

## Analysis on Anies Baswedan's leadership as Jakarta's governor through Instagram on 2021-2022

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**Abstract** This study aims to analyse Anies Baswedan's political leadership during his tenure as Governor of Jakarta Province through Instagram in 2021-2022. The focus of this research is the Theory of Political Leadership proposed by Andrew Heywood (2015): leadership as (1) Behaviour patterns, (2) Personal qualities, and (3) Political values. This article uses qualitative research methods and descriptive analysis approaches conducted using NVivo 12 Plus software. The results of this study revealed that Anies Baswedan's political leadership through Instagram is highly focused on showing performance that describes personal qualities in carrying out duties as Governor of Jakarta Province. Anies Baswedan's political leadership has also been characterised by numerous initiatives in the social and infrastructure sector that Anies Baswedan has fulfilled over the past year (2021-2022). Anies Baswedan was also very active in using social media platforms such as Instagram during his time as Governor to convey some of his political leadership activities such as informing work programs, political branding, political communication, success in leading the capital, togetherness with family, citizens, and political leaders of Indonesia and even the world.

**Keywords:** Instagram; political leadership; social media

### INTRODUCTION

Nowadays, there have been significant developments in various fields particularly in the field of communication technology, socio-political dynamics, economics, and culture (Podkowińska, 2018). As one example of technological development in Indonesia today, the pace of advancement is increasingly rapid and exhibits no signs of slowing down. In this era of digitalisation, the internet appears to be one of the important things for society according to today's technological needs (Rahmah, 2021). DwiRiyanto sees the emergence of the internet in Indonesia, the use of the internet by the public as seen from the number of internet users at the beginning of 2022 amounted to 204.7 million people with a ratio of 73.7% of the total population of Indonesia which amounted to 275.77 million people in 2022 (DwiRiyanto, 2022).

In the continuously advancing digital era comes the emergence of a new media (Sairambay, 2022), often referred to as social media is widely used by the Indonesian people as a medium to express themselves in various activities (Corry, 2021). Social media, such as Instagram, Facebook, YouTube, Twitter, and other social media, is commonly used by Indonesian people (Alim & Rahmawati, 2021).

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Social media is now sought after by the public and the younger generation, political elites, political leaders, and even state leaders (Luhtakallio & Meriluoto, 2023). Social media is an epoch-defining medium that provides a unique and ubiquitous platform for formal and informal leaders to exert social influence (Tur et al., 2022). For example, social media played a significant role in the 2022 Philippine national elections. The impact of social media in Philippine electoral politics relative to other factors such as material incentives for political parties, prior patterns of voting behaviour, information consumption, and chronic dissatisfaction. Revealing the prevailing disinformation narratives on social media about authoritarian nostalgia, conspiracy theories, strong leadership, and Democratic disillusionment that fuelled support for Marcos Jr. and undermined other candidates. (Arugay & Baquisal, 2022).

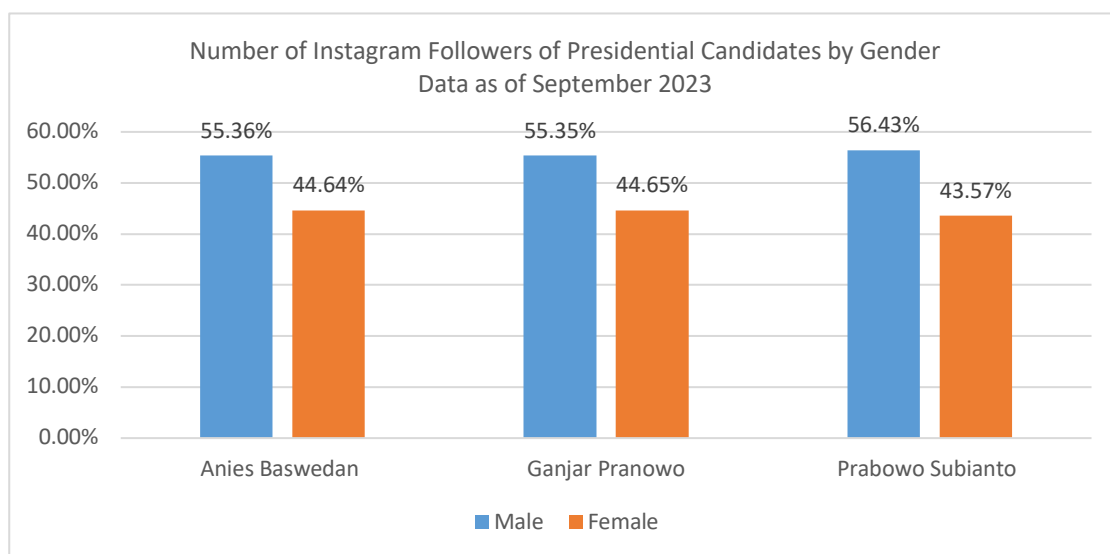
Leaders in Indonesia (Table 1) and in other nations, including party leaders often use various social media platforms, especially Instagram (Bast, 2021). With this, the researchers aim to discuss Instagram as a social media platform which is often used by leaders in Indonesia and even the world to showcase their leadership activities and policies implemented by their government (Gjaltema et al., 2020), the official Instagram account of world leaders, regions to political stakeholders are typically verified with blue check marks indicating that they have been verified by Instagram (Febrian Anshari et al., 2016)

**Table 1.** Political Leaders

No	Political Leaders	Position	Social Media	Followers (Million)
1	Joko Widodo	President of Indonesia	Instagram @Jokowi	52,7 M
2	Anies Baswedan	Governor of Jakarta Province	Instagram @aniesbaswedan	5,9 M
3	Ridwan Kamil	Governor of West Java Province	Instagram @ridwankamil	20,3 M
4	Ganjar Pranowo	Governor of Central Java Province	Instagram @ganjar_pranowo	5,6 M

Source: Created by researchers (2023)

Instagram is a prominent social media platform that is often used today by leaders to express their leadership in light of the technological advancements in the society (Haßler et al., 2023). Seeing the number of Instagram usage activities in various circles (Abdullah et al., 2020), has led Indonesia to become a country with significant number of active Instagram users and even ranked fourth in the world in terms of active user activity on the platform, totalling 99.9 million users (DataIndonesia.id 25/10/2022).



**Figure 1:** Number of Instagram Followers of Presidential Candidates by Gender, Data as of September 2023  
 Source: Kumparan.com (2023)

From the percentage data in Figure 1, it is evident that the number of Instagram followers of Anies Baswedan, Ganjar Pranowo, and Prabowo Subianto is almost evenly distributed among the two genders. Anies Baswedan has a number of male followers accounting to 55.36% while women account to 44.64%, similarly Ganjar Pranowo has a number of male followers amounting to 55.35% while women amount to 44.65%. In contrast, Prabowo Subianto has a number of male followers amounting to 56.43% while women amount to 43.57%, so it can be concluded that the number of Instagram followers dominated by male followers is Prabowo Subianto with a total of 56.43%, whereas for the Instagram followers who are dominated by women namely Ganjar Pranowo with 44.65% female followers.

In conducting research related to political leadership, there is a need for a clear distinction between administrative or structural leadership, with leadership oriented to political leadership (Watkins & Clevenger, 2021). Thus, it should be emphasised that in this study in addition to the concept of leadership, the concept of political leadership must also be understood (Sobari, 2022).

Leadership according to Tedla and Vilas has existed since ancient times when people began to learn to live as an organisation that began to develop to become a moral organisation (Tedla, Berhane Aradom; Gaikar, 2022). In addition, leadership is also born from many ideas of thought in the social and cultural realms. The process of defining it creates complexity, pluralism which in the process of its application in the scope of society can pose its own challenges and can even be one of the problems (Tedla, Berhane Aradom; Gaikar, 2022).

Along with the times, the theory of leadership has also evolved. As in the traditional leadership style that solely focuses on achieving targets or improving employee performance in order to maintain the sustainability of the organisation or company (Santino & Hudson, 2020). However, there has been a shift to a transformational leadership style or service (servant leadership) that focuses on developing the interests and talents of employees in doing their work to maintain the sustainability of an organisation or group (Tedla, Berhane Aradom; Gaikar, 2022).

In addition to leadership styles that affect the success or failure of a leader when fulfilling his duties in an organisation or group, there are other supporting factors, one of these is personality (Behavior & Carton, 2022). As explained by Kenny and Livi in (Karton., 2022) the behaviour displayed by a leader is not always consistent from day to day. This is because they must be able to control their subordinates' work and make decisions to maintain their organisation (Behavior & Carton, 2022).

Leadership is a skill possessed by a leader enabling them to inspire and motivate members of the organisation to achieve organisational goals (Ainur, 2017). Leadership is described as the capacity of a leader to guide a formal or informal agency toward achieving its goals and establishing a sustainable competitive advantage (Muff et al., 2022). While the concept of political leadership according to (Garfield et al., 2019) are those who have disproportionately large amounts of influence and power over decisions in the society they lead. Political leadership is a significant thing in the world of politics, working together to achieve a goal (Koops & Tercovich, 2020). The success of an institution or organisation is determined by the quality of political leaders (Rubin et al., 2021), leaders who can influence others, determining good behaviour and paths must be done together (Kusmayadi et al., 2017).

Political leadership plays a very important role in achieving goals, so it is often said that most political leaders experience success and failure depending on the quality of their leadership (Tuti & El Adawiyah, 2020). This has led to the rise of various perspectives in political leadership. According to Peter G. Northhouse, political leadership is viewed as a process in which influence exists, with a group background that has elements to achieve goals (Sobari, 2022). Thus, the concept of political leadership is different from the concept of leadership management in informal organisations and other private organisations that do not gain legitimacy from the people (Nasih, 2018).

Andrew Heywood explained that political leadership has three perspectives to understand it: (1) leadership as a pattern of behaviour, (2) leadership as a personal quality and (3) leadership as a political value (Heywood, 2015). Political leadership also occurs within the political superstructure and infrastructure or within government institutions, community institutions and political parties (Umpierrez de Reguero & Dandoy, 2021). Thus, a political leader is different from the head of a government institution because a political leader uses a lot of power in influencing others (Afifah & Hermawan, 2022), in contrast to the chairman or head of a

government agency who usually uses formal and personal connections to move subordinates. Mustomi and Reptinigsih explain that political leaders use more informal and personal relationships to encourage their followers to achieve a goal (Mustomi & Reptinigsih, 2020).

In this study, Anies Baswedan's political leadership was used as the object of study by the researchers because he is one example of a leader with impeccable expertise, is creative and innovative in various domains (Dzaky et al., 2019). Before he succeeded in serving as the number one leader in Jakarta Province, he was made a cabinet minister during the leadership of President Joko Widodo in 2014, namely the Minister of Education and Culture (Maharani, 2022). Anies Baswedan also has made significant contributions in the field of education as one of the known educational icons in Indonesia, as he served as a rector of Paramadina University and also founded the Indonesia Mengajar Foundation (Ahmad Setiawan, 2022). Setiawan elaborated on the outcomes of the 2017 election at that time, highlighting the victory of Anies Baswedan as the Governor of Jakarta, which gained significant public attention, particularly among the active users of digital media platforms (Anang Setiawan & Fauzi, 2019).

**Table 2:** Anies Baswedan's social media

No	Social Media	Followers
1	Instagram (@aniesbaswedan)	5,9 M
2	Twitter (@aniesbaswedan)	4,8 M
3	Facebook (Anies Baswedan)	1,9 M
4	Youtube (Anies Baswedan)	243 K

Source: Created by researchers (2023)

During the political leadership of Anies Baswedan (See table 2), it was in his time as Governor of Jakarta wherein he actively engaged in many activities across different social media platforms such as Twitter, Instagram, Facebook, YouTube, and others (Lubis et al., 2022). However, this study will just primarily focus on conducting an analysis on Anies Baswedan's political leadership during his governorship in Jakarta through his official Instagram account. As Instagram has now emerged as the most used and preferred social media platform across all generations (Laukkarinen, 2023), and Instagram functions not only to upload a photo or video of its users, but also used as a tool for doing business, extensively used even by the elite Indonesian politicians (Olof Larsson, 2023).



**Figure 2.** Instagram Official Account of Anies Baswedan's  
 Source: Instagram @aniesbaswedan (2023)

Based on the official Instagram account owned by Anies Baswedan (Figure2), it has reached 5.9 million followers on his Instagram. The followers of Anies Baswedan's official Instagram account comprise not only residents of Jakarta but also people from all across Indonesia and even the international community. On his Instagram account, it is recorded that as of 2023, there have been 4,440 posts uploaded with various contents ranging from daily activities with the family to his leadership activities as Governor of Jakarta.

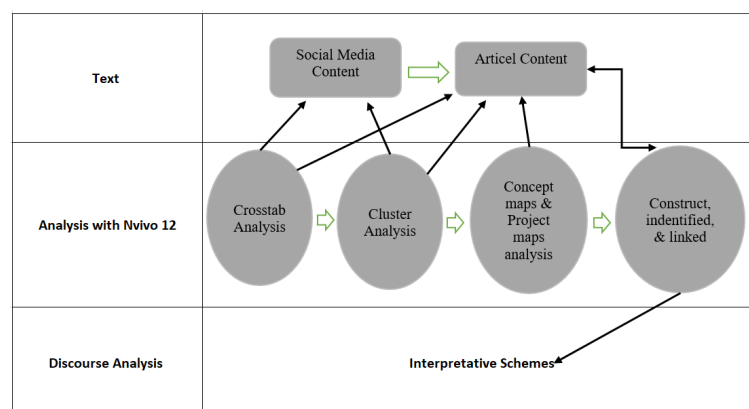
Looking at previous published research, there are three main trends in the discussion of political leadership through social media. First, a study on Anies Baswedan's political communication in new media was conducted, and the results were depicted in public responses and perspectives on his political policies as Governor of Jakarta through new media (Ahmad Setiawan, 2022). The second research conducted by Alim and Rahmawati, the results showed that Anies Baswedan is very active in using Twitter as a platform to disseminate public information to a wider community, especially Jakarta residents with regards to work programs, political branding, and other political conversations that pertains to public services (Alim & Rahmawati, 2021). The third study highlighted Anies Baswedan's visibility through media coverage of his activities particularly regarding flood management which appeared in Detik.com and Kompas.com media (Puspitasari, 2020). From the three studies above, there has been no research that focuses on the political leadership of Anies Baswedan as the Governor of Jakarta Province through Instagram .

With this, the researcher intends to conduct comprehensive research related to Anies Baswedan's leadership as Governor of Jakarta Province, focusing on analysing his political leadership during his tenure as Governor of Jakarta 2021-2022, as seen through his official Instagram account. This research seeks insights into Anies Baswedan's political leadership through Instagram and aims to pertinent questions about his administration as governor. Based on the objectives described above, the researcher hereby formulates an analytical framework to assess Anies Baswedan's political leadership as Governor of Jakarta Province through Instagram, specifically during 2021-2022.

### METHODOLOGY

The research method in this study utilises qualitative research methods with a descriptive analysis approach aimed at uncovering political leadership analysis exhibited by Anies Baswedan as the Governor of Jakarta through his official Instagram account. The research was carried out by analysing social media content to examine interactions involving public figures using Instagram.

The data analysis technique in this research uses Nvivo 12 Plus as a qualitative software that helps analyse data in text, images, sound and displays it into structured results. (Fajri et al., 2020; Sarofah & Herliana, 2023; Wong, 2008). Data analysis includes graph analysis, cluster analysis and Concept maps features, consisting of 5 stages. Among the first stages is determining the social media account that will be used as the research subject. The subject of this research is the Instagram account @aniesbaswedan, which is taken from online news content about Anies Baswedan. The second stage, the analytic plan, captures information using NCapture. The third stage, translation, is the session for inputting information in NVivo 12 Plus, the information entered is adjusted to the specified files and folders. The fourth session is selecting analysis features; analysis features play a role in translating information; these features are in the form of word clouds, text search, and clusters. The fourth stage, equating one result with another constructed tool, is a session for building an analytical framework by equating each analytical result with the theory used. This can be seen in Figure 3.



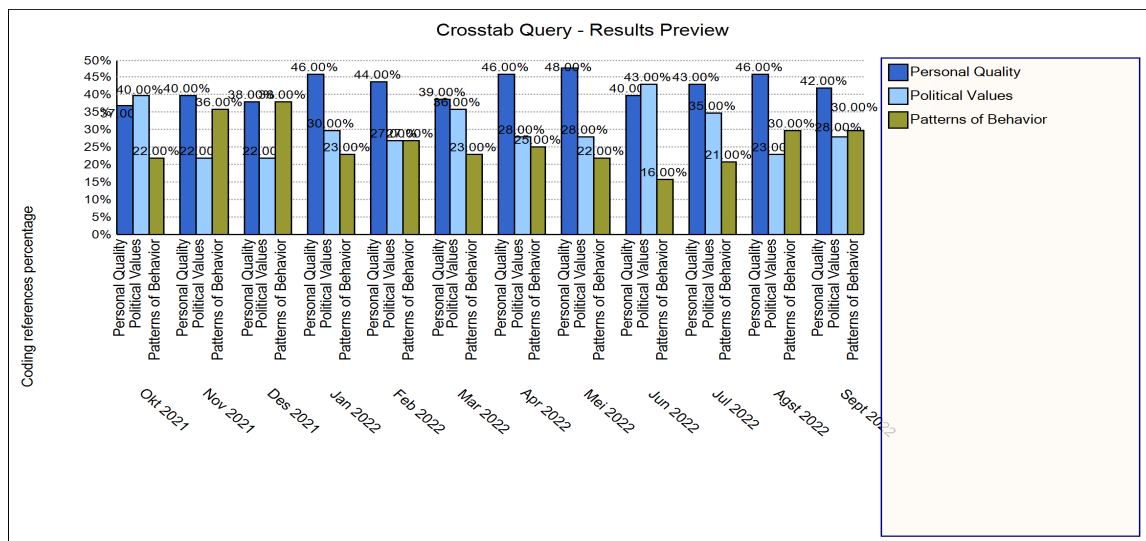
**Figure 3:** Stages of Research and Data Analysis  
 Source: Created by researchers (2023)

## RESULTS AND DISCUSSION

### Depiction of Anies Baswedan on Instagram

Social media has become an important tool for every political actor who will engage into the political arena. The advancement of digital technology, particularly in the form of social media platforms, is something that cannot be separated from the activities of modern humans who spend a significant amount of time surfing on their respective devices to obtain any information (Stockmann, 2023). Anies Baswedan became one of the political figures who managed Instagram social media accounts seriously; he began to use Instagram social media to get public attention since he was about to participate in the Jakarta Province regional election contestation in 2017. During the leadership of Anies Baswedan, the number of Instagram posts containing various kinds of activities or political activities of has reached 4,451 posts and the number of followers has now reached 5.9 million followers.

This study analysed Anies Baswedan's official Instagram account for 2021-2022. During these specific years, many leadership activities were carried out by Anies Baswedan on Instagram, as it was the final year of his leadership in Jakarta, and also it was when the provincial government of Jakarta and Indonesia started emerging from the impacts of the Covid-19, Anies Baswedan shared many contents on Instagram which aimed at benefitting the people of Jakarta. With the details mentioned above, this study proposes three indicators: personal quality, political values, and behaviour patterns. Personal qualities related to performance or activities performed; political value describes the output of a policy or decision made; and behaviour patterns describe the strengths of the individuals trying to portray in each post.



**Figure 4:** Influencing factors  
 Source: Crosstab Query Analysis with Nvivo 12 Plus (2023)

According to the analysis of Figure 4, it can be inferred that Anies Baswedan's activities on Instagram predominantly reflect his personal quality, which therefore marks as the highest factor influencing Anies Baswedan's political leadership in his Instagram. This is evidenced by the average percentage of personal quality indicators for one year (2021-2022) of 42.7%. Anies Baswedan's performance posted through his Instagram account in the past year (2021-2022) before completing his position in October 2022 shows the number of activities or performance carried out, this aims to send a message to the people of Jakarta Province that Governor Anies Baswedan has successfully fulfill and completed his promises and that he accomplished his plans during the 2017 gubernatorial election campaign.

In his Instagram account, it shows an achievement of his success in leading the Capital for the past year. First of Anies' successes in leading the capital city is that the Jakarta Provincial Government has consistently received an Unqualified Fair Opinion (WTP) from the Audit Board of the Republic of Indonesia (BPK RI) on the Local Government Financial Statements (LKPD) for the 2017-2022 fiscal year. Second, the Jakarta Provincial Government obtained an A (satisfactory) grade in the 2021 SAKIP (Government Agency Performance Accountability)

assessment with a score of 80.10. Third, the Jakarta Provincial Government succeeded in obtaining a high compliance predicate issued by the Indonesian Ombudsman in the assessment of compliance with public service standards in 2021. Based on the results of the compliance assessment, 66 administrative service products obtained a score of 88.73 points, entering the green zone with a high compliance predicate. Fourth, the Jakarta Provincial Government won the highest award (Gold Award) for Indonesian bicycle-friendly cities at the 2021 Bike to Work Community (B2W) Indonesia Awards for Anies Baswedan's success in providing bicycle-dedicated lane facilities for bicycle users in Jakarta.

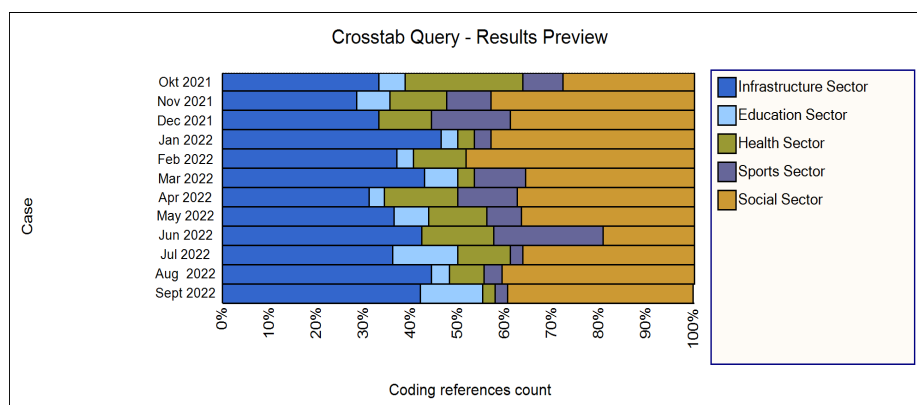
Political Value is the second indicator with an average percentage of 30.33%, political value is also one of the factors that influence Anies Baswedan's political leadership in the next Instagram social media activities. His Instagram account showcases some of his abilities in making a decision or policy as Governor of Jakarta Province. In a post on his Instagram account, First, Anies Baswedan exhibited his dedication in leading the Capital to eradicate the occurrence of illegal levies within the scope of the Jakarta Provincial Government in order to create a clean or Free of Wild Levies government. Anies Baswedan strengthened the existing public service system by digitising various services which includes licenses through the JAKI application (Jakarta Now). Through this, it will minimise the occurrence of illegal levies. Second, the Jakarta Provincial Government has opened the land for Refuse Derived Fuel (RDF) facilities to process waste, both new and already collected at the Bantargebang TPST. RDF is a technology that processes waste into biomass energy, which is then used as a new renewable energy source (EBT). Third, Anies Baswedan issued a Governor's Regulation on waste issues in Jakarta, namely Governor Regulation No. 102 of 2021 concerning Regional and Corporate Waste Management. In addition, Anies Baswedan issued Governor Regulation Number 90 of 2021 concerning the Development Plan for Climate Resilient Low Carbon Regions.

Patterns of behaviour are the last indicator with an average percentage of 25.92%. Indicators of behaviour patterns influence Anies Baswedan's political leadership during his time as Governor of Jakarta Province. This indicator shows the pattern of behaviour or habit patterns carried out by Anies Baswedan during his tenure as Governor which can be seen on his Instagram account. Researchers looking at several activities posted on Anies Baswedan's Instagram account showed that activities posted were not only activities about himself and his family but also highlights his activities together with the Jakarta residents during his working visits in various areas in the city which also includes meeting activities with national and international political leaders. For example, Anies made a working visit to the Cilandak sub-district area to meet with the community and to see the management of the Ceria Garbage Bank located at RT 06 RW 04, West Cilandak Village, Cilandak District and managed by the local community (7/3/2021). Second, several Instagram posts show many activities of Anies Baswedan, who received working visits from several domestic or foreign political leaders, such as receiving several visits by Ministers, Governors, Mayors, and Ambassadors to urban leaders in friendly countries. Third, Anies also posts cycling activities to exercise with family and the community on weekends.

### **Classification of Anies Baswedan's activities on Instagram**

Nowadays, Anies Baswedan's political leadership activities are now not only carried out directly in the field but also are often also carried out on several of his social media platforms, especially Instagram. In Anies Baswedan's Instagram social media, he carried out many activities during his tenure as Governor of Jakarta Province. Anies Baswedan as the Governor who is very active in using Instagram social media to show his activities carried out daily in leading the National Capital. Based on the results of NVivo coding on all activities on Instagram social media carried out by Anies Baswedan during the past year as Governor of Jakarta from October 2021 to September 2022, there were 1,431 uploads regarding leadership activities as Governor in which October became the month with the highest number of uploads with 150 uploads. In this study, researchers analysed the activities of Anies Baswedan's political leadership on his official Instagram social media account with several indicators of activities carried out during his tenure as Governor of Jakarta Province in the last year of his tenure can be classified into several fields, namely infrastructure, health, sports, education, and social.





**Figure 5:** Influencing factors  
 Source: Crosstab Query Analysis with Nvivo 12 Plus (2023)

In Figure 5, based on the results of the coding from NVivo, it can be inferred that if it is related to the Theory of Political Leadership, all leadership activities of Anies Baswedan carried out on his Instagram social media account during his time as governor have two aspects, namely the aspect of justice and the aspect of partiality. Thus, the researchers show that the results of the analysis of all activities or activities carried out by Anies Baswedan during the past year as Governor of Jakarta are most posted on Anies Baswedan's official Instagram account which are in accordance with these two aspects are divided into 5 classifications of activities that affect Anies Baswedan's political leadership. Anies Baswedan's leadership performance shows that the activities often carried out by him during the last year of his tenure (2021-2022) show that activities in the infrastructure sector activities that often appear on Anies Baswedan's IG page, The activity not only aims to show his performance in building and improving all existing infrastructure in capital city but also, he shows his image as a leader in managing existing infrastructure. In the last year of his tenure, Anies revitalised many parks in Jakarta such as Tebet Park which is being revitalised into Tebet Eco Park; not only Tebet Park which is being revitalised but also Taman Ismail Marzuki appears with a new look that can accommodate all expressions of art and cultural works, then not only Anies revitalise the park but also the Old Town, People crossing bridges (JPO) and bicycles (JPOS) to the Immanuel West Indonesian Protestant Church (GPIB) building located in Central Jakarta.

The figure above shows that the social sector also gets a high percentage after the infrastructure sector, in 2021-2022 Anies Baswedan issued several social assistance programs for certain communities to meet the basic needs of social aid recipients in Jakarta. The welfare card program is a social program that is highly valued and welcomed by the public. There are six types of welfare cards made by Anies, namely: Jakarta Social Assistance Card, Jakarta Worker Card (KPJ), Jakarta Smart Card (KJP) plus, Jakarta Superior Student Card (KJMU), Jakarta Disability Card (KPDJ), and Jakarta Elderly Card (KLJ). In addition to the launch of the welfare card, the Jakarta Provincial Government also launched the Jakarta Child and Youth Care Card through the Jakarta Provincial Social Office. This social assistance is an effort to reduce the burden on residents, especially orphans/orphans/orphans whose parents died due to the COVID-19 pandemic.

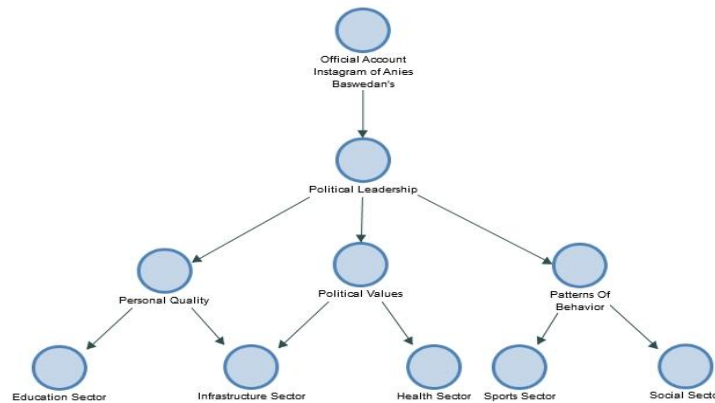
In 2021-2022, Anies Baswedan's Instagram account carried out many activities including activities in the health sector. For instance Anies Baswedan's carried out COVID-19 vaccination initiatives for Jakarta residents, as well as for refugee foreigners, and asylum seekers in Jakarta. Additionally, Anies Baswedan's implemented policy which limits PPKM level 3 to level 1 in 2021 when the COVID-19 pandemic hit Indonesia. In August 2022, which marks the National Child Immunisation Month (BIAN), around 800,000 children in Indonesia are at great risk of contracting vaccine-preventable diseases such as diphtheria, tetanus, measles, rubella, and polio. Consequently, the Jakarta Provincial Government immunised all children living in Jakarta through the Jakarta Provincial Health Office.

Furthermore, in the field of education, Anies Baswedan made significant improvements to the condition of school buildings within the purview of the Jakarta Provincial Government. These included revitalising four public schools that will implement the concept of Net Zero Carbon. These initiatives extended beyond repairs to the school's infrastructure, but Anies also



created and opened a Library and Literary Document Centre (PDS) in the Jakarta Arts Center area Taman Ismail Marzuki (PKJ TIM). Anies hopes that the opening of the Jakarta Library and PDS HB Jassin will be the third space that will help boost education by gaining knowledge and fostering reading interest for students in Jakarta.

Anies Baswedan's endeavours in the field of sports during his time as Governor of Jakarta in 2021-2022 were marked by the opening and inauguration of the latest international sports facility, the Jakarta International Stadium (JIS), which is poised to become a sports venue of pride for Jakartans. Next, Anies did a lot of cycling sports activities with his family, community, and G20 Ambassadors during the G20 Indonesia in 2022 because he succeeded in making Jakarta a Cyclist-Friendly City with bike tracking made for bicycle users in Jakarta.



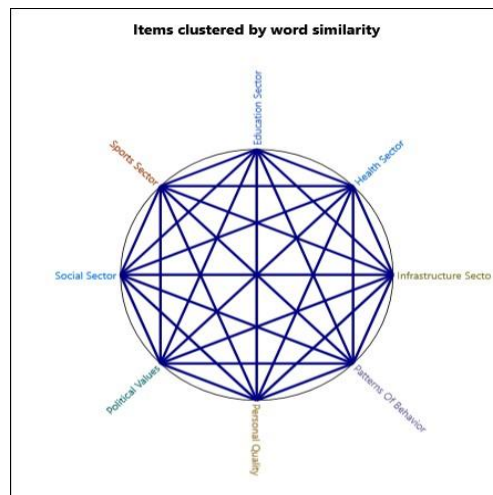
**Figure 6:** Concept Map  
Source: Concept Map with Nvivo 12 Plus (2023)

The researcher explained that in the concept map in Figure 6, where Anies Baswedan's political leadership on Instagram social media, there are 3 main indicators: personal quality, political values, and behaviour patterns. Looking at the concept map above shows that from the first indicator, personal quality shows that Anies Baswedan's activities are more in the field of education and infrastructure because in the activities posted on Anies Baswedan's Instagram social media account there are many programs posted about his initiatives in boosting education and also the development and improvement of existing infrastructure in Jakarta. In the second indicator, political values show that Anies Baswedan's activities are more in the infrastructure and health sectors because in the activities carried out by Anies on his Instagram page, many decisions and policies in these two fields are carried out. The last indicator shows that the behavioural pattern indicator is more in the field of sports and the social field because in his activities on his Instagram account, many sports activities are carried out by Anies with his family and community, as well as social assistance activities carried out for the people of Jakarta.

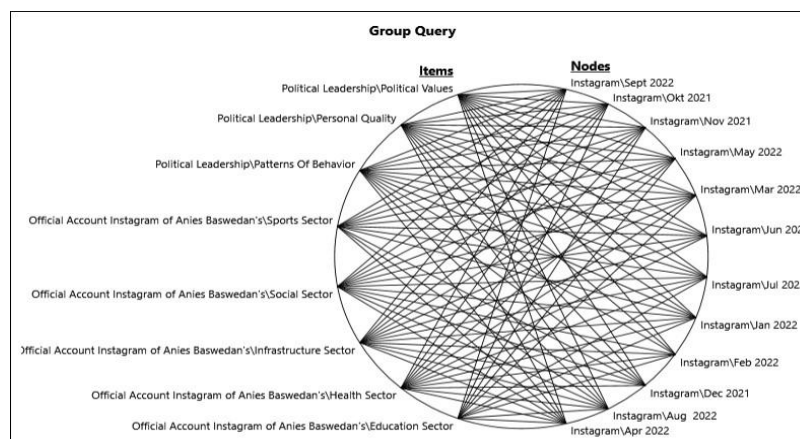
Figure 7 of the cluster analysis category in this research it states that the connectivity (number of connecting paths) between several variables that exist in Anies Baswedan's political leadership on Instagram social media for 1 (one) year 2021-2022 is divided into the first two variables, political leadership with theoretical indicators including personal qualities, political values, and behaviour patterns. The personal quality indicator with the highest percentage of connectivity was in May 2022 at 49.05%, while the lowest percentage in June 2022 was 29.45%. The political value indicator with the highest percentage of connectivity was in February 2022 at 39.96%, while the lowest percentage in December 2021 amounted to 21.36%. Furthermore, the behavioural pattern indicator with the highest percentage of connectivity was in December 2021 at 35.11%, while the lowest percentage in June 2022 amounted to 10.08%.

In the second variable, looking at the cluster analysis category above, states that connectivity in several indicators in the variable of Anies Baswedan's activities in Instagram social media account for 1 (one) year 2021-2022. The activity indicator in the infrastructure sector with the highest percentage of connectivity was in July 2022 at 35.82%, while the lowest percentage in October 2021 amounted to 19.56%. Furthermore, the activity indicator in the Social Sector with the highest percentage of connectivity was in November 2021 at 33.32%, while the lowest percentage in June 2022 amounted to 13.96%. Then the activity indicator in the health sector with the highest percentage of connectivity was in April 2022 at 15.76%, while the lowest percentage in March 2022 amounted to 2.12%. Furthermore, the activity indicator in the

education sector with the highest percentage of connectivity was in July 2022 at 12.91%, while the lowest percentage in August 2022 amounted to 1.56%. Then the activity indicator in the Sports Field with the highest connectivity percentages was in April 2022 at 12.49%, while the lowest percentage in September 2021 amounted to 1.56%.



**Figure 7:** Cluster Analysis  
Source: Cluster Analysis with Nvivo 12 Plus (2023)



**Figure 8:** Group Query  
Source: Group Query with Nvivo 12 Plus (2023)

Based on Figure 8, the data is processed using the Group Query Criteria feature where this feature is used as an analytical tool in research to find the relationship between items (theory) and nodes (social media) taken from Anies Baswedan's Instagram social media content for 1 (one) year starting from October 2021 to September 2022. Of the overall items above are influenced by several indicators, the first variable is political leadership such as personal qualities, political values, and behaviour patterns. Thus, political leadership is the beginning of a factor that can influence other factors. The second variable is the classification of Anies Baswedan's activities such as activities in infrastructure, social fields, health fields, education fields, and sports fields. Based on the data above, both variables are factors that affect the whole. So based on the variables of the problem, there is a relationship or connection between the first variable and the second variable that can affect each other.

From the explanation above, it can be inferred that the correlation between the items (theory) and nodes (social media) significantly impacts all the activities that Anies Baswedan carried out during his time as governor, including public perception. Based on the Indonesian Survey Institute (LSI) regarding the level of public satisfaction with the figure of Anies Baswedan while leading the capital city of Jakarta, 80.9% of respondents from among 610 Jakarta residents expressed their satisfaction with Anies Baswedan's performance (Kompas.com 10/21/2022).

This high level of satisfaction shows that Anies Baswedan is considered trusted and effective in his governance, earning positive feedback from the public.

## CONCLUSION

Based on the explanation above, conclusions can be drawn about Anies Baswedan's political leadership as Governor of Jakarta Province in the official Instagram social media account in 2021-2022, there are several factors that influence his leadership. One of the factors influencing Anies Baswedan's political leadership is personal quality, where Anies Baswedan's personal quality tends to be seen in Instagram's account posts, which he did during the last year as Governor (2021-2022). Anies Baswedan's personal qualities are marked by several activities or performances he carried out as a Governor with many awards obtained, it became a proof of his success and success in leading the Capital. Furthermore, activities in the social sector and the infrastructure sector are the two classifications of Anies Baswedan's activities that obtain the highest percentage because these two fields are a classification of activities in accordance with political leadership theory which looks at aspects of justice and aspects of partiality that Anies Baswedan often exhibits and presents on his Instagram. Based on activities of Anies Baswedan's Instagram posts in the social sector, one of them is a social assistance program in the form of several types of cards intended for certain people living in Jakarta and in the infrastructure sector, one of which is Anies Baswedan making bicycle lanes safe for bicycle users, so that bicycle users in Jakarta become safe and protected from other vehicles.

Instagram as a social media is currently one of the supporting factors used by today's political leaders both in Indonesia and the world. The use of Instagram today is not only for entertainment but also as an instrument used by political leaders to show their performance while serving and assuming a leadership role in a specific region. Therefore, the selection of Instagram by Anies Baswedan is used as a place to disseminate information about the entire process of his political leadership as Governor of Jakarta. Indeed Instagram can now be considered very appropriate to use considering the platform's active users in Indonesia and the world are now quite high. Navigating the political arena, communication, accessing news channels for information and engaging in social and political life through social media, has become significantly important especially in Indonesia as it is currently experiencing rapid advances in digital technology. Hence, political figures have also started to conduct political campaigns through social media platforms just like Instagram to seek sympathy or establish political branding through the said social media platform.

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