current era of globalisation and advances in information technology. This is due to increased access to social media, news channels and easily accessible information (Anshari, 2013). Politicians not only have to be able to speak well in public or in political debates, but also have to know-how about digital communication and how to use it to win politically.

The concept of political communication strategies and styles is very complex and includes many different aspects of communication that politicians use to interact with the public (Ardha, 2014). Political communication includes but not limited to public speaking, political campaigns, interactions with the media, and communicating online. The manner politicians communicate will reflect their true character. According to Siagian (2015) voters in democratic countries need clear and transparent information so they can make informed political decisions. Effective political communication strategies and styles can help convey political messages and make voters understand a candidate's plans and views. However, political communication faces significant challenges, especially with an increasingly critical electorates and widespread diffusion of misinformation effects a candidate's potential chances of winning an election.

This analysis of political communication strategy in the 2024 Indonesia's Presidential Election provides deep insights into how Anies Baswedan, who initially is a none-party candidate, leverages on social media, particularly Instagram, as a primary tool to carry his voice and communicate with his constituents. It highlights the strategic role of Instagram in connecting presidential candidates with the millennial generation, which is increasingly influencing the outcome of an election. Additionally, the study underscores the importance of politicians adapting to changing political dynamics and information technology. By understanding effective political communication strategies, we can better comprehend how presidential elections are influenced and shaped by social and media dynamics.

The researchers have chosen to investigate Anies Baswedan due to his charismatic and magnetic background as a Presidential candidate and how he uses Instagram during the election. He is a well-known politician and a prominent intellectual in Indonesia who had served as Governor of DKI Jakarta and had been appointed as Minister of Education and Culture for the Republic of Indonesia. The portfolio is considered as one of the most prestigious political positions in the Indonesian administrative cabinet. He has a strong educational background with a doctoral degree in economics and displayed distinctive educational leadership. The combination of political and academic experience makes Anies Baswedan an interesting figure to research in the context of using social media in a political communication campaign.

LITERATURE REVIEW

In the discipline of political science studies, communication, and media studies the main focus of research on political communication has been on strategies and styles during election campaigns (Sartikasari et al. 2021). Researches have been conducted to understand how politicians control their image, how they use rhetoric to influence voters, and how the media plays a role in shaping public perceptions of politicians and political issues. Contextual and cultural factors within a society also influence political communication styles during campaign. Political culture, communication standards, and difficulties in communicating with voters vary from one country to the next. Consequently, research done needs to understand how political communication functions within each country's socio-cultural and political context.

Rizki and Putra (2019) offer five strong reasons why research on political communication strategies and styles is very important. First, how it influences on voter decisions. Do political communication strategies and styles have a big impact on voter decisions? Often, voters choose candidates who they think can communicate well and suit their personal needs and principles. Consequently, understanding how politicians communicate can help evaluate voters' behaviour

and election outcomes. Second, how to create political perception. Politicians try to construct a good and acceptable perception in the eyes of their voters. Using an effective political communication style can create the desired image and gain voters' support. Third, the effects of technological change. The development of social media and new information technology has changed the way politicians interact with the wider public. How politicians adapt to these technological changes and take advantage of them should be the subject of research on political communication styles? Fourth, the need to understanding political dynamics. Ideology and political strategies that are used by candidates or political parties are revealed in political communication. The study of political communication styles can help understand the dynamics and competition in the contested field of politics. Fifth, it improves the quality of democracy. Effective and transparent political communication is an important part of a democratic political system to maintain the quality of democracy. The study of political communication styles can improve our understanding of how democracy works and how voters make informed decisions.

The use of social media as a communication tool has transformed political campaigns and engagement with voters in the modern political context. In a presidential election, aspiring candidates have turned to social media platforms like Instagram in their campaign. The change in political communications landscape is very critical if a candidate wants to reach out to the millennial generation, a demographic group known for its technological expertise, activism, and political influence (Sepriansyah et al., 2021). Presidential candidates in the modern era realise how important Instagram and other social media platforms in spreading their vision, policies and aspirations to people, especially the millennial generation. Thus, Munzir (2019) argues the need to research how Instagram is used as a strategic communication tool during an election and how it is successful in attracting the attention of the millennial generation (Munzir, 2019).

Instagram is one of the most popular social media platforms because it focuses on visual elements and allows users to share photos and videos with or without captions. This platform is the perfect platform for political communication with a user-friendly interface, popularity among adults, young people, and has attractive visuals (Weninggalih & Fuady, 2021; Nurhalimah and Turistiati ,2019). Currently, Statista (2024) states that Instagram has more than two billion active users worldwide, where most of them are millennials. Instagram allows a presidential candidate to convey their messages through images, short videos and impressive infographics, thus making complex political issues easier to understand for a wider audience (Kanda, 2021). This is attractive to the millennial generation who prefers to consume information quickly and visually.

Many countries have a majority of voters from the millennial generation, the millennial generation being defined as those born between 1981 and 1996 (Dimock, 2019). Thus, Kanda (2021) argued that Instagram's role in a presidential election campaigns is increasingly important and posited five important arguments. First, it is about authenticity and transparency. It is argued that millennial voters are more likely to support a clean and transparent political communication. Instagram allows candidates to convey a more genuine picture of their life, principles and rules. Images, stories and live moments shared by candidates can humanise them in the eyes of millennials and create a bond. Second, it is about engagement and interaction. Instagram allows users to actively engage through features such as polls, Q&A sessions, and live broadcasts. Using these tools, a presidential candidates can communicate directly with millennials, answer their questions, address their concerns, and gauge how the public is feeling. This two-way

communication helps young voters feel engaged and inclusive. Third, it has a visual storytelling capability. Instagram focuses on visual content, candidates can tell compelling stories about their personal journeys, policy proposals, and campaigns. Effective visual storytelling methods can capture the attention of the millennial generation and convey complex ideas in an easy-to-understand form. Fourth, it offers base mobilisation. Instagram allows candidates to gain grassroots support by sharing campaign events, anniversaries, and volunteer opportunities. These online channels allow the millennial generation, known for its active involvement in social and political struggles, to be mobilised. Fifth it is issue advocacy friendly. Instagram can be used to inform millennials about important political issues. Infographics, data visualisations, and short videos explaining candidates' policy positions and solutions can be shared. This educational method can attract the millennial generation, who are looking for important information.

Adzim (2022) provides examples of presidential campaigns that used Instagram effectively to attract the attention of the millennial generation. They said it is widely used by Barack Obama's during his Presidential election campaigns of 2008 and 2012. During his presidential campaigns, it is said that Barack Obama became a pioneer in the use of social media, including Instagram, to communicate and reach out to young voters. His campaign team used Instagram to share behind-the-scenes stories of the candidate's life and campaign events, connecting with the millennial generation. Justin Trudeau (2015 and 2019) is another example. The Canadian Prime Minister's campaign team used the visual appeal of Instagram to promote diversity and inclusivity. Trudeau's Instagram presence shows his support for issues important to the millennial generation, such as gender equality and climate change. Emmanuel Macron also used it during the French presidential campaign. Emmanuel Macron used Instagram to communicate with millennials using a combination of visual stories and interactive content. This method attracted the attention of young voters and helped him win the election.

General elections are one of the most important components of a democratic system. Since the reform of 1998, Indonesia has held elections regularly. In 2024, another presidential election will be held and it said to be an important milestone in Indonesia's democratisation process (Hidayat, 2018). The increasing role played by social media, especially Instagram, as a platform for mass political socialisation makes this election even more interesting. In Indonesia, Instagram is one of the most popular social media sites with more than 100 million active users every month where users communicate, share ideas and influence public opinion. Therefore, politicians, political parties and election candidates have recognised how effective Instagram is for contacting their potential voters (Hidayat, 2018).

Rizki and Putra (2019) explains that political socialisation carried out via Instagram offers seven important advantages to politicians. First, it is widely used in digital campaign. Before the rise of social media, political campaigns in Indonesia have mainly concentrated on traditional media such as television, radio and newspapers. This has changed with social media. Instagram and other social media have changed how campaigns are conducted. All political parties or candidates in Indonesia currently have an official Instagram account that they used to share their campaign messages, programs and political promises. This makes it easier for voters to access information and allow candidates to communicate directly with their constituents. Second, it is strong on voter engagement. Instagram has the ability to drive voters' engagement which is its distinct advantages. Voters can interact directly with candidates and political parties through features such as comments, likes and direct messages. Additionally, it gives voters the ability to

ask questions, express concerns, or provide direct support for their candidates. Additionally, features like "Instagram Live" allow candidates to hold live Q&A sessions with voters, enhancing relationships. Third, it is the use of visuals. Instagram, an image-based platform, has shown to have a significant influence on political campaigns. Candidates often share photos and videos showing them at polling stations, meetings with citizens and campaign events. This helps shape a positive image of the candidate and enhances the visual appeal of the campaign message. Fourth, it offers the use of hashtags. Hashtags are an important tool for political campaigns on Instagram. Political parties and candidates often create unique hashtags for their campaigns, allowing voters to easily follow and participate in relevant online discussions. Thus, it is easier for voters to find political content that they care about. Fifth, it offers celebrity collaboration and endorsement. A large number of Indonesian influential users and celebrities have millions of followers on their Instagram accounts. To gain support in their campaigns, politicians often collaborate with these influencers. Celebrities can influence young voters and boost campaigns. Sixth, it also helps in the widespread of falsehood and misinformation. Unfortunately, the benefits of Instagram in politics also have a downside. Fake news and disinformation are easily spread through these platforms, thus influencing voters in the wrong way. Therefore, to avoid the negative effects of media, good supervision and literacy among users are very important. Seventh, it is strong on data analysis. Instagram, like other social media platforms, collects user information. Political parties and candidates use this data to shed light on their potential voters. This allows them to create better campaign plans and discover voters' most important issues.

When looking at and considering the 2024 Indonesian elections, it is important to understand the possibilities of Instagram as an effective tool for widely disseminating political information. However, negative impacts such as the spread of fake news and polarisation must also be considered. To use Instagram during elections, Kanda (2021) offers steps to be taken. First, the important of education and media literacy. Governments, educational institutions, and civil society organisations can work together to increase media literacy and understanding among users about fake news, disinformation and misinformation. This will help voters to be more critical when assessing contents on Instagram. Second, it is campaign transparency. Funds for campaigns must be given to candidates and political parties openly, including the source of funds. They must also show how the funds are used. This will contribute to reducing the likelihood of corruption and misuse of campaign funds. Third, it is online monitoring. Independent organisations need to track political campaigns on Instagram to spot spread of fake news and other violations of the law. They have to have the ability to maintain the integrity of elections. Fourth, it is voter education. Instagram and other social media platforms can be used by governments to conduct more comprehensive voters' education campaigns. This will increase voters' understanding of their rights and the electoral process. Fifth, it is the need for digital codes of conduct. Political parties and candidates should establish digital codes of conduct that govern how they behave on social media. This will encourage more ethical and error-free campaigns.

This study on Anies Baswedan's political communication style on Instagram will help understand how a political figure like Anies Baswedan uses social media, especially Instagram as a tool to communicate with his voters, and of course this research will provide useful knowledge to the presidential candidates of the Republic of Indonesia. Previously studies only look at social

media but the data is supported with data from interviews. Interviews will give an insight on why various postings were done. The study of Anies Baswedan is important because he was considered as the candidate who could win the coveted seat.

METHODOLOGY

To analyse the phenomenal political communication strategies that were employed by Anies Baswedan in the recently concluded Indonesian Presidential Election, this research is grounded within the qualitative research paradigm. This research qualitative methods focus on in-depth understanding, interpretation, and revealing the meaning of the data collected. The type of research used by researchers is case studies. The use of case studies allows researchers to understand in depth the context, processes and complexities of the phenomenon being researched (Iswadi et al., 2023).

Case study allows researchers to explore perspectives, experiences and inferred meanings that are coded within Anies Baswedan's Instagram that were published before the Indonesian 2024 general election. Case study research method is to examine a particular case or phenomenon in society which is carried out in depth to study the background, circumstances and interactions that occur. Case studies are carried out in a unified system which can be in the form of a program, activity, events, or groups of individuals who exist in certain circumstances or conditions. Case studies are empirical investigations that investigate contemporary phenomena in real-life contexts (Yin, 2006). Yin added that it deals well with various forms of data, combining observation, interviews and documentation.

Instagram data from Anies Baswedan's Instagram were qualitatively observed. The data collected for his Instagram account was collected from 1 September 2023 until 10 Februari 2024. The Presidential Election was held on 14th February 2024. This data is triangulated with data collected from in-depth interviews with selected informants who can offer insight on Anies Baswedan's political thoughts and worldview.

Four key informants were interviewed and they were selected using snow-balling techniques. The first informant was Geiz Chalifah who later led the researchers to the other three informants.

Table 1: Key informants and their respective background

No	Name	Gender	Background	Age
1	Geiz Chalifah	Male	Anis Baswedan's spokesman	57
2	Drs. H. Muhammad Taufik Zoekifli. MM	Male	Member Parliament Jakarta	55
3.	Abdul Azis Muslim. SH	Male	Member Parliament Jakarta	46
4.	A.Syamsul Zhakaria	Male	Member National Community Jakarta	58

Interview is a data collection method that requires direct communication between the investigator and the subject or key informant. In interviews, one-sided questions and answers usually occur which are carried out systematically and are based on the research objectives (Riyanto, 2001). Those chosen to be informants for this study are people who we as researchers considered them as having knowledge and relevance to the topic/theme of the research. Interviews are conducted using semi-structured and in-depth. A set of questions as an open guideline without limits on answers was used in face to face interviews, either directly or indirectly via social media, including WhatsApp or the Zoom Meeting application.

In this interview process, the researcher did not reach the main actor, namely Anies Baswedan. However, the researcher interviewed those who could be considered credible in providing information regarding the researcher's objectives, namely by interviewing spokesperson Anis Baswedan, who became the key informant of this research.

In using documentation method, researchers had created a documentation instrument containing instances of variables that will be documented using a checklist to record the variables that have been determined earlier. Later, what was needed to be done is just to mark the checklist at the appropriate place.

In qualitative research, the researchers are mindful that we are the key instrument. Thus, researchers must have extensive theory and insight so that we can ask questions, analyse and construct the object under study to be clearer. This research places more emphasis on valuable meaning. Based on several expert opinions above, the data will be considered trustworthy and reliable.

The data collated in this research was analysed using Miles and Huberman's interactive model (Usman, 2008) that entails data reduction procedures, data presentation, and drawing data conclusions. Data reduction requires data obtained from the research place or location to be presented in a complete and detailed description or report. Presentation of data or data display makes it easier for researchers to see the overall picture or certain parts of the research. In this research, these are data relating to Anis Baswedan's communication style in gaining votes and sympathy from the public. Drawing conclusions requires verification processes that have to be carried out continuously throughout the research process. With continuous authentication process, valid and precise conclusions can be obtained.

RESULT

The analysis of data is divided into two parts: (a) Instagram and (b) In-depth interviews. This will allow easier access to the analysed data.

Anies Baswedan on Instagram

Anies Baswedan on his Instagram account indicates that he is aware that the social media is an image-based new media platform that influences the type of content he can share. On Anies Baswedan's Instagram account, we found that he used three types of content that are photos and videos, text and quotes, and stories which are used to reflect his political communication.

Anies Baswedan regularly shares photos of himself in various contexts, including meetings with residents, visits to electoral districts, and participation in political events. He also often shares short videos containing his political messages or clips from events he attended. The use of photos and videos allows him to visually connect with his constituents.

Apart from visual content, Anies Baswedan also shares messages in the form of text and quotes. These can be political statements, messages of support to citizens, or quotes from speeches. This text is often used to convey important messages or to stimulate voters' political thinking.

Instagram stories is a temporary feature that allows users to share content that can only be viewed for a limited time. Anies Baswedan uses this feature to provide insight into his daily life, including his personal moments and more casual political activities. Anies Baswedan also

employs hashtag which is an important tool in his political campaign on social (Lubis, 2023). Anies Baswedan uses hashtag in all his communications with his voters and the general public.

a. Use of Hashtags

On his Instagram account, Anies Baswedan uses hashtags that are pertinent to political and campaigns issues that he is championing. It is found that the use of hashtag offers three advantages: coordinating the campaign, creating issue awareness and connecting with voters. Anies Baswedan and his campaign team coordinate the campaign by using special hashtags during his presidential campaign. This helps in coordinating online support and allows voters to easily follow campaign developments.

By using hashtags that focus on certain issues such as education, welfare, or the environment, Anies Baswedan helps to popularise these issues to create awareness on the Instagram platform among his followers. This allows him to influence voters to better understand and support the issues that his voters considered to be important. Hashtags also allow Anies Baswedan to connect and interact directly with his voters. Voters can use the same hashtag to share their opinions or ask Anies Baswedan questions.

b. Use of Visual

Instagram is a highly visual platform and Anies Baswedan galvanises this to his advantage. He presents himself personally for all to see and this has a huge impact on his messages among voters. Visual aspects elements that were widely used in his Instagram account are colour still photos and videos, clothing and supporting visual elements.

Anies Baswedan knows the impact of colour in his campaigns. Thus, the chosen colours displayed in his account conformed to the Indonesian cultural taste. The selected colour patterns are used to build his visual identity and political branding. Anies Baswedan understood how photos and videos are perceived by his voters. Thus, the curated photos and videos is chosen to influence the perception among his voters. His appearance whether it is casual or serious depends on the given situations. The clothes worn by Anies Baswedan in photos and videos on Instagram also serve to convey messages about his personality, values and political ideology. He is also seen wearing the Indonesian batik. His team understood the need for supporting visual elements. The content on Instagram is supported with relevant graphics, infographics, and illustrations so as to enhance his political message. They understood the need for these illustrations to reinforce Anies Baswedan political message.

In-depth Interviews on Anies Baswedan

The researchers conducted in-depth interviews with four informants who were willing to provide information on the research points. They were chosen because of their involvement in the decision-making structure. They understood the complexity and dynamics of political issues for a presidential candidate; thus, all actions have to be geared towards an effective communication campaign. Although four people were interviewed, we have decided to focus on just Geiz Chalifah who is the main spokesperson for Anies Baswedan. The other three informants were needed to collaborate the points spoken by Geiz Chalifah.

Geiz Chalifah posits that Instagram as an important political tool is used to manage relationships with all his constituents. Maintaining and controlling relationships with all his voters need to be done properly to achieve Anies Baswedan's political goals. On this, he said:

Anies Baswedan's communicative style does not attack anyone personally and he always explains his idea or ideas in a straightforward manner so as not to be misunderstood. For example, he explains the benefits of his 'zero Rupiah down payment house' vision to allow people to own their own house. This vision may be considered irrational previously, but people understood the importance of the policy because majority of the people were impacted by the Covid pandemic could not afford to buy their own house. [Translation ours, Interview 15 September 2023].

Anies Baswedan considers it important to maintain a two-way verbal and written communication. He sets no boundaries between him and his political audiences when he discusses his political agenda. Thus, there is no imaginary gaps or boundaries him and his people. When communicating with his political audience, Geiz Chalifah said:

Anies has was been good in communicating with his community. He ensures that they understood the issue. As an academic, Anies communication style is easy to follow and understood by the laymen. When he interacts with the people, it is as though everything was scripted, when actually it isn't. He uses simple and easy words to convey his thoughts and he simplifies difficult sentences into short sentences that are easily understand. [Translation ours, Interview 15 September 2023].

Geiz Chalifah explains that Anies Baswedan, initially as a non-party political actor, applies political communication styles in various contexts to influence public opinion and promote his political agenda. Geiz Chalifah illustrates further on Anies's communication style:

He is systematically very coherent. He is faithful while speaking. He presents data to support his arguments. The data and his direction are very clear. Thus, the people are fascinated with his ideas. Because of this, long before he ended his office [as Governor of Jakarta], many people declared him as a presidential candidate. People who believe in him created volunteer movements to obtain endorsement as presidential candidate. The many volunteer movements cause Nasdem, the first political party to declare him as a presidential candidate. Anies promoted new approaches on education, health, welfare, economics and finance to modernise Indonesia. This reflects his honesty, justice and visionary as a non-party actor before obtaining the needed endorsement. [Translation ours].

Anies Baswedan as a political communicator understood the need to convey his political messages so as to capture the imagination of the public. His policy on "zero Rupiah down payment house" is very attractive to the people. Geiz Chalifah, gave the following answer to illustrate Anies Baswedan's political thoughts:

> He communicates based on what he does. He does not answer when his opponents label him as a perpetrator of identity politics, discriminatory, or intolerant person. Instead, he just focuses on working with various policies which ultimately lead to issues that his opponents have to answer. Anies is excellent in crafting and using words and that is a sign of a true leader. [Translation ours].

Anies Baswedan's communicative style reflects a willingness to accept other people's suggestions, opinions or ideas, even though the sender of the message has the authority to give orders. The purpose of this communication style according to Geiz Chalifah is to make sure Anies Baswedan is accepted by society and other parties. He said:

> If he is not accepted, he may not be endorsed and nominated as a presidential candidate by a political party. Anies is good at communicating this to the public and there is no confusion between Anies and the public. Anies, who was formally a Chancellor, has transformed himself to became a governor and politician. Anies is becoming more down to earth, and his sentences are getting simpler, his body language is becoming more flexible and technocratic thoughts are emerging. [Translation ours].

From the series of exclusive and in-depth interviews that was conducted with the first informant, and later collaborated with the other three informants, we have managed to construct a vivid description of Anies Baswedan's leadership political communication style.

DISCUSSION AND CONCLUSION

Digital communication theory as a conceptual framework was used to understand, analyse and explain how communication is carried out by Anies Baswedan during the Presidential campaign. It involves the use of information and communications technology (ICT) to transmit messages, to interact with other people, and to build relationships. Badri (2022) argues that the use of new media theory emphasises the fundamental changes that new media, such as the internet and social media, have brought to communication, especially political communication is carried out. New media allows active participation, user production of content, and wider distribution without using traditional media.

Instagram, launched in 2010, is one of the most popular social media platforms that has been designed as a photo sharing application. Over time, it has evolved with the addition of features such as Stories, IGTV, Reels, and others. These changes allows people, especially politicians who need to communicate to vast and myriad groups of people. This collaborate the points posited by Anwar and Rusmana (2017) who explains that Instagram is suitable for digital communication. It allows active participation between sender and receiver. Sender can upload their daily photos, videos and stories, as well as interact with content created by other users.

Instagram is built on media convergence that combines various forms of media, including images, video, text, and sound, on one platform. Users can combine these elements in their posts to convey their messages more effectively. Anies Baswedan and his team of political campaigners made use of the advantage to get their message across to all the voters. A vast and complex social network is created within one platform. It allows engagement with massive audiences using features such as likes, comments, emojis, reactions, and sharing. These interactions trigger high levels of engagement, which is one of the key characteristics of digital communications. As a presidential candidate, Anies Baswedan understood that Instagram has a significant impact on self-perception and body image. Thus, he is not stress to present himself in an ideal manner.

The use of Instagram for communication is basically structured according to digital communication theory. Digital communication theory proposes that communication is a fundamental aspect of human life (Yuniarto, 2019). As media technology develops, communication has undergone significant transformation. One of the most striking forms of change is the emergence of digital communication. Instagram is a social media platform that plays an important role in digital communication today.

Based on the findings, we can conclude that Instagram is a powerful tool for presidential candidates to interact with the millennial generation in the current era of society. Its visual nature, interactive features, and ability to create authenticity make it an ideal platform for political communication. However, candidates must overcome challenges in the form of filter bubbles, disinformation, privacy, and algorithm bias to effectively reach the millennial generation. With millennials continuing to influence election outcomes, strategic use of Instagram in presidential campaigns is expected to become even more important. Anies Baswedan must utilise Instagram's potential to convey his vision, policies and aspirations effectively. This is similar to the findings on the use of social media (Samani & Guri, 2019).

As a political leader, Anies Baswedan has many achievements. These achievements are derived from leadership skills and the ability to provide direction to the members he leads. This is accompanied by his very distinctive rhetoric skills that attracts special attention from his listeners. Leadership can be seen as a political object where Anies Baswedan provides motivation and inspiration to his followers. It entails good communication from leaders who are able to motivate and inspire his ardent followers or the community they lead. Anies Baswedan's dominant leadership style is exhibited through his communicative and argumentative intelligence that facilitate understanding of his policies. The public tends to be motivated and lends support to his leadership style.

Anies Baswedan in his dialogue with his constituents can be described as an open leader. He accepts other people's thoughts openly and uses this as an opportunity to exchange ideas. We can see that Anies Baswedan really respects this freedom from the many people even from distractors who slander him by distorting facts via social media. Anies Baswedan always respond to the insult in a mature, and calm manner, thus reflecting his maturity in the market place of ideas in a thriving Indonesian democracy.

The results of this research provided an in-depth, contextual and detailed insight into Anies Baswedan's political communication strategies. The findings from this research can be used to inform policy, practice, or further theoretical development on the use of new media in a political campaign. Future research needs to focus on why Anies Baswedan did not get the

necessary votes to win the election even though he and his team of communication specialists had garnered the use of social media during the campaign. Are there some other elements that allowed his opponents to win the presidential race that was not considered in this research?

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