

# Comparison of the Anies and Gemoy Urgent Campaign Models in the 2024 Presidential and Vice Presidential Elections

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## Abstract

Entering the campaign period on January 21, each pair of candidates used various unique campaign models which were considered effective in attracting the hearts of the Indonesian people. Since the start, the public has been excited about Gemoy, which is the trending campaign model of candidate pair number 02 Prabowo-Gibran, while pair 01 Anies-Muhaimin has also attracted attention with the latest campaign model introduced by Desak Anies. This research uses a descriptive method with a qualitative approach. Data collection techniques in this research include literature study and field study. The research results show that there are significant similarities and differences between the Desak Anies and Gemoy campaign models. The similarity between the two lies in the target of the campaign model used, namely the young generation in the age range of 17-40 years with a percentage of 53% of the number of voters in Indonesia. On the other hand, the fundamental difference between the two lies in the ideas put forward in Desak Anies and Gimik which are put forward through the Gemoy campaign model. Specifically, the differences between these two campaign models can be seen using eight comparative variables referring to Nowak and Warneryd's Campaign Model theory which includes; Intended effect, Competing communication, Communication object, Target population & receiving group, Channel, The message, The communicator/sender, and The obtained effect. Despite this, the results in the field show that the majority of people tend to be interested in the Gemoy campaign model compared to the Desak Anies campaign model which tends to be intellectual, characterized by a debate of ideas.

## Keywords

Campaign model; Urges Anies; Gemoy; General election.

## INTRODUCTION

The characteristic of a democratic country is how much the state involves the community in planning and implementing general elections. Because political participation of the community

(voters) is an important aspect in a democratic state structure (Suci 2019). In relation to democracy, political participation influences the legitimacy of the community towards the running of a government (Liando 2016).

The implementation of elections is an important moment for the democratic process in Indonesia. Indonesia has held elections regularly for quite a long time

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(Suci 2019). Considering the importance of elections, the implementation of elections must be prevented from all forms of violations/criminals that hinder the process of achieving the election goals themselves (Widianingsih 2011).

We usually know campaigns as elections, which are the election of people's representatives, village heads or others in the government (Kurniawan and Mutiah 2023). The electoral system in Indonesia itself is still valid with the people's right to elect the president and regional heads (Kustiawan et al. 2022). Campaigns carried out in the context of general elections are essentially a process of political communication, namely all forms of communication activities carried out in connection with political discussions to achieve victory (Siagian 2015).

In particular, the aim of the campaign, whether positive, negative or negative, is to increase the electability of the candidate being promoted and reduce the electability of the opponent (Isaliani and Firdaus 2020). To measure the electoral impact of a negative campaign or black campaign is to ask voters/society's awareness or knowledge of negative issues affecting presidential candidates/vice presidential candidates, gubernatorial candidates/deputy governor candidates, regent candidates/deputy regent candidates (Ngenget et al. 2023).

Political campaign activities must contain at least four things: (1) campaign actions aimed at creating certain effects; (2) large number of target audiences; (3) usually focused on a certain period of

time; and (4) through a series of organized communication actions (Sukma, Cangara, and Saifulloh 2023).

In political campaigns, the most significant thing is the messages conveyed by candidates (Sihabudin et al. 2023). Each tries to bring a certain theme or topic to offer to the community. Some of us may be more familiar with political promises (Prakoso, Himmah, and Illahi 2023). Hal this could be true, because it is part of the message in political campaigns, although it does not always mean that (Fatimah 2018).

Facing the simultaneous elections in 2024, the campaign model presented by the candidates is an interesting phenomenon (Setyo 2014). Candidates use various methods, both conventionally and online, taking advantage of the rapid development of social media such as Instagram, Twitter, Whatsapp and Tik-Tok, and there are also those who combine the two to gain as much voter sympathy as possible (Rauta 2016).

In the 2024 Presidential and Vice Presidential Election, there will be 3 pairs of candidates. In accordance with the Minutes of the General Election Commission of the Republic of Indonesia Number 1635/PL.01-BA/03/2023, candidate pair number (1) is H. Anies Rasyid Baswedan, Ph.D. and Dr. (H.C.) H. A. Muhaimin Iskandar, serial number (2) H. Prabowo Subianto and Gibran Rakabuming Raka, and candidate pair number (3) Ganjar Pranowo, S.H., M.I.P. and Prof. Dr. Moh. Mahfud MD, S.H., S.U., M.I.P.

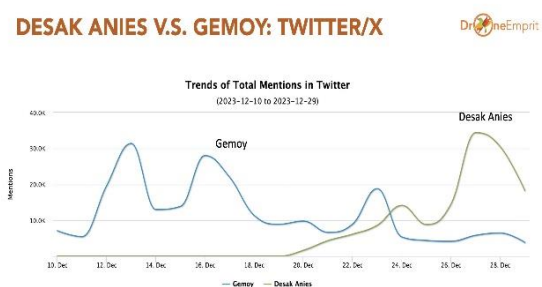
Entering the campaign period on January 21, each pair of candidates used various unique campaign models which were considered effective in attracting the hearts of the Indonesian people (Syarwi 2022). Based on initial analysis of the campaign carried out, the campaign model for Candidate Pair 01 and 02 tends to attract more public attention (Ulinnuha Muhammad Firdaus 2016).

From the start, the public was shocked by "Gemoy" which was a trending campaign model for candidate number 02 Prabowo-Gibran. Gemoy's narrative was initially identified with Prabowo's body shape which was considered cute and adorable. Gemoy itself is slang that is often spoken by young people, it is a play on the word "games". This gemoy then became a campaign trend that was often used by Prabowo Gibran's candidate pair both on social media and in the field. The Gemoy campaign model was then popularized in the form of dancing/gymnastics imitating Prabowo's movements.

On the other hand, the 01 Anies-Muhaimin pair also attracted attention with the latest campaign model introduced with "Desak Anies". The Urge Anies campaign model initially carried a concept where Anies met with young people in a forum directly. As the name suggests, in this forum Anies was urged to answer and provide solutions to the questions raised by the young people present. The Urge Anies campaign model is quite interesting because young people and the public can directly test Anies Baswedan's ideas as a Presidential Candidate.

Initial analysis shows that these two campaign models aim to gain the votes of the public, especially young people as their objects. This is because young people are the majority vote holders in the 2024 Election. According to data from the General Election Commission of the Republic of Indonesia, of the total 204,807,222 voters who will vote on February 14 2024, around 106,358,447 voters or 52% of them are young people. average age 17-40 years.

Figure 1. Anies vs Gemoy Urge Trend



Source: DroneEmpirit, 2024

Based on the results of a survey conducted by DroneEmpirit online on Twitter, it shows that the trend of the Desak Anies and Gemoy campaigns on 10-29 December 2023 is overtaking each other and competing fiercely. This data shows that the campaign model carried out by the two Presidential and Vice Presidential Candidate Pairs, both 01 (Anies-Cak Imin) and 02 (Prabowo-Gibran) is quite effective in attracting sympathy from voters, especially the millennial group. This cannot be separated from the participation of the winning team which came from the millennial group, so that the campaign models of both Desak Anies and Gemoy gave a new color to the political stage in Indonesia.

The problem raised in this research is related to the orientation of the two campaign models carried by both Desak Anies and Gemoy. The reality on the ground shows that interest in the two campaign models offered tends to be based on trends rather than the substance of the material presented in each moment of the campaign for both Presidential and Vice Presidential Candidate Pair 01 (Anies-Muhaimin) and 02 (Prabowo-Gibran). Politically, a campaign that is oriented towards attracting as much public sympathy as possible is a natural thing. However, it becomes a problem in itself if this orientation is not supported by educational aspects for the community so as to create rational voters. Because basically, the campaign aims to ensure that candidate pairs can convince the public as voters by conveying ideas and ideas that they will carry out when they are elected and not just introducing themselves.

This research uses previous literature reviews as a basis for determining the updates offered from the research conducted. Previous literature studies regarding political campaign models include; Developing a Friendship-Based Political Campaign Model for Incumbent Legislative Candidates in Klaten Regency in the 2014 Election (Bono Setyo et al. 2013), Regional Election Campaign Model to Overcome Money Politics and Voters' Pessimistic Attitudes: Theoretical study and implementation concept (Hariyani 2018), #Thinkbeforeyoushare Campaign by the Do Something Indonesia Organization to Change the Behavior of

the Millennial Generation (Damiarti, Trie Damayanti, and Nugrahai 2019), Deliberative Campaign Model in Simultaneous Regional Election Design: An Idea for Change (Dewansyah 2015), and the Influence of the "Let's Disconnect to Connect" Campaign on Anti-Phubbing Attitudes (Survey of Starbucks Indonesia Official Account Line Followers) (Sirait, Maryam, and Priliantini 2018).

The similarity between previous research and that carried out is the placement of political campaign models as the focus of the research, while what is different and also the update offered by this research is the comparison carried out on two political campaign models that are trending in the 2024 Presidential and Vice Presidential Elections.

## RESEARCH METHOD

This research uses a qualitative method with a comparative approach with the aim of comparing the political campaign models of Desak Anies and Gemoy in the 2024 Presidential and Vice Presidential Elections. This is in line with what Creswell stated. Qualitative research is a means of exploring and understanding the meaning given by individuals or groups for social or human issues (Creswell and Creswell 2018). The choice of this method was based on the problems that occurred and it was felt that it would be more appropriate to analyze them by comparing two different campaign models.

Data collection techniques are methods used by researchers to collect

data needed to solve research problems. Data collection techniques in this research are observation and interviews (Asbar FR and Witarsa R 2020). The data analysis techniques used in this research are data reduction, data presentation and drawing conclusions. As expressed by King, Kohen and Verba (King, Keohane, and Verba 1995) that the data analysis process is carried out simultaneously with data collection, meaning that researchers in collecting data also analyze data obtained in the field. The data analysis techniques in this research include; data reduction, data presentation, and drawing conclusions/verification.

## **RESULTS AND DISCUSSION**

### **Analysis of the Anies Urgent Campaign Model**

The election for President and Vice President in 2024 will feel different from the previous edition of the presidential election. Interestingly, in this presidential election, the pair Anies Rasyid Baswedan and Abdul Muhaimin Iskandar used a campaign method, namely "Desak Anies". This campaign is designed as a pattern that is trying to be built to convince generation Z and the Millennial generation. Based on data from the General Election Commission's Permanent Voter List in July 2023, 52 percent of voters in the 2024 election are young voters. Voters aged 17-30 years reached 31.23 percent or around 63.9 million people, and voters aged 31-40 years reached 20.7 percent or around 42.4 million people.

Anies tries to build narratives about the spirit of change and targets the new voter base to be more reflective and sympathetic to the current social context. Long before that, the Urging Anies event was inspired by a similar pattern that Anies had used in 2013 with the theme Putting Anies on Trial. This agenda was used to introduce the figure of Anies in the national political arena following the convention of one of the parties to take part in the 2014 election contest. Apart from that, the campaign urging Anies was initiated for the first time by Ubah Bareng volunteers since May 2023 in this forum for the first time the number of participants who attended was 150 person.

Based on the results of the research conducted, it shows that the campaign carried out by Anies Baswedan can be categorized as a newly discovered form of campaign in Indonesia. If we reflect on the Presidential elections in recent years, this campaign has another side that can attract the public, especially for the millennial generation and generation Z. Desak Apart from being a campaign effort to attract elements of society through various presentations of the vision and mission offered, the approach developed through the medium of Anies' urge is an effort to absorb various public aspirations.

The campaign concept promoted by Presidential candidates Anies Baswedan & Muhaimin Iskandar through the Desak Anies agenda has a principle of opening up space for dialogue and discussion regarding the importance of community political participation in responding to current political

dynamics. This campaign is also a political education agenda that provides an understanding for the young generation who are just becoming politically literate to be involved and selective in viewing politics, not only as a democratic party that involves voting at the polls. However, engage in public conversations regarding the shared welfare offered by the candidate pair through their vision and mission ideas.

The urgency brought about through this campaign is to provide opportunities for the public to have interactive dialogue, not just one-way communication. Firmanzah (2012: 109) political approaches and communications need to be carried out by contestants to be able to win the election. Like the candidate pairs who are carrying the theme of change, it is hoped that the medium through Desak Anies can raise public awareness of the importance of testing ideas and providing substantial input to prospective national leaders.

Schroder (2004: 34) first of all, there must be a theme brought by each pair of candidates, the theme they come up with must be different from that of the competitors, so that it can attract the enthusiasm of constituents. The Urgent Anies campaign agenda is part of political marketing which was built to introduce a leader whose orientation is to embrace the community by engaging in a persuasive approach. This image is built where the figure of Anies Baswedan is a figure who is often seen as the antithesis of President Jokowi's leadership. Anies Baswedan brought up the theme of change in this case as a

reflection or evaluation of the political dynamics that are occurring. Therefore, the campaign carrying out the Desak Anies event is a sign of the importance of building public spaces that are conducive, substantive, participatory and strive for mutual respect between fellow humans. Apart from that, this agenda can trigger a different campaign compared to using excessive campaign props scattered everywhere. Carrying out political safaris to various regions carrying the Desak Anies agenda in the hope of being able to attract swing voters, of which almost 51% will be made up of millennials and Gen Z in the 2024 election.

The change agenda promoted by Anies Baswedan and Muhaimini Iskandar through the four Nasdem Parties, the Prosperous Justice Party, the National Awakening Party and the Umat Party which are the political machines that can consolidate fairly strong political power at the grassroots level. The political slogan brought from the aspect of change is expected to be able to correct and evaluate various previous government programs and policies to be more focused. This context can be seen from the various efforts made by the couple Anies Baswedan and Muhaimin Iskandar through community-based programs with a more populist image.

The political messages carried in each of Desak Anies' agendas carry one big theme which aims to increase macro change. To accommodate Anies' urgent agenda, the winning team is making massive efforts to build networks by utilizing digital media with the creativity

it brings. Tapsell (2021: 295) Free and strong media is important in democratic systems anywhere. Traditionally, the media is the fourth pillar of democracy, an institution that can provide objective comments and criticism of pillars such as government and power. Apart from that, it is hoped that Anies' Urge will be a turning point in creating interaction and dialogue that promotes freedom for every community.

The results in the field also show that the Urgent Anies agenda does not only target swing voters who are still uncertain and in a dilemma regarding their political preferences. This agenda also absorbs all aspirations from across generations and across professions. For example, the Desak agenda with women carries the theme of environmental and agrarian women. The big issue here is how involved the role of women is in protecting and interacting with nature. Therefore, indirectly this issue is often ignored in substantive dialogues discussing the correlation between women, the environment and agrarian issues. Women are often ignored and do not have the same urgency regarding environmental issues, even though in fact women are very sensitive and sensitive to issues related to the environment (Jamaludin, 2022). Apart from that, Anies also urged health workers to carry out targeted dialogue on health issues that are becoming a common urgency.

This interactive dialogue also targets workers and online motorcycle taxi groups in Indonesia. This issue is trying to be raised and made relevant to the issue of welfare and equal

opportunities. Therefore, the large number of participants attending the interactive dialogue event was urged by Anies to be an element that triggered the strategy that was developed to convince the public to be truly focused and ensure that their aspirations could be accommodated through this interactive dialogue.

Figure 3. Anies' Urging Event in Surabaya



Source: Detik.com.2024

Anies' urgent agenda has on several occasions marked the growing public memory of the importance of space that creates a meeting of ideas and hopes. This positive impression was also strengthened by the couple Anies Baswedan & Muhaimin Iskandar to try to absorb all public aspirations in various regions. If you look closely at this campaign agenda, it gives a fairly strong impression of the nuances of the intensity of dialogue with the community in a comprehensive manner. The number of Desak Anies participants in Semarang was attended by 8,500. Meanwhile, Desak Anies which was held in Surabaya was the agenda most participated in by the public, the total involvement of participants in this event was 13,500 people.



Building political awareness and creating a mature political climate is very necessary in our current democratic climate. This can be done when spaces provide opportunities for active community participation. Community participation is not only seen from their arrival at the polling place. However, this deliberative space must provide sufficient useful space.

Figure 4. Release of Survey on the Existence of Anies Urgent Activities



Source: Indonesian Political Indicators 2024

Based on the results of a survey released by Political Indicators between 10-16 January 2024, only 17.5% of people know about the Desak Anies campaign program, while 82.5% of the public do not know at all about the Desak Anies program. Apart from that, this survey also shows that the percentage of people who really like Desak Anies is 25.0%, quite likes 36.1%, doesn't like 24.6%, doesn't like 7.9% and doesn't know 6.4%.

Looking at the trend regarding the Desak Anies program, there are still many people who are not yet familiar with the Desak Anies program. The potential that arises will actually minimize the scope of votes for contestant pair Anies Baswedan and Muhaimin Iskandar. This agenda provides a space that provides an

opportunity to explain the vision and mission, work program and steps that will be taken during the term of government. Apart from that, this space provides an opportunity for the entire community to be involved in interactive dialogue which can provide fairly comprehensive knowledge of the criteria for the desired leader. However, this will not be accepted by society at large if the Desak Anies program only selects certain voter segments. This agenda must be an interest that is easily accessible and felt by the whole community, so that there is a positive impression that can be felt together.

### Gemoy Campaign Model Analysis

Building an image that sticks with the public is one way to create collective memories that are easily remembered and understood by the public (Muh 2023). In the current era of election contestation, building an image is a fairly fundamental strategy, this is because it will be related to effects that can touch levels of society (Indraputra 2024).

In the election era, politicians mutually build a political image that is so easy to package, so that people will easily determine their political preferences for certain candidate pairs (Hasmi 2024a). Constituents will choose a party or candidate who is present and has ties to the policy direction that is beneficial to them (Popkin, 1994). The political ideas promoted by the couple Prabowo Subianto and Gibran Rakabuming Raka are a manifestation of President Jokowi's policy of continuing leadership (Pambudi. S 2022). This



policy is oriented towards future development. Therefore, the political campaign packaged by this couple develops sustainability politics with an approach based on the millennial generation and generation Z (Sihabudin et al. 2023).

Based on the research results, it shows that the political image initiated by this political pair implements a cool political campaign that is identified with young people or the millennial generation. It is believed that this approach will be able to bring the interests of the couple Prabowo Subianto and Gibran Rakabuming Raka closer together to attract a base of young voters who will participate in many votes in the 2024 election.

The direction of the political campaign in the two previous editions of 2014 and 2019 changed the political image carried by Prabowo Subianto to prioritize figures who easily blend in with the millennial generation and generation Z. Prabowo Subianto, who is identified with tough and firm military leadership, this time transformed to become an old man. who is cool and easy to like by young people.

Replicating certain gimmicks with narcissistic meanings has become a political campaign pattern carried out by every presidential candidate in order to attract public sympathy and empathy (Meiliana 2018). Using a gemoy interaction pattern in front of the public shows Prabowo Subianto's political image which is softer compared to the previous two editions. However, the political image carried by this couple

does not marginalize the political substance which contains a welfare agenda for the public (Hariyani 2018).

The findings in the field show that the Gemoy campaign produced results by showing a political image that was close to the people, a modest campaign and polite politics. Several survey results show that people are easy to accept and are interested in this kind of political campaign pattern. This can be seen from the results of survey institutions which mostly emphasize the Prabowo and Gibran pair as being at the top of the list. The segmentation of new voters is more interested in interesting gimmicks, but sometimes ignores the substance.

The public's receptive attention to the campaign promoted by Prabowo Subianto and Gibran Rakabuming Raka can be seen from the creation of the Gemoy gymnastics agenda which was implemented in several areas. This support can be conveyed and easily accepted by the public thanks to systematic efforts built for the sake of a cool political image (Ritonga 2020). This is assisted by efforts to disseminate content on social media such as TikTok, Instagram and Twitter in packaging Prabowo Subianto's cool political image (Paradise 2023). Efforts to create a cool political image will not be successful and easily accepted in society if there is no movement that frames Prabowo Subianto's cool political image. Therefore, to ensure the success of the convergence of popular participatory culture, there is community involvement that contributes to framing the movement (Lim, 2013).

Figure 5. Prabowo Subianto doing the Gemoy Joget with Prabowo-Gibran voter post volunteers

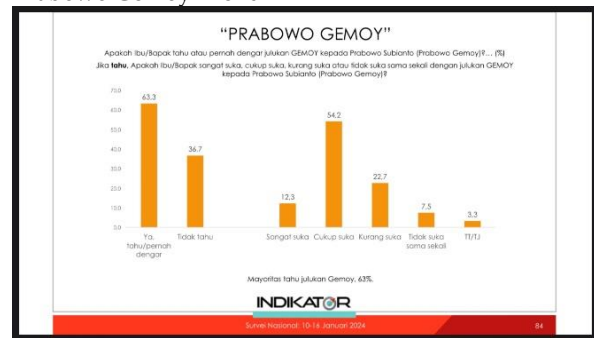


Source: Tempo.com 2024

The key element in community participation is collaborating with young people or influencers to gather support. The campaign with the term gemoy also targets the younger generation who are anxious about job opportunities (Trianto 2024). Therefore, the role of influencers is to build a narrative and create a book with a thickness of 149 pages containing the candidate pair Prabowo and Gibran who side with the fate of young people.

Apart from attracting sympathy, influencers are also involved in carrying out political campaigns on various media platforms to promote the Gemoy campaign model which is identical to Prabowo or candidate pair 02. Using these influencers becomes a magnet that can influence public opinion among the community about candidates who have concern for the younger generation (Hasmi 2024).

Figure 6. Results of a Survey of Public Interest in the Prabowo Gemoy Trend



Source: Political Indicators, 2024

Public attention regarding the figure of Prabowo Subianto who identified Gemoy received quite a lot of attention. For example, a national survey conducted by political indicators on January 10-16 2024. This survey showed that the majority of people, 63.3%, knew and had heard of it, and 36.7% indicated that people did not know. Meanwhile, in terms of likes and dislikes for Prabowo Subianto's cool political gimmick, 54.2% of people like it, 12.3% really like it, 22.7% don't like it very much. 7.5% don't like it at all and 3.3% don't know.

Based on the results of a survey conducted by Political Indicators as shown in the picture above, it shows that the public knows and likes the political message conveyed through the gemoy gimmick attached to Prabowo Subianto. Easily absorbed and conveyed massively in society, this is influenced by the formation of public opinion carried out by influencers and buzzers to facilitate the political messages they carry.

By accommodating influencers to change the political image of Prabowo and Gibran, the campaign carried out by influencer and buzzer Prabowo Subianto succeeded in creating discourse and gaining public attention, so this gave the

impression that the more frequently the content was discussed, the more easily the public would remember its impact. Therefore, the political image promoted by the couple Prabowo Subianto and Gibran Rakabuming Raka, carrying a cool figure and identifying the leadership of young figures, succeeded in attracting public sympathy. This condition is very influential in making the presidential and vice presidential pair attract public attention.

The research results also show that the political strategy promoted by the Prabowo and Gibran pair is indeed targeting the beginner voter segment, so it is natural that there is a form of doubt among voters and the adaptive approach used is by carrying out a campaign wrapped in things that are light and easy to get public attention. Therefore, people will easily remember, memorize and absorb all the information obtained if the message conveyed is easier to digest. The work program brought by this pair is more populist based, where this is more easily absorbed and accepted by the Power & Warburton public (2021: 141).

From the results of the research above, it is clear that the 2024 election

contestation will be a campaign space that uses a truly large logistical base. Apart from creating a space for discourse that tries to attract public attention. Political campaigns by showing political gimmicks cannot be ruled out. Narratives packaged with narcissism and political gimmicks are a trigger for the public to easily understand the political messages used by couples contesting in the 2024 election.

### **Comparision of Anies and Gemoy Urgent Campaign Models**

Based on the results of research and analysis regarding the campaign model of Desan Anies and Gemoy in the 2024 Presidential and Vice Presidential Election above, the following will describe the comparison between the two using 8 comparative variables referring to the Nowak and Warneryd Campaign Model theory (2012: 51) which cover; Intended effect, Competing communication, Communication object, Target population & receiving group, Channel, The message, The communicator/sender, and The obtained effect

Table 1. Comparison of Anies and Gemoy Urgent Campaign Models

Comparative Variables	Anies Urges Campaign	Gemoy Campaign
Intended effect	Creating active community participation	Building awareness for voters, especially young people
Competing communication	Problems with licensing facilities for the event forced Anies to move locations several times	Minimal public dialogue and dissecting substantial narratives
Communication object	Change	Continuity
Target population & receiving group	Millennial Generation & Generation Z	The whole society
The Saluran	Tiktok, Instagram, Twitter	Tiktok; Instagram; Twitter
The message	Vision and mission; Equality for others; Space for freedom of speech; Massive eradication of corruption	Vision and mission; Free lunch program; Continue construction of the capital city; Downstream industry
The communicator/sender	Winning Team and Spokesperson; Volunteer; Influencers and buzzers	Winning Team and Spokesperson; Volunteer; Influencers and buzzers
The obtained effect	Create critical public awareness, and form active participation.  Anies urged to target urban urbanites more	Carrying out political campaigns that are entertaining, fun and close to the people. Prabowo's campaign through the Gemoy gimmick succeeded in igniting all elements of society

Source: Nowak and Warneryd (2012: 51)

From the table above, it can be further explained that; Firstly, the difference between the campaign carried out by the couple Anies Baswedan & Muhaimin Iskandar shows that the effect expected by this couple is indirectly trying to create active community participation where the community is gathered in one place for intensive two-way dialogue, the community is present. In the event, Anies was given the opportunity to express his aspirations and hopes. Meanwhile, the campaign carried out by Prabowo and Gibran is trying to build awareness among voters, especially young people.

Second, communication competition as experienced by the couple Anies Baswedan & Muhaimin Iskandar due to licensing constraints. For example, permission for Anies'

urgent event at the Diponegoro Museum in Yogyakarta. Apart from that, the event Anies urged was also canceled at the Baso Pagaruyuang Palace and moved to Cindua Mato Field, West Sumatra. The change of venue for this campaign event is actually an obstacle to holding public dialogue with the community, because Anies' urgent agenda becomes a momentum for establishing public dialogue and absorbing all the aspirations of the community. Meanwhile, the obstacle faced by Prabowo & Gibran's team was minimal participation in public discourse. It was recorded that there were 9 public discourse agendas that were absent from the Prabowo and Gibran pair, including: Indonesia data and economic conference katadata, UNPAR national dialogue public lecture, The 11th Annul US-

Indonesia investment summit, KG Media Discussion of UNAIR Presidential Candidates, Mata Najwa Exclusive Post-Declaration, UNM Makassar Saresehan, President Candidate Lecture by the Indonesian Research Association, Habibie Center Idea Conference and Muhamadiyah Public Discussion only attended by Prabowo. The absence of Prabowo & Gibran on several occasions for public dialogue should be a challenge to voice their ideas and ideas if elected president.

Third, communication objects. Two things that are paradoxical in each of these couples are: Carrying campaign themes that look contrasting. Anies Baswedan & Muhaimin Iskandar, who carry the theme of discourse of change in every object of their campaign, is an agenda that continues to be intensely voiced. Have the context to evaluate any previous leadership agenda. Meanwhile, Prabowo Subianto & Gibran Rakabuming Raka have a sustainability agenda to continue to inherit President Jokowi's achievements which are felt to have significant benefits. This sustainability cannot be separated from the level of public satisfaction with Jokowi.

Fourth, target and recipient group. Anies' urgent agenda, which was carried out in several provinces with a total of 22, actually became a discussion space that provided an opportunity to build the intensity of conversation that could influence public awareness. However, this campaign only focuses on urban or urban areas, so that rural communities who are far from access will find it very

difficult to feel and express their public aspirations. In contrast to the Prabowo & Gibran couple, rebranding with a gemoy dance shows that Prabowo looks adaptive. This political message was carried out to show a political campaign that was easily accepted by the public in the hope of attracting young voters such as generation Z. Instead of appearing like his political opponents who often hold public discussions, Prabowo actually brought a cheerful political message with his cool political image that could easily accepted by many groups.

Fifth, the channels of the two presidential and vice presidential pairs both use social media as a way to campaign for their vision and mission. This effort is carried out massively on social media to try to influence public opinion so that people can easily remember and determine their political preferences. Social media channels such as Instagram, Twitter and Tiktok are media that are intensively used for campaigns. For example, deploying buzzers to sway public opinion, paying influencers to get involved in the campaign agenda.

Sixth, the message conveyed. The political idea brought by Anies & Muhaimin is still the politics of change. This is Jokowi's antithetical campaign slogan. The change agenda aims to evaluate matters of public policy that are deemed less favorable to the sustainability of public welfare. On several occasions, Anies' pressing agenda, for example, Anies brought up the issue of equality among people so that they can easily enjoy employment

opportunities, access to decent education and easy access to health for the entire community. Meanwhile, the political message brought by the Prabowo & Gibran pair offers the continuation of Jokowi's program which is felt to have made significant progress in all forms of development. Continuing the development of IKN is one of the efforts that Prabowo's leadership will continue. Apart from that, the free lunch program is also offered with the aim of preventing stunting for children and the downstream program is also an agenda that is not missed to be conveyed to the public. The political message brought by these two candidate pairs becomes a political signal to ensure how far the committed efforts of these contestants show significant steps in welcoming progress for this nation.

Seventh, communicator and message sender. In framing opinions and building a political image that looks better, artistic, populist and patriotic narratives are packaged with the roles of the winning team, Volunteers, Buzzers and Influencers. Both Anies and Prabowo use the same pattern. For example, Anies involved young people in his campaign team to mobilize young people to get involved and want to determine their political preferences. Apart from the campaign message being carried out with a youth-based approach, the aim is to create participation among young people in becoming politically literate. Prabowo is the same. Using political buzzers and influencers who have quite large followers on their respective social media accounts. Famous celebrities will easily be able to carry out political

campaigns regarding the figure of Prabowo. With its cool political gimmicks, this step will easily get closer to young people who prefer relaxed and fun political campaigns.

Eighth, the effect achieved. Based on data from the General Election Commission's Permanent Voter List in July 2023, 52 percent of voters in the 2024 election are young voters. Voters aged 17-30 years reached 31.23 percent or around 63.9 million people, and voters aged 31-40 years reached 20.7 percent or around 42.4 million people. With an approach through the Desak Anies program, this agenda is to attract young people to become politically literate in 2024. With the basis of this election, almost 52% of first-time voters, the Desak Anies agenda is a hope as a different campaign and can attract public attention to be more selective and rational dropped his political preferences. Anies' urgent agenda is a marker for the emergence of interactive dialogue, which so far the campaign has had virtually no space for interactive dialogue with the community. Meanwhile, Prabowo Subianto uses a political approach based on his brilliant dancing gimmicks. Become an entertaining political campaign, and give a pleasant and close impression to the people. Prabowo's campaign through the Gemoy gimmick succeeded in igniting all elements of society. In this context, the public easily accepted Prabowo's style of political approach which was very different in the two previous election editions. The orientation of this campaign gives the impression of a leader who is easily liked by the public.

## CONCLUSION

From the description of the results and discussion above, in general it can be concluded that the campaign pattern carried out by each pair, including Anies Rasyid Baswedan & Abdul Muhaimin Iskan, Prabowo Subianto & Gibran Rakabuming Raka, has sparked public attention. Therefore, this research provides conclusions including:

- 1) Anies Baswedan's political campaign style, which carries the theme of urging Anies, is a political marketing strategy that has only been implemented in the current election era. However, through this campaign voter segmentation only focused on urban voters and was unable to reach all elements of the public. This is proven by data from the political indicators survey showing that 17.5%, meanwhile 82.5% of the public did not know at all about the Desak Anies program. Apart from that, this survey also shows that the percentage of people who really like Desak Anies is 25.0%, quite likes 36.1%, doesn't like 24.6%, doesn't like 7.9% and doesn't know 6.4%.
- 2) Urge Anies to become a medium that creates a deliberative democratic space. Where this occurs, interactive dialogue arises. Thus, there is community participation involved.
- 3) Political communication built through the gemoy political image succeeded in creating public sympathy for the couple Prabowo Subianto and Gibran Rakabuming Raka. This is shown by the majority of the public, 63.3% know and have

heard of it, and 36.7% indicate that the public does not know. Meanwhile, in terms of likes and dislikes for Prabowo Subianto's cool political gimmick, 54.2% of people like it, 12.3% really like it, 22.7% don't like it very much. 7.5 don't like it at all and 3.3 don't know.

- 4) Apart from cool political gimmicks, the continuity narrative about Jokowi's program is more popular with the public than the emergence of the narrative of change from the Anies Baswedan couple.

The use of this strategy has produced results by showing a political image that is close to the people, a modest campaign and polite politics. Several survey results show that people are easy to accept and are interested in this kind of political campaign pattern. This can be seen from the results of survey institutions which mostly emphasize the Prabowo and Gibran pair as being at the top of the list. The segmentation of new voters is more interested in interesting gimmicks, but sometimes ignores the substance.

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