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Marketing and Personal Branding of Anies Baswedan as Presidential Candidate by NasDem Party in Digital Space

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Abstract - The purpose of this study is to see the phenomenon of political marketing, especially how the online mass media builds Anies Baswedan's branding as a presidential candidate. The branding of presidential candidate serves as a phenomenon of Indonesian national politics particularly when NasDem Party declared Anies Baswedan as a presidential candidate on October 3, 2022. The methodology of this study uses qualifiers, and the technique of analysis and data analysis uses Nvivo12 plus mainly in online media reporting in Indonesia (CNN, Kompas, Media Indonesia, and Detik.com). The results of this study showed that the four media outlets were actively reporting on the nomination of Anies as a presidential candidate. The massive reporting put Anies' personal electability ahead of other political opponents. The identification is based on the analysis of content about Anies in the four online media outlets. In terms of quantity, Media Indonesia more actively reported on Anes' candidacy than the other three media outlets. This is because of power polarization relationship in terms of ownership relationship between NasDem Party and Media Indonesia. Thus, the news frame leans towards Anies and indirectly it can be used for marketing and branding politics.
Keywords: Marketing politic, political branding, Anies Baswedan, online news, election

Introduction

Today's political parties need to expand their presence online, with the use of digital platforms that will certainly grow their support base, especially to reach participants of social media users. Social media and political practice have an intense relationship, and both play an important role in political communication (Kahne and Bowyer 2018).

Social media is considered to have a strategic role as a medium of change and development, as well as an effective medium to accept and respond to public aspirations. In fact, social media is optimized by leaders in local to central governments to maintain political communication with the community, as well as to build personal branding through political communication on social media (Hafizatullah, Salamah, and Wangi 2017).

In today's digital space, democracy brings about changes in the world of politics, especially in political communication. In today's era, political actors must be able to use the digital space as a political platform to win political support. Given easy access to the internet, social media has become a benchmark for politicians to be able to continue to make a difference, just like political marketing, in the modern era it gives politicians openness to their homes.

Political communication is a process to promote political marketing, where the political candidate shares an idea and self-promotion with voters. Political marketing is a strategy, technical, and version of political communication created to gain public support (Ciftic 2020). Political marketing is not

limited to the traditional marketing but it has also marked its presence on digital media. Social media is a form of digital media which provides a place for political marketers to create a political marketplace where candidates, government officials, and political parties can use social media to drive public opinion in the desired direction (Safiullah et al. 2017).

Political branding is a symbol and imagination that the party wants to create and to be well received in the minds of consumers. Effective branding is capable of presenting not only differentiation, but also authenticity (Jamil and Hesti 2019). Political branding has taken center stage. The practice of political actors implementing a brand into political campaigns is actually nothing new. But it is an adaptation that uses information technology as the mainstream (Kurniawan 2022).

Political communication becomes a promotional process, where political candidates share ideas and promote themselves to voters (Djakeli 2022). This is done by applying political marketing strategies and adopting activities from political parties or individuals with the sole purpose of gaining votes and winning elections by marketing themselves (Haq and Maheen 2022).

One way that social media increases democratic participation is through the potential global connectivity of technology. The use of social media for campaigns by political leaders in many countries leads to increased personalization in the election of political leaders at the local and national levels (Darwin and Haryanto 2021). In the digital space conversation, social media is the most popular tool in political communication and is directly involved in providing information.

The development of communication technology has sparked the growth of world communication. On the one hand, it encourages the absorption of political discourse (i.e. consumption of political news and interaction between politically active individuals on social media means that social media platforms get more attention from political marketers who are in charge of campaigns) (Weismueller et al. 2022). Today, the internet (along with the advent of digital media) is influencing everything from the way we shop, read the news, and live our daily lives to the ways of business, parliament, and government, thereby changing the social order, political institutions, and the economy.

This digital transformation has created new challenges and opportunities for politicians, journalists, political institutions, and the media to reconnect and engage with their citizens. Social media presents a new structure of political opportunity (Schwanholz, Graham, and Stoll 2017)

The digital age requires everyone to constantly adapt to such dynamic changes. Similarly, political campaigns must start to shift from conventional campaigns to digital-based campaigns. Digital branding in politics has a significant effect on maximum campaigning (Munadiyah 2022).

The presence of social media is no longer just to see what is happening in the digital space, but also to build communication without boundaries and interconnected. Personal branding is a plus for every political actor, their presence as an actor in the digital space is certainly very profitable to establish themselves as a politician and it is necessary to thoroughly examine the popularity of political actors judging from the truth in making conversations in the digital space. Social media platforms allow political contestants to better reach out to their voters and to engage them more directly in their campaigns, without involving the traditional intermediary role provided by traditional media (Practitioners 2022). One of the technological developments is marked by the use of new media as a means of public communication. One of the technological developments is marked by the use of new media as a means of public communication (Trisnanto and Sukasah 2020).

Conversations in the digital space use the internet for political purposes. It is no longer a new phenomenon. As we know, the presence of the internet opens up all conversations in all its forms. The use of the internet is not only to communicate but also to disseminate information. The internet is also used by politicians to create popular parts of the conversation. It also increasingly becomes a place of political disputes when the issues of internet neutrality, privacy, and government spying increasingly become topics of government and public concern Although this is an interesting development in the internet politics can be revived and transformed into something more participatory by placing it online. The goal is to outline a form of politics that supports the internet that will inspire engagement and empowerment, rather than cynicism and alienation (Smith 2017).

Online media reporting is often a reference for every politician not only on social media, but also online news that they often want to be a political politician. Recently, all reports, especially in Indonesia, have reviewed the qualifications of political parties and presidential candidates that will contest the upcoming 2024 elections. Interestingly, in every news report, there are always names that are in the top three in the presidential candidate exchange.

One of the presidential candidates is the former Governor of DKI Jakarta, Anies Baswedan. He has been in the spotlight since the NasDem Party declared him in October 2022 as its candidate for the 2024 presidential election. The online media reporting has indirectly built Anies' image as a presidential candidate, and added to his popularity compared to other presidential candidates. This is because NasDem took the political   step earlier to be able to declare Anies as a presidential candidate.

At the same time, when referring to the analysis of emprit drones, from October 1-17, 2023 the frequency of news and talks about Anies on a daily basis   is far above that of his contenders. The discussions about the possibility of Anies running for president culminated on October 16 when he worked on the last day of his tenure at   the DKI Jakarta City Hall. In online media, Anies Far has the upper hand with 30,205 mentions ahead of other candidates, while on social media he has 835.07 mentions. The high frequency of news and discussions about Anies was attributable to the support of NasDem and the end of his term of office as Governor of DKI Jakarta (Medyati 2022).

Much has been described from the explanations above. This study is not the only one that researches political marketing and personal branding. There are many previous studies on the issue. According to Research on the Communication of Digital Politics in Indonesia by Farid Nofiar, the tendency of the Indonesian people in seeking information has now undergone a shift from television media and print media as a means of actual information to digital media as the main media to find information.

This study looks at online news, scientific magazine, television news and digital literacy related to political communication built by political actors in Indonesia today. The result of the study shows that political communication built through digital media is more effective because political messages are more easily conveyed thanks to the great attention of the Indonesian people to the internet. In addition, digital media can save more time and costs in delivering political messages. This digital political communication, in addition to personal branding, can also be used to resolve conflicts between the government and society (Nofiard 2022).

Furthermore, in the research on Digital Politics in the Era of the Industrial Revolution 4.0 Marketing & Political Communication, this study sees that social media is no longer used for marketing goods and services but has begun to be used as a political tool by political parties and candidates nominated by political parties.

The results of this study show that social media-based politics has begun to serve as a forum for politicians to conduct political marketing, and political communication with potential voters. Therefore, with information disclosure and media access, political parties and politicians must use it properly to provide information about visions, missions and work programs and even achievements they have made so that potential voters can make choices according to their expectations (Wahyudi 2018).

In another study on Literature Review: Anies Baswedan's Digital Political Communication, this study sees Anies as the winner of the regional elections that becomes the center of attention as a big Indonesian. Although Anies is a relatively newcomer in the political world among the number of political figures that have been discussed this year, he still grabs the public's attention throughout the year.

Changes are taking place in the practice of political communication today using the media. This research concludes that the public's impression of Anies' leadership with his digital communication tends to be positive. In this case, expressing their opinions on social media makes the public give a positive response (Indra et al. 2021).

This research will be different from the three studies that have been conducted earlier. First, on the methodology side, the previous researches focus on qualitative studies through literature studies, while this research uses qualitative methods through data analysis techniques in the NVivo 12 plus software. Therefore, this research is important to enrich studies related to candidacy and political communication.

Theoretical Framework

This political communication is defined as a complex communication activity using language and symbols that leaders, media, citizens, citizen groups, and experts use to give effect. To the results applied to the public policy of the nation, or state, or society. there are seven main dimensions of political communication.

Among of them are   communication that serves as a bridge between political institutions and the media; emphasizing symbols and language, mediation and mediatization; media technology; diverse, multifaceted media, and decline of gatekeeping; interactions among leaders, media, and citizens, as well as the function of economic and political structures (Emeraldien, Sunarsono, and Alit 2019).

One important factor for a political leader to be able to gain popularity on political social media is to have a good brand so that communication goals can be achieved effectively. Brand, image, or credibility have evidentially played a role in explaining the effect of support for political leaders on social media. Branding is increasingly being used in politics to incorporate symbolism, ideology, values, and policy promises into political parties/candidates. Therefore, this branding is utilized not only by political actors but also by political parties through a series of values, beliefs, and promises(Susila et al. 2020).

Political branding is about how a political organisation or individual is perceived overall by the public. It is broader than the product; whereas a product has distinct functional parts such as a politician and policy, a brand is intangible and psychological. A political brand is the overarching feeling, impression, association or image the public has towards a politician, political organisation, or nation. Political branding helps the party or candidate change or maintain reputation and support, create a feeling of identity with the party or its candidates and create a trusting relationship between political elites and consumers. It helps political consumers understand more quickly what a party or candidate is about; and distinguish a candidate or party from the competition (Lees-Marshment et al. 2019).

The success of a political brand may be gauged by the distance between the performance of the leader and the expectations of the voters/customers from the brand (Jain and B. E 2020). The conceptual framework of political branding is unique to the timeframes and the systems of governance. Political brands are intangible and therefore, exist in the minds of the political customers/voters (Pich and Newman 2020). In other words, perception or image plays an important role in the formation of a political brand and therefore, the principles of human branding when applied to political marketing adds to the brand personality of a political entity (Lindblad and Nyman 2019). In context of political marketing, branding brings together communication, personalities and popular culture. Among the factors that impact political branding are the voters' choice and analysis of political reputation and tone of the voice of politicians. The research paper looks at both the ownership as well as symbolic representation of brands and states that good brands are simple, unique, reassuring, ambitious, and credible and endowed with clear values (Surya and Jha 2021).

Material and Methodology

This research was conducted using qualitative descriptive methods, mainly to build arguments about how online media are able to build personal branding for Anies as a presidential candidate. The researchers used secondary data on four online media outlets in Indonesia: Detik.com, Media Indonesia, Kompas, CNN.com. Secondary data analysis techniques are carried out using NVivo 12 Plus software, mainly to conduct content analysis that symbolically mentions Anies in the news. The analysis in this study uses the Nvivo 12 Plus software on the NCapture feature.The NVivo software is one of the qualitative data analysis tools used by many qualitative researchers around the world (Sotiriadou, Brouwers, and Le 2014).

By utilizing the features on Nvivo12 plus, the researchers can take data from social media systematically and deeply. The existing features pad Nvivo12 Plus help make analysis with several tools, cluster analysis is used to find out the relationship of communication in this study to see what communication is conveyed by social media to the four media outlets.

Result and Discussion

It was stated that political actors, including political leaders or prospective political leaders, found effective and efficient political communication strategies to communicate and interact with the public through social media. However, not just conveying information, political leaders deliberately form branding as part of their political communication strategy to gain support and influence the public that the presence of new media has a significant impact on political activity, especially the process of political communication (Indrawan and Ilmar 2018).

After the NasDem Party declared Anies as its presidential candidate, many online media outlets wrote reviews about his personality. They reported that Anies would be elected a president in the 2024 polls. This research found that there are several media outlets that report a lot about Anies. They are CNN.com. Kompas.com MediaIndonesia.com and Detik.com

Data for this study was obtained from news reports from the four media outlets. From the data, this study found that the nomination of Anies as a presidential candidate was reported more frequently by the online media outlets as shown in Table 1.

Tabel 1. Data Media Online

Media	Anies	NasDem	Pilpres	Politik	**Total**
CNN	30.77%	36.36%	41.67%	16.67%	33.33%
Detik	7.69%	9.09%	0%	16.67%	7.58%
Kompas	26.92%	22.73%	41.67%	16.67%	27.27%
Media Indonesia	34.62%	31.82%	16.67%	50%	31.82%
Total	100%	100%	100%	100%	100%

Source: Data processed using NVivo 12 Plus

Table 1 shows that four media outlets have more frequently reported the nomination of Anies as presidential candidate. By analyzing the data taken using NVivo, the author found that 34.62% of the online media outlets quite often criticized Anies as a presidential candidate. Interestingly, the percentage of NasDem Party that nominates Anies is not enough to surpass those of the others regarding the news of Anies' presidential candidacy. CNN quite often tweeted Anies' presidential candidacy. When looking at Anies and NasDem more, the party excelled in the statement presented by CNN with regards to the name of Anies mentioned. CNN uses the words presidential election and Compass more often.

The presence of parties and candidates in a digital space is also inseparable from the media framing which indirectly brands Anies and Nasdem Party. However, it is necessary for political parties to expand their presence in a digital space more massively in order to touch on the base of their voters.

To embrace change, win more votes and politicians and build brands, there needs to be a message in agreeing on the benchmark of their success. Surely, this is done by suckling strategies That is why they must have a team to help them research and formulate opinions. This same strategy should be used when structuring a political campaign. Play to your strengths and don't be afraid to ask experts for their opinions. In other words, think like a brand.

The news of NasDem Party declaring Anies' presidential candidacy in the digital space has caused a lot of public perceptions and comments. With the interest of political shops appearing in the online media, of course, this includes political communication. The presence of news in the digital space serves as political marketing and branding for Anies as a presidential candidate for the benefit of his electability.

Data analysis is carried out by capturing news on websites/online media outlets that have a reputation and are trusted. The news articles from online media is later processed using Nvivo 12 Plus. The author then read the text and content that have similarities with other data, find interrelated items, look for meanings, words, and contexts that are interrelated between websites, and infer and interpret website content, and articles that have been analyzed.

Concertation in the Request for this study conducted Ncapture data on four online media outlets with the keyword "Anies" producing 40 news stories. In the four online media websites, of course, there are discussions about the declaration of Anies' presidential candidacy and the party that nominates him to run for president.
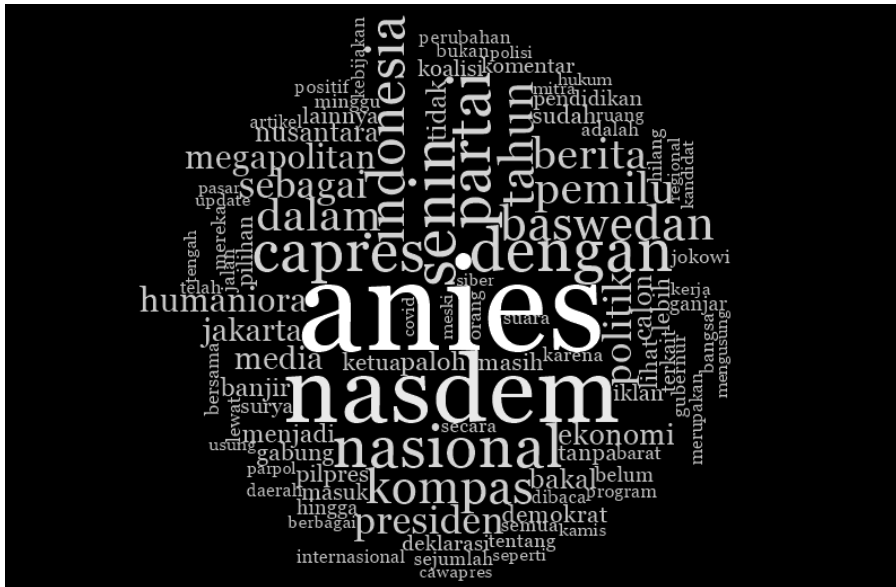
Picture 1. Word Cloud data of Anies
Source: Processed by the Author s

This study processes Word Cloud data to see which words often appear as shown in Figure 1. The picture below shows that the word Anies most frequently appears in online media reports on the 2024 elections.

This is the result of a slur of deliberations related to his presidential candidacy nominated by NasDem Party. The words NasDem, national and capres are dominant and are often associated with Anies. Another word that becomes a topic of discussion is "NasDem" as the party which nominated Anies as its presidential candidate. NasDem is the first party to declare Anies as its presidential candidate to contest the upcoming 2024 elections.

The intensity of news on social media about the topic of the presidential election was on. From this, the researchers see that it is part of NasDem Party's effort to brand Aneis by first naming him as its   preferred presidential candidate. Not only does this benefit Anies, but also the party that received the good effect of the declaration. So, political communication built by actors and political parties has the aim of selling what is a political product and of campaigning for ideas and indirectly electability will increase.

Conclusion

Since Anies was declared by NasDem Party as a candidate for the upcoming 2024 presidential race, this has become a momentum for political contestation in Indonesia, especially when it comes to the next presidential election. Additionally, online media played a role as an information medium, related to NasDem Party that declared Anies' presidential candidacy. This research was conducted by gathering related news from online media outlets such as CNN, Media Indonesia, Kompas, and Detik, which massively reported Anies and NasDem Party that picked him to run for president.

Of the four media outlets, only Media Indonesia is affiliated to NasDem Party, meaning that Media Indonesia more often reported the plan to nominate Anies as a presidential candidate. This was followed by the three other online media outlets, although they have no ownership power relationship with NasDem Party. This research concludes that the nomination of Anies by NasDem Party as a presidential candidate carried by various online media outlets, has built his personal political image, which is at least able to create conversations and provide information about the profile of the presidential candidate in the digital space. The connectedness of the Anies Baswedan phenomenon and various news reports has created a natural political marketing that benefits him and NasDem Party.

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