

# Computer-Mediated Communication in the Presidential and Vice-Presidential Social Media Campaigns for the 2024 Election

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## Abstract

This study explores computer-mediated communication in the context of Indonesia's 2024 presidential and vice-presidential election campaign, specifically through the social media platform Instagram. By employing a content analysis methodology, the research aims to uncover the hashtags used in political campaign posts, identify emerging communication patterns, discover key topics discussed, and trace the sentiments underlying these contents. Data is collected from posts containing relevant campaign hashtags on the Instagram platform. The analysis results are expected to provide a deeper understanding of the evolution of political communication in the digital era, particularly in the context of presidential election campaigns. By understanding these communication dynamics, stakeholders, researchers, and the general public are anticipated to respond more effectively to political messages conveyed through social media. The goal is to foster healthy discussion spaces and strengthen democratic participation during the campaign.

**Keywords:** *Computer-mediated Communication, Instagram, Political Campaign, Social Media.*



## A. INTRODUCTION

Computer-mediated communication has become a crucial aspect of our everyday lives, particularly in the realm of politics. In recent years, social media platforms like Instagram have become the main stage for political campaigns, including those of presidential and vice presidential candidates in Indonesia. In this context, hashtags have proven to be a powerful tool for disseminating messages and rallying support. Previous research has explored the role of social media in political campaigns from different perspectives. For example, some studies have examined how politicians use social media to interact with voters, while others have analyzed how public sentiment towards candidates is reflected in social media posts. presidential, this research tends to focus on text analysis and rarely considers the role of hashtags in shaping political discussions. The upcoming 2024 presidential and vice presidential election campaign in Indonesia provides a unique opportunity to deepen our understanding of the role of hashtags in computer-mediated political communication. In this context, hashtags function not only to categorize content but also to enable discussions and rally support.

This study aims to fill the gaps in previous research by analyzing the hashtags used in political campaign posts for the 2024 presidential and vice presidential elections on Instagram. Therefore, this research also has the potential to provide valuable insights for political stakeholders on how they can utilize hashtags more

effectively in their future campaigns. The presence of social media, especially Instagram, has had a significant impact on the dynamics of political communication in recent years. This phenomenon is no exception in the context of presidential and vice presidential election campaigns in Indonesia, where social media serves as the main platform for politicians to interact with voters and convey their campaign messages (Sarkol, 2020). A key element in digital political communication is the use of hashtags as a tool to organize and disseminate content and mobilize support.

In this context, research on the use of computer-mediated communication in the 2024 presidential and vice presidential election campaigns in Indonesia is expected to provide profound insights into how political communication is evolving in the digital era. This study does not only view hashtags as a categorization tool but also as a means to show that they play a critical role in shaping online political discussions and influencing public opinion. Mediated Communication Theory highlights the role of technology in facilitating communication. In the context of digital political campaigns, Instagram and other social media serve as mediums that provide a platform for interaction between politicians and voters (Baxter & Braithwaite, 2007).

The use of hashtags in political posts can be seen as a form of mediation in this communication process. Firstly, social media serves as an intermediary that enables politicians to reach voters directly without traditional intermediaries such as mass media. Politicians can send their campaign messages, share information, and respond to voter inquiries quickly and directly through this platform. Hashtags, in this case, help organize and categorize political messages for easier access by interested voters. Secondly, social media facilitates two-way communication, where voters can also provide direct feedback on the political messages conveyed. In the context of hashtags, voters can use the same hashtag to participate in political discussions or voice support or disagreement on an issue. This creates a participatory space where public opinions are not only acknowledged but also influence campaign narratives (Ketut Arni, 2020).

The Theory of Computer-Mediated Communication (CMC) examines how computer technology influences human communication patterns. In the context of digital political campaigns, CMC helps us understand how interactions between politicians and voters through social media can impact the political process as a whole (Wright, K. B., & Webb, L. M. 2011). First, CMC emphasizes that communication through social media tends to be asynchronous, meaning that political messages can be accessed by voters anytime without regard to the right timing. Hashtags help organize these contents so that voters can easily search for and access relevant information. Secondly, CMC also highlights the diversity of platforms and communication tools in the digital environment. Instagram, as one of the main platforms, utilizes various features, such as images, text, and videos. Hashtags, as elements that can be embedded in various types of content, add a visual and contextual dimension to political messages. This creates a richer and more engaging experience for voters.

Furthermore, this research also examines the dynamics of hashtag usage in the 2024 presidential and vice presidential campaigns. By looking at how hashtags play a role in the 2024 presidential and vice presidential election campaigns, we can see concrete examples of the implementation of communication theories. For example, the hashtag #VisiMisi2024 can be seen as a form of mediated communication where messages about a candidate's vision and mission are directly conveyed to voters through the Instagram platform. This hashtag also creates discussion groups where voters can share their views on the vision and mission of specific candidates. From a CMC perspective, hashtags like #IndonesiaMemilih or #Pemil2024 create an asynchronous space where voters can engage in political discussions without time constraints. Messages related to elections and political participation can spread widely and be accessed by potential voters at any time.

In this study, the researchers used content analysis in digital political campaigns. Content analysis is an important approach to understanding the effectiveness of digital political campaigns through social media (Zuchdi, 1993). In the context of the 2024 presidential and vice presidential campaigns, content analysis can reveal patterns, trends, and the impact of the tags used by candidates and voters. In digital political campaigns, tags are not only a tool to organize messages but also a powerful communication strategy. Candidates tend to create special tags like #VisiMisi2024 to detail their platform and program of work. Using content analysis is expected to uncover popularity, distribution, and interaction around the tags.

Then, using content analysis, we can also identify public sentiment towards campaign tags. For example, through the use of sentimental analysis techniques, we can find out to what extent voters responded positively or negatively to political messages delivered through a particular tag. This information can help candidates adjust their communication strategies. Then, content analysis can also help identify the issues that are most relevant and significant to voters. By looking at the most frequently used tags, campaigns can adjust their focus to suit the needs and wishes of voters. For example, the #Education2024 tag can indicate that the issue of education is one of the voter's priorities.

In the digital age, social media has become a major platform for political campaigns. Content analysis can provide in-depth insight into how social media is used to achieve political goals. Social media, like Instagram, allows political campaign to reach voters directly with global reach. Content analysis can show how effectively candidates use social media to interact with voters, creating participatory spaces that involve audiences in political discussions. Through content analysis, we can understand the diversity of content formats used in digital political campaigns. From images to texts to videos, candidates can use social networks to present their political messages. Analysis can reveal voter preferences for specific types of content.

Next, the researchers wanted to see the role of taggers in the organization of messages by digging out how taggers are used to organize political messages. Tags can help create a cohesive and targeted narrative, and content analysis can assess the extent to which such tags successfully describe the candidate's vision and mission. In

the context of a general election, content analysis can be a vital tool for measuring the impact of social media campaigns on voting outcomes and voter participation.

General elections are often followed by increased voter participation (Subkhi, 2020). Content analysis can provide insight into the extent to which social media motivates voters to engage actively in political processes, whether through discussion, dissemination of information, or online activism. By comparing the results of content analysis with election results, we can assess how far social media campaign strategies and the use of tags succeed in achieving candidate goals. The correlation between online responses and real support can provide valuable insights for future political campaigns. In the overall content analysis, it is important to note that the success of digital political campaigns is measured not only by online popularity but also by the real impact perceived in political and policy processes. Communication strategies based on a deep understanding of content, social media, and voter responses can shape more significant changes in the political sphere. In an era of technological progress and digitalization, political campaigns are no longer limited to the traditional stage.

Social media, like Instagram, Facebook, and Twitter, have become vital platforms where politicians interact with voters. Mediated communication theory and computer-mediated communication (CMC) theory open the door to understanding the role of technology in this process. In the context of the digital political campaign ahead of the 2024 presidential and vice presidential elections, Instagram and other social media are becoming major fields of political communication struggle. The concept of mediated communication theory highlights how technology acts as an intermediary, connecting politicians and voters without relying on conventional mass media (Griffin et al., 2015). Instagram, with its rich features like pictures, texts, and videos, allows politicians to convey their campaign messages in person, using the platform as a bridge between political power and public opinion.

In this realm, the tager plays an important role as an element of mediation. For example, the tag #VisiMisi2024 becomes a container to present and organize a candidate's vision and mission. Within the framework of the CMC, we understand that communication through social media is asynchronous, allowing voters to access political messages at any time. Tags help organize and categorize political information, making it easier for voters to find content that is relevant to their interests and needs. However, digital political campaigns are not just about passing a message from one side to the other. CMC theory highlights the diversity of digital communication platforms and tools. Instagram, as a campaign container, allows politicians to convey messages through various formats. The tag here becomes a liaison tool that crosses the boundaries of the media, embedding itself in images, text, and video. It creates a deeper and more contextual experience for voters.

Looking at the context of the 2024 presidential election, the tag #IndonesiaMemilih or #Pemilu2024 opens the door to analyzing the dynamics of the campaign. Such a tag creates an asynchronous space where voters can engage in discussion without being bound by time. Messages related to elections and political

participation are widespread and accessible to potential voters at any time. This opens up an opportunity to see how the general election affects interactions and discussions in the virtual world. Content analysis is the key to dealing with the complexity of this digital political campaign. The strategy of using taggers, images, and branding candidates so that the role of influencers can be revealed through in-depth analysis. Measuring the popularity, public sentiment, and viral impact of content can give an in-depth insight into the effectiveness of a campaign.

In detailing social media usage strategies, content analysis can highlight how campaigns adapt to the dynamics of each platform. How are Instagram, Twitter, and Facebook used to deliver a coherent and effective message? How can online responses be linked to the outcome of the general election? All these questions can be answered through content analysis. In addition, the content analysis can also pay attention to issues that arise during the campaign. How does the campaign respond to current issues? To what extent does the response reflect the candidate's readiness and sensitivity to the dynamics of society? The impact of the general election on social media activity has also been an important reflection. Is there an increase in political debate? How do voters engage in online activity after the election? All this gives a glimpse of the sustainability of post-election political involvement.

## **B. METHOD**

This research uses qualitative content analysis method. Content analysis is a qualitative-oriented technique, a measure of depth applied to certain units, usually used to determine the character of documents or to compare them (Berelson, 1952). Initially, content analysis developed in the field of communication science, but in its development, it is now used in various fields of science. The purpose of content analysis is to identify, categorize, and evaluate the various elements of a piece of content, be it text, images, or videos (Zuchdi, 1993). In the context of digital political campaigns, content analysis is used to understand and discern the various aspects contained in messages delivered through social media, such as Instagram.

Here are some key elements in content analysis methods for the study of digital political campaigns: Content analysis helps in categorizing issues that appear in campaign messages. This includes identification of the tag used to organize and associate messages with a particular issue. For example, the tag #VisiMisi2024 can be identified as a tag that relates to the candidate's vision and mission. Public sentiment Through content analysis, research can measure public sentiment towards political messages and candidates. Sentiment analysis techniques can be used to determine to what extent voters respond to a particular content, whether positive, negative, or neutral. Then this research can identify patterns and trends in tag use, content types, and discussion topics. It could help to understand what voters are talking about and to what extent the candidates managed to catch their attention.

Content analysis can measure the popularity and extent to which content becomes viral on social media platforms. It gives insight into how effective campaigns are at reaching and involving voters. Through content analysis, researchers can

understand the diversity of content formats used, such as images, text, and videos. It helps in assessing the preferences of voters towards a particular type of content. Then, this method also allows researchers to see how many voters are involved in online responses, such as comments, likes, and shares. These responses reflect the extent to which the political message reaches and affects the audience.

### C. RESULT AND DISCUSSION

With the research focusing on the #Pemilu2024 tag, the researchers conducted research based on the analysis of some Instagram content with the tag #Pemilu2024 and generalized the research results as follows:



Figure 1. Content of Instagram @DeallsJobs.



Figure 2. Content of Instagram @totalpolitikcom



**Figure 3. Content of Instagram @totalpolitikcom**

By comparing the 3 images above, the researchers found some very prominent words and languages used on content with the tag #Pemilu2024 and the most visible is the presence of persuasive sentences that are argumentative and sometimes very biased towards the political parties or political figures targeted. In the context of social media such as Instagram, tags or hashtags like #Pemilu2024 serve as a tool to categorize and find specific content. In this study, it appears that the tag is used to post and search for content related to the general election in 2024.

From the analysis of the content that has been carried out, it is apparent that there is the use of prominent language and persuasive sentences of an argumentative nature in these contents. It may be an attempt to influence public opinion or support a particular party or political figure. Research focused on the #Pemilu2024 tag describes an attempt to understand the dynamics of political communication on social media, such as Instagram. Through the analysis of the content of some posts using the tag, the study reveals various aspects that include the use of language, persuasive sentences, and how the tag functions as a tool for categorizing and searching for content related to general selection.

First of all, it is important to highlight the role of the #Pemilu2024 tag as a key element in embracing and organizing political conversations on the Instagram platform. The tags give users the ability to categorize their content and provide a way for other users to find information related to the 2024 general election. In the digital age, tags have become a kind of filter that allows users to focus on a particular topic or issue, forming focused discussion groups. In terms of content analysis, the images posted by accounts such as @DeallsJobs and @totalpolotikcom provide an overview of the content that appears in the context of the #Pemilu2024 tag. In the content, there is a pronounced use of language and persuasive sentences of an argumentative nature.

It reflects an attempt to influence public opinion or support a particular party or political figure.

The language used in the content seems to be closely related to the choice of persuasive words. The argumentative sentences used may include expressions of support or criticism of a particular political party or figure. This phenomenon is consistent with the development of political communication in the digital age, where messages are not only delivered directly by the parties concerned but also involve the active participation of the public (Firdaus, 2020). In the framework of the Mediated Communication Theory, Instagram serves as a medium to facilitate political communication between politicians, political groups, and society. By using tags as a means of categorizing, political conversations can be organized, and related content can be found more easily by account owners and other users. There is an interaction between the parties involved in this political debate, creating a form of mediated communication. Meanwhile, the Computer-Mediated Communication (CMC) Theory highlights how computer technology, in this case, social media, influences human communication patterns. In the analysis of this content, CMC can be observed through a variety of content formats used, such as images, text, and video. Instagram, as a platform that enables variation in this content, provides a visual and contextual dimension related to political messages.

In terms of language, deeper analysis can unravel the rhetorical elements in the persuasive sentences used. Word selection, writing styles, and argumentative rhetoric can be the focus of advanced research to understand how political communication is directed at forming public opinion and support. Is there a particular pattern in the selection of words that are persuasive? How does language play a role in shaping political narratives? It is important to consider the social, political, and cultural context in which the #Pemilu2024 tag is used. Are there any differences in political communication strategies between accounts that post content in the same language or something similar? How does the use of language change over time and during certain political events? In addition, further analysis of content to gauge public sentiment can provide an understanding of the emotional and evaluative response to such content. In the context of political campaigns, public sentiment can be an important indicator of support or disagreement with specific issues or political figures. How is public sentiment reflected in comments, likes, or shares on posts tagged #Pemilu2024? Comparisons between the pictures uploaded by different accounts can also provide insights into the variations in the approaches to political communication between them. Are there any differences in the communication strategies used by the accounts? How these differences can be explained in terms of objectives, target audiences, or chosen political positions.

While content analysis provides a rich overview of political communication on social media, further research could include longitudinal studies to understand developments and changes in the use of the #Pemilu2024 tag over time. Is there a particular trend in the use of these tags in line with the development of the election campaign? Content analysis can also be expanded to include geographical or

demographic dimensions. Are there any differences in the use of the #Pemilu2024 tag between specific geographical regions or age groups? How do these factors affect the type of content generated and the feedback received? In the context of further research, it may also be considered to use qualitative methods such as discourse analysis to deepen the meanings contained in persuasive language and sentences.

This method can open the door to understanding the narrative constructions and political representations formed through social media. Moreover, further research can dig deeper into the role of influencers or accounts that have a major influence in spreading political messages. How do those accounts use the #Pemilu2024 tag to shape public opinion? Is there a particular pattern or trend in the way they communicate or build a political narrative? It's relevant to the theory of mediated communication and the computer-mediated communication theory (CMC). The Mediated Communication Theory explains how media technology affects the way we interact and communicate. In this case, Instagram as a social media platform facilitates communication and interaction between users through shared content.

Meanwhile, the CMC Theory emphasizes how interpersonal communication and mass communication can happen through the use of computer technology. In the context of Instagram and the #Pemilu2024 tag, CMC occurs when users share opinions, information, or political news and interact with other users who may have the same or different views. In both theories, social media content like Instagram posts with the tag #Pemilu2024 can be understood as a form of computer-mediated political communication. Such content can create public discourse, influence political opinion, and potentially influence the outcome of general elections. The importance of the #Pemilu2024 tag as a tool for categorizing and searching content on Instagram opens a window for a deeper understanding of the dynamics of political communication in the digital age. In revealing these aspects, content analysis from accounts such as @DeallsJobs and @totalpolitikcom provides an overview of the communication strategies adopted in delivering political messages.

At the linguistic level, the use of persuasive words and argumentative sentences describes an active effort to influence public opinion. The choice of words in these sentences reflects support or criticism of a particular political party or figure, creating a political narrative that can shape public perceptions. This phenomenon strengthens the role of social media as a space for public participation in expressing their political views. Mediated communication theory highlights Instagram as a medium that facilitates interaction between politicians, political groups, and society. The use of tags facilitates the search and categorization of content, creating organized political discussions. The interaction between the parties involved in this discussion creates mediated communication, following the development of communication technology.

On the other hand, the Computer-Mediated Communication Theory (CMC) shows the impact of social media on human communication patterns. The diverse content formats, such as images, texts, and videos, presented by Instagram create a rich visual and contextual dimension for conveying political messages. In this context,

CMC not only details how technology facilitates communication but also emphasizes visual and aesthetic involvement in shaping political narratives (Wright, 2011). A deeper analysis of language can unravel argumentative rhetoric, word selection, and writing styles to further understand how political communication is structured. An understanding of the pattern of persuasive word selection can reveal the communication strategy used to build a political narrative that affects public opinion. The extent to which the word selection reflects the identity of a particular party or political figure needs to be the focus of in-depth research.

Social, political, and cultural contexts also play an important role in political communication strategies. Further analysis could deepen differences in the use of language and political communication strategies between accounts using the same or similar language. Do these differences reflect ideological differences, political values, or the characteristics of the target audience? Public sentiment reflected in comments, likes, or shares can provide further insight into emotional and evaluative responses to political content. Through sentimental analysis, patterns of support or disagreement with specific issues or political figures can be found. How interaction through new media reflects the political dynamics of the real world.

Comparisons between the pictures uploaded by different accounts offer perspectives on the variations in the approaches to political communication between them. Further analysis could explain the different communication strategies used by each account, as well as the factors that motivated them. Can these differences be linked to objectives, target audiences, or political positions taken? A longitudinal study of the use of the #Pemilu2024 tag can open the door to a better understanding of trends and changes in political communication over time. Is there a shift in the focus of issues, communication tactics, or public response in line with the development of the election campaign? Through this analysis, research can capture the dynamics of change and adaptation in political communication strategies in the digital world.

The role of influencers in shaping public opinion can also be explored further. How do influencers use the #Pemilu2024 tag to influence the political views of their followers? Are there any specific strategies or trends in the way they communicate or build a political narrative? In further research, the sustainability of interactions between users on social media could be the focus. How does political content evolve all the time, and how does the public respond to it? Is there a particular cycle in online political discussion that can be identified? Thus, advanced research covering these aspects could contribute further to our understanding of the role of social media in shaping political opinion and public participation in democratic processes. Due to the advanced research opportunities mentioned, researchers have already conducted in-depth studies related to the #Pemilu2024 tag on Instagram, showing the significant role of the tag as a tool for categorizing and searching for content related to the 2024 general election. This phenomenon not only reflects the role of a tagger as a topic marker but also reflects political interactions and discussions on social media.

Analysis of the content of the images uploaded by certain accounts, such as @DeallsJobs, @totalpolitikcom, and @totalpolotikcom, provides insight into the

diversity of political communication strategies. In addition to the language and persuasive sentence aspects, it is important to consider the visual elements in the images. Visual aesthetics can have a significant impact on attracting attention and shaping perceptions, involving audiences in a more direct way. In this context, the concept of persuasion is not only limited to linguistic aspects but also involves visual power in conveying political messages. The use of colors, visual compositions, and other graphic elements can be actively used to build a visual identity that supports the political message to be conveyed. Therefore, an in-depth study of visual elements in political content can provide a deeper insight into holistic communication strategies (Zulkarnaen, 2020).

The time context and certain political events also need to be taken into account in understanding the dynamics of #Pemilu2024. Changes in the political atmosphere, controversial events, or campaign developments can create waves of conversation that change over time. Further analysis involving the time dimension can help identify trends, peak participation, and develop patterns of discussion. The importance of analyzing the differences in political communication strategies between accounts using the same or similar language is becoming increasingly apparent. Do these differences reflect variations in political ideology, party values, or the characteristics of the audience sought? These comparisons can open the door to a better understanding of the diversity of political views among communities speaking the same language.

In performing content analysis to see public sentiment, it needs to be expanded to include responses to specific content formats. Do the images get more likes than the text, or vice versa? How does online interaction reflect the preferences or tendencies of Instagram users in receiving and responding to political content? Further study of these factors could provide a better understanding of the dynamics of online interaction. Besides, influencer communication strategies in a political context can also be a focal point. How do accounts with big influence use the #Pemilu2024 tag to shape public opinion? What specific strategies or trends can be identified from the way they communicate or build a political narrative? Does the presence of influencers have a different impact compared to ordinary accounts? Advanced research involving geographical or demographic dimensions can reveal interesting patterns. Are there differences in the type of content generated by users in a particular geographical region? How does audience demography affect responses to political content? Understanding these factors can perfect our understanding of how social media reflects and influences political realities at the local and global levels.

Qualitative methods such as discourse analysis can also be further applied to investigate narrative constructions and political representations in language and images. How are certain meanings placed and constructed in political content? Further understanding of visual and linguistic rhetoric can provide a more complete picture of how political messages are shaped and understood by society. When involving a deeper understanding of social, political, and cultural contexts, research can explore the role of social media in shaping and reflecting political identities. How

do social media facilitate the formation of identity groups, and how does this reflect in political content? An analysis that explores these aspects can provide a more comprehensive insight into the role of social media in the construction of politics and the identity of society.

By involving more variables and dimensions, advanced research can make a more significant contribution to our understanding of the complexity of political communication in the digital age. By continuously exploring factors that influence and enriching them with relevant research methods, we can gain a more holistic understanding of how social media shapes, reflects, and influences contemporary politics (Nasrullah, 2018). However, it is important to remember that while social media and hashtags like #Pemilu2024 can influence political discussions in society, they can also be used to spread false or biased information. Therefore, it's important for social media users to always check the truth of information before sharing it. Besides, it's also important to understand how social media and their algorithms work, so we can be more critical of the content we consume.

#### **D. CONCLUSION**

The research digs deep into the use of the #Pemilu2024 tag on Instagram as a major means of computer-mediated communication in the run-up to the 2024 general elections in Indonesia. Through the analysis of content from various accounts, such as @DeallsJobs and @totalpolitikcom, the study highlights the important role of taggers as a tool for categorizing and searching for content related to the 2024 general election. It turns out that the tag not only serves as a topic marker but also as a catalyst for interaction, political discussion, and opinion formation on social media. First, the #Pemilu2024 tag has played a vital role in facilitating discussions and forming discussion groups on the Instagram platform. Users can easily find content related to the general election and participate in focused political conversations. In this case, tags serve as a mediation tool that allows platform users to organize their political messages.

Further content analysis highlighted that prominent language and persuasive sentences of an argumentative nature dominated content using the #Pemilu2024 tag. This language is not just a tool to convey a message but also a persuasive strategy that tries to influence public opinion and support a particular party or political figure. In this context, the tagar is not only a marker but also an initiator in building a political narrative. From the perspective of Mediated Communication Theory, Instagram acts as a medium that facilitates political communication between political actors and society. The use of tags helps in moderating and directing political conversations, creating interactions between the parties involved. Meanwhile, the Computer-Mediated Communication (CMC) Theory highlights the diversity of content formats used, with Instagram as a platform that facilitates variation in the form of images, text, and videos.

Furthermore, the study shows that the visual elements in political content play an important role in conveying political messages. Visual aesthetics, image

composition, and graphic elements are actively used to build a visual identity that supports political messages. Therefore, the political communication strategy on Instagram is not only linguistic but also involves significant visual power. The importance of the time context and particular political events is also reflected in this study. Changes in the political atmosphere or campaign developments can affect the dynamics of conversations and responses in digital media. An analytical approach involving a time dimension can help identify trends and patterns of discussion that evolve over time.

Content analysis, in looking further at public sentiment, can provide insight into emotional and evaluative responses to political content. In the context of political campaigns, public sentiment can be an important indicator of support or disagreement with specific issues or political figures. User responses to specific content formats should also be considered to investigate user preferences and tendencies in receiving and responding to political content. Comparisons between images uploaded by different accounts show variations in political communication strategies. The question of such differences opens the door to understanding the diversity of political views among communities speaking the same language. Advanced studies may involve geographical and demographic aspects to investigate differences in the type of content generated and the response received.

By involving a deeper understanding of social, political, and cultural contexts, research can explore the role of social media in shaping and reflecting political identities. The role of taggers as identity group leaders and how this is reflected in political content could be the focus of future studies. Overall, the study provides a comprehensive understanding of the dynamics of political communication on social media, specifically Instagram, using the tag #Pemilu2024. In an era where technology and social media are an integral part of everyday life, this research is expected to provide insight into how digital media shapes, reflects, and influences our political realities.

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