

Political communication model: the campaign narratives on Ganjar Pranowo's YouTube account

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Abstract Technological advancement has also been used by a number of politicians to express themselves on social media as means of boosting their popularity. This phenomenon is very useful for building political communication in virtual spaces. Therefore, this research examines Ganjar Pranowo's political communication model through his campaign narrative displayed via his personal YouTube account. This research is qualitative research using descriptive and analytical methods in studying Ganjar Pranowo's political communication model. Data collection techniques include selecting content related to the campaign narrative of the @GanjarPranowo's YouTube account as the primary source. Political communication theory and the elements of argumentation skills- ethos, pathos, and logos. The results of this research found that Ganjar Pranowo used YouTube as a digital platform to build political communication through various content about the campaign. Video content through its campaign narrative enables Ganjar Pranowo to effectively use the elements of ethos, pathos and logos.

Keywords: campaign; political communication; YouTube media

INTRODUCTION

The democratic party is a momentum for the Indonesian people to choose a leader who is deemed capable of representing the aspirations of the people and continuing the government's programs. This has encouraged a number of candidates to campaign intensively both in public and virtual spaces as an effort to encourage public participation through campaign narratives (Kang, 2024). As is known, building communication (Botan, 2024) through social media has various advantages, including serving as an independent campaign medium, *image promotion* and increasing popularity through the narrative that is built. The current era of digitalization encourages users to carry out various activities in the digital space, such as interaction activities, exchanging ideas and sharing information (Harbers et al., 2024). The presence of social media provides various benefits- attracting people with the speed of two-way information and contributing positive impact on users through the use of an internet connection (Ahmed et al., 2024). With that, social media also influences people in obtaining a variety of information and is able to break down geography and cut costs (Raeisi-Varzaneh et al., 2024). The power of social media is what political actors utilise in producing images, building political communications and campaign tools amidst high dependence on the internet (Arendt, 2024).

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A number of politicians use social media as a space to build interaction, share information, influence and campaign tools with the public through a variety of content displayed (Wells & Friedland, 2023). In an interpretation, political communication is a series of political activities that have the aim of conveying a number of messages with political nuances to the public. In practice, more massive political communication is carried out by politicians during the campaign period (Jun & Firdaus, 2022). Gathering the masses and visiting the masses are just some of the forms of campaign strategies carried out by political actors ahead of the election. Campaign strategies can also take in the form of banners, posters, billboards, print media, mass media, electronic media, or social media (Pujihartati, Sri Hilmi Nurhaeni, Ismi Dwiastuti, Kartono, Drajat Tri, Demartoto, 2023).

Based on data from the Indonesian Internet Service Providers Association in 2023, as many as 215 million Indonesians will be connected to the internet (APJII, 2023). Community activity connected via internet connections is very large, both in efforts to access social media, obtain information, and access entertainment content. The phenomenon of community participation in activities on social media has become an important asset that is utilised by a number of public figures as a means of campaigning ahead of the election contestation (Nie, Kho Suet Zawawi, 2023). One of them is Ganjar Pranowo, who actively provides information on his YouTube account @GanjarPranowo to his followers. The flow of Ganjar campaign narrative information can encourage community involvement in interacting with its leaders without obstacles.

Community activities connected to internet devices can create an open and democratic communication space. Social networks such as YouTube play a significant role in influencing community participation considering that people's dependence on YouTube is very high (Hassan et al., 2022). Low-cost efficiency is one of the main reasons why several figures use YouTube to campaign for their ideas. The public's tendency to use YouTube is very high, thus encouraging the involvement of a number of community figures in using it as a means of promoting their political ideas and activities (Tatchou, 2022).

Ganjar Pranowo uses social media to share his content to the public, including campaign related ones (Rakhmetov, 2022). Ganjar diligently visits various regions to engage with his supporters and volunteers, sharing thoughts, ideas, and his intended political programs in preparation for the 2024 presidential election. Ganjar has been quite active in using social media to convey his ideas and thoughts (Mir, 2022). He is also close to various groups include children, young people, mothers and the elderly, so he is liked by various age groups.

One of Ganjar Pranowo's YouTube accounts contains campaign narratives of his supporters in a number of regions (Haugsgjerd & Karlsen, 2022). Ganjar's campaign nuanced content was carried out as a means of building political communication to the public through political messages (Haugsgjerd et al., 2023) to influence public opinion (Huda et al., 2022). Ganjar's YouTube media platform also provides the opportunity to channel a number of ideas and programs that he is promoting in preparation for the upcoming 2024 presidential election (Barberá et al., 2024). YouTube is also a stage that has a strong influence in guiding public opinion and popularising images (Tan & Chou, 2024). Because social media is an effective instrument for attracting public participation (Altay et al., 2023).

This research focuses on selecting content containing campaign narratives carried out by Ganjar through his personal YouTube account @GanjarPranowo. In turn, this research was able to identify Ganjar Pranowo's communication model through campaign narratives on his personal YouTube platform. Like Ganjar, who uses social media which also has a big influence in fighting for public influence (Cassell, 2023) as one of his campaign strategies. YouTube (Amsalem & Zoizner, 2023) plays an important role in presenting himself as a leader who is close to the community through a number of activities (Boulianne et al., 2023). Ganjar intensively conveys information in the form of political safaris to various regions in Indonesia.

Research related to political communication models has been the topic of many studies, such as those conducted by Joydeep Chatterjee and Gautam Dutta stating that the use of social media has an important influence in shaping voter preferences and campaigning for candidate images. Social media is a means of disseminating political content through voter segmentation from various groups so that it becomes effective (Chatterjee & Dutta, 2024). Jorg Nanz Matthes, Andreas Kaskeleviciute, and friends also said the same thing, saying that the campaign as a means of popularising images on social media could generate increased popularity. But on the

other hand, the culture of sharing, posting and freedom of opinion in virtual spaces has the potential for polarisation (Matthes, Jorg Nanz, Andreas Kaskeleviciute, Ruta Reiter, Franz Freiling, Isabelle Neureiter, Ariadne Stubenvoll, Marlis Sherrah, Sebastian E Juricek, Sarah Munzir, 2023). In this case, the public is wise to use social media as a means of producing healthy content and sharing information carefully. Specifically, Instagram plays an important role in building political communication with the public. Social media creates space to build good relationships (Dadakhonov, 2024) with supporters through user comments, conducting political discussions, and direct dialogue.

METHODOLOGY

This research uses qualitative research (Manzilati 2017) by examining Ganjar Pranowo's political communication patterns in the upcoming 2024 presidential election through his four video contents posted via the Youtube account @GanjarPranowo. To describe research data, the data collection technique was through selecting youtube content related to the campaign from the @GanjarPranowo account as the main source. Mass gathering-based campaign methods were also studied as an effort to understand Ganjar's overall political communication patterns.

RESULTS AND DISCUSSION

The digital era encourages human activities to actively participate in accessing various content, including YouTube as one of the most popular platforms today. The Indonesian Internet Service Providers Association report states that 63.02% of social media users access YouTube (APJII 2023). This number is considered as a potential number in spreading the message. Today's politicians are no exception who use YouTube as an information tool. YouTube media (Dai & Li, 2023) is considered effective in shaping images and campaigning political messages through video displays (Hill & Roberts, 2023). Through the use of YouTube media, various information uploads flow more quickly and can be accessed by the public in a matter of seconds. Thus, political messages can be disseminated via YouTube media which is connected via an internet connection so that it is more efficient, saves costs and time, even for politicians by uploading content produced in the form of campaigns, interactive dialogues or speeches (Chan et al., 2022).

A well-known Indonesian politician who also uses Youtube is Ganjar Pranowo. The sophistication of YouTube as a media has encouraged Ganjar to optimise social media as a means of image formation, interaction building, and a digital media-based campaign tool facilitated by internet devices (Hidayat & Muksin, 2023). As is known, the YouTube account @GanjarPranowo has 1.61 million subscribers with 1.6 thousand videos. Ganjar's popularity in public spaces has encouraged the formation of an image (Armstrong et al., 2022) as a politician through virtual spaces and efforts to build political communication through various political content on social media. (Thal, 2023). Ganjar's identity as a popular figure who embraces various groups has helped improve his image (Bueno et al., 2023) as a leader, even able to understand the dynamics of new media (Abdillah & Zulhazmi, 2021).

Ganjar Pranowo Political Communication Through Campaigns on YouTube Media

The selection of campaign videos via the @GanjarPranowo account totaled four videos uploaded via the YouTube account @GanjarPranowo. The four videos are the following: 1) Ocean of People at Bung Karno Stadium Hall (GBK) But Not a Blackpink Concert, April 30, 2023, 661,057 views, 9.6 thousand likes, 6 thousand comments. 2) The struggle started from Pandegiling, Surabaya, May 6, 2023, 170,840 views, 3.7 thousand likes and 1.6 thousand comments. 3) Thousands of Jember Residents "Spillover" in Alun-Alun, 07 May 2023, 658,110 views, 7.9 thousand likes, as well as 7.9 thousand likes and 3.4 thousand comments. 4) To all Jokowi volunteers everywhere, I Love You, 14 May 2023, 80,828 views, 2.9 thousand likes and one thousand comments. The videos are arranged systematically.



Figure 1. Vlog "(Ganjar Pranowo) Sea of People at GBK But Not a Blackpink Concert
(<https://www.youtube.com/watch?v=GQC7s1to5F8&t=540s>)

The first video content uploaded via Ganjar Pranowo's YouTube account was titled "SEA MAN AT GBK BUT NOT A BLACKPINK CONCERT" (See Figure 1). The video shows Ganjar's visit to the Gelora Bung Karno Stadium in Jakarta to meet his supporters on 30 April 2023. The enthusiasm of the Metro Jakarta residents who packed Ganjar Pranowo was so high that they were absorbed in the momentum of the meeting with the leader.

Sad

V1.1 "We strengthen each other. I know your inner vibrations; I know what is in your mind and heart. Channel that energy to relatives, friends, neighbours so that we all face the next process well without being bullied, don't hurt other people's feelings and we are all different and don't need to be compared but need to unite.

The meaning of pathos is expressed in the content of the first video, which invites people to think clearly and not oppress each other as Indonesian citizens. He made this statement on the YouTube account @GanjarPranowo amidst thousands of supporters watching his speech. Ganjar tried to calm his supporters amidst a lot of bullying and insults which led to violence. Therefore, as a leader he has the opportunity to encourage the entire community to behave positively and show mutual respect, not hating each other.

Ethos

V1.2 "I didn't expect that all the people of Jakarta actually like sports. And of course, not just sports. As Governor of Central Java and presidential candidate, Ganjar Pranowo shares positive values and a sense of mutual empowerment for the citizens of Jakarta. This is a form of maintaining harmony and the value of unity between citizens to avoid conflict, bullying and hurting each other. Ganjar's meeting with the residents of DKI Jakarta became a momentum to motivate people to live peaceably and peacefully.

The meaning of ethos means displaying the characteristics of Ganjar Pranowo as a leader who invites people to share positive values and strengthen each other (Tawa Lama-Rewal, 2023). This is a form of maintaining harmony and a sense of unity as citizens to avoid conflict. This identity reflects Ganjar's figure as a leader who upholds a sense of unity. On the other hand, Ganjar also encourages the community.

Logos

V1.3. "So, I entrust it to you, starting today we meet, stay in touch, we exercise together. Let's watch our behaviour well, don't hurt others, don't bully others. Show something positive".

Logos means the proposition that Ganjar built so that people always maintain their behaviour, do not hurt other people, do not oppress other people. He emphasised the importance of mutual respect for each other so that conflicts do not occur (Varaine et al., 2024).

Showing something positive to others is part of maintaining a sense of unity and integrity as citizens. As a leader, Ganjar always reminds people to be kind to each other (Stolz, 2024).

Based on his statement in his first video, Ganjar tried to remind the public to always uphold tolerance and respect each other. The character of the Indonesian nation as a pluralistic society is not unlikely to spark conflict, so he asked to maintain the values of unity and integrity as citizens. Moreover, with the existence of the hoax phenomenon (Alon et al., 2024), hate speech and acts of bullying that often occur on social media means that this needs to be addressed well, and he advised us to be wise in using social media.



PERJUANGAN DIMULAI DARI PANDEGILING, SURABAYA

Figure 2. Vlog "(Ganjar Pranowo) The Struggle Begins in Pandegiling Surabaya
(<https://www.youtube.com/watch?v=XUnnlqW7yyU&t=557s>)

The second video shows Ganjar visiting the city of Surabaya and meeting all his supporters on 06 May 2023. The content of this video shows Ganjar's attitude through incendiary statements among his supporters. Ganjar's supporters seemed to be flocking to watch the presidential candidate. This is a form of public excitement for one of the potential leaders they met in the city of Surabaya.

Ethos

V2.1. "The struggle begins again. Let's close ranks, let's unite forces. Please do not harm others. Don't insult other people, don't bully other people and don't create hoaxes. We will compete fairly, we have a heart, we have a conscience, and we have strength".

Because ethos involves exhibiting good intentions, Ganjar advised people not to hurt, insult and oppress other people. Ahead of the election, Ganjar reminded us not to create *hoaxes* that harm other people. Apart from that, we also compete healthily as an Indonesian society with a diverse nation.

Sad

V2.2. "This is where the resistance took place. This is where we fight against oppression, and this is where we never have the words to surrender. Independent. Pak Rido gave us all a lesson not to be bulls, but we are bulls who are nervous if they are hurt (hurt), then *sungun* immediately *metu* (its horns immediately come out). Against all injustice. oppose".

As pathos involves having empathy, Ganjar also feels the atmosphere of the entire community present. He invited the public to fight injustice that occurs at any time and not give up easily under any conditions and situations. Ganjar's statement was witnessed directly by thousands of people who witnessed it (Jakob et al., 2023).

Logos

V2.3 "Of course, as mentioned earlier, long history has given birth to many figures because of the struggles of these heroes. So, at that time they knew the history of

Pandegiling's existence, what was certain was that they were people in red suits and could not abandon that history. Truly? I am truly honoured, I am truly flattered, I never expected it, I thought of prayer this morning and just stopped by at Pandegiling to see, reflect and fuel our enthusiasm that we are warriors who are always disciplined and have ethics that can be friendly. with anyone, who always respects fellow brothers, whether from different ethnicities, different groups, whether from different religions, they are our brothers. As stated before, they are brothers in humanity”.

As an example of logos, Ganjar Pranowo's logical argument reminded all people present not to forget history because many figures fought for the independence of the Republic of Indonesia. He also conveyed the importance of upholding the value of tolerance as a basis for caring for diverse lives. All Indonesian people who have diverse styles are a unifying tool for a harmonious life.

Based on Ganjar Pranowo's statement through the content of this second video, he wants to emphasise the importance of upholding the values of tolerance (Yi, 2023) and mutual respect for each other as a diverse Indonesian society. A number of phenomena that occur in society, such as incitement, acts of bullying, or feelings of jealousy, must be avoided in order to be free from triggers of conflict. Even though the identity of the Indonesian nation has good ethics, mutual respect and respect for each other. This is what encourages Ganjar to always remind the entire community to be tolerant between people of different religions.



RIBUAN WARGA JEMBER "TUMPAH" DI ALUN-ALUN

Figure 3. Vlog "Ganjar Pranowo) Thousands of Jember Residents "Pampered" in the Alun-Alun
(<https://www.youtube.com/watch?v=FiqbNIDUKrc>)

Ganjar first video was a visit to Jember Regency on 7 May 2023 (Figure 3) and invited all the people of Jember to flock to Jember Square. Various trinkets used by his supporters symbolise loyalty to the leader. On the other hand, this videoshows Ganjar interacting directly with the community without any barriers, so that the figures and the community are inseparable.

Sad

V3.1, "Continue to maintain unity. Take care of your feelings, including those of your friends. Because now there is a lot of bullying appearing on social media, while on social media there are many memes which then become hoaxes. Don't let us make slander. Agree".

Ganjar Pranowo's expression of sadness conveyed towards a number of his supporters, reflecting his sympathy for cases of bullying on social media that have sparked polemics. Ganjar is aware of the phenomena that occur on social media, both hate speech, hoaxes and the like, so he invites all his supporters to be wise in using social media (Stromer-Galley et al., 2023) and maintain solidarity with each other. Ganjar advised all supporters present not to be easily carried away by emotions and spread slander on social media.

Ethos

V3.2 "Use social media wisely to make friends, to say kind things, to pray for each other. Hey, yesterday when I was in Surabaya, women were much smarter. The women use their social media to sell. That is cool. take advantage of something positive. And of course, at midnight I got permission to come here and later I will come back because tomorrow I have to go back to Central Java. Once again, keep exercising, stay healthy. So, if our bodies are healthy, God willing, we will become healthy people".

Ganjar advised all his supporters to be wise in using social media, both in establishing communication and exchanging information (Carter et al., 2023). The importance of mutual respect and respect for other people as Indonesian citizens. Ganjar also gave an example of the use of social media by mothers in Surabaya as a sales tool. This also makes social media a positive tool so that it can be useful for other people.

Logos

V3.3 "And of course I ask for permission so that later I can carry out activities in Jember and meet ladies and gentlemen, all my friends. I'm in touch with you. I wish you good health and of course still in the Eid al-Fitr atmosphere. Happy Eid al-Fitr. Forgive me body and soul."

As Ganjar stated to all his supporters, he asked for permission to carry out activities in Jember City, especially during Eid al-Fitr. Ganjar expressed his joy at being able to meet and interact directly with the people of Jember so that this moment was very important in building communication with all his supporters. Based on Ganjar's statement to all his supporters, he also advised them to be wise in using social media at this time. Ganjar's communication model to a number of his supporters was conveyed during the campaign momentum and responded to various phenomena that occurred on social media such as hate speech, *hoaxes* or incitement that often occurred. This moment became an open space for Ganjar to invite all people present to be wise in using social media (Cheng et al., 2023).



BUAT SELURUH RELAWAN JOKOWI DI MANAPUN, AKU ❤️ MU

Figure 4. Vlog "(Ganjar Pranowo) To all Jokowi volunteers everywhere, I am with you (<https://www.youtube.com/watch?v=5zhaP1BeBJM&t=79s>)

The fourth video is a visit to the Gelora Bung Karno Basketball Hall (Figure 4), Jakarta to meet volunteers supporting Joko Widodo. This video shows Ganjar interacting directly with all the volunteers present. Ganjar in his speech advised (Aydemir, 2023) that we should work together to continue national development as President Jokowi has done.

Sad

V4.1 "And I really trust him. This nation has experienced divisions due to differences in choices. This nation is experiencing this unpleasant situation because we talk too much about what ethnicity you are, what your religion is, what your class is. Throw it away. and I asked all my friends. Ganjar Pranowo's supporters will not spread hoaxes. Agree. Ganjar Pranowo's supporters will not carry out intimidation. Supporters of Ganjar Pranowo have rationality, have data, have facts that can be conveyed with common sense

and good ethical reasoning. I leave it to ladies and gentlemen friends. We have to bring that value; we can be there and we can do very well".

As the definition of pathos involves the emotion that Ganjar Pranowo builds in society, that different choices are not the axis of division but rather a unifying tool to uphold mutual respect between people. Ganjar left a message to the public not to spread hoaxes and acts of bullying on social media. Therefore, he invites all people to display good character values to others.

Ethos

V42. "We will be together with all the brothers and sisters who I really respect. And our struggle is certainly not an easy one. I'm well aware. Two presidential elections yesterday. Together we will win Mr President Jokowi. I am very aware of how much pride is in your heart. And it arises from volunteerism that cannot be paid for by anything. There is nothing to pay. And of course we will take the next step. Time by time, point by point let us achieve it".

Similar to Ganjar's *ethos* or statement in the video post on YouTube @GanjarPranowo that fighting for something when it is successful, of course there is a sense of pride felt by the whole community. Moreover, he gave an example of the momentum of the presidential election being won by Pak Jokowi. This stems from a sense of volunteerism that cannot be confused with any goods. The essence of the statement here is that there are no strings attached in fighting for something.

Logos

V4.3 "But ladies and gentlemen, let's make this double line more compact. Come on, now we make what was lacking before, we prepare it, today we close. And of course, in the Eid atmosphere, on behalf of myself I definitely made a lot of mistakes, there were WhatsApp messages that I didn't answer. There are comments that I cannot answer. There are questions that I haven't answered correctly. "Hopefully today's friendship and halal bihalal will truly strengthen the solidarity of all of us".

The meaning of logos, Ganjar argument relates to his statement apologising for the mistakes he made, whether on WhatsApp, unanswered comments, unanswered comments or unanswered questions. Therefore, in the momentum of friendship with all the supporters present, he apologised and also emphasised the importance of maintaining solidarity between people.

Based on the fourth video, Ganjar invites all people to respect and appreciate each other, especially since the situation leading up to the election is very risky. The importance of being kind and maintaining solidarity needs to be increased. The phenomenon of the political year is very prone to social friction that gives rise to incitement, hoaxes or acts of bullying on social media. Therefore, Ganjar reminds us to always be positive and respect each other.

CONCLUSION

This research found that social media as a digital platform can help people get involved in accessing information, including politicians in this republic. YouTube is an open democratic space where a number of politicians popularise political images or messages to the wider public. In this case, Ganjar Pranowo was able to use YouTube media as a forum for delivering political communication and campaign media to the public, even his 1.31 million subscribers became capital for gaining popularity in the wider community. Ganjar Pranowo political communication model through his YouTube account reflects his identity, ethos, pathos and logos, and is able to attract public attention.

Ganjar was able to use his Youtube media as an instrument for building political communication and expressing his ideas through his personal youtube account. Ganjar youtube account forms a new social space that generates interaction and makes it easier for people to obtain brief information. Youtube as a digital platform is also used as an instrument in building public participation ahead of the election and various images are promoted through a number

of contents. In turn, the use of youtube as a political communication medium has contributed to Ganjar popularity and encouraged him to be confident in facing the presidential election.

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