

Analysing digital campaigns of nationalist parties in Indonesia through political party tweets

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Abstract Twitter is the main platform for digital campaigns that influence public opinion. Through Twitter, political parties reach a wider audience to disseminate messages effectively. This research analyses narrative content on social media as a medium for political party campaigns delivered via social media. This research examines the campaign content strategy of nationalist party Twitter accounts in Indonesia. The method used is a qualitative method utilising Quality Data Analysis (QDA) with the help of Nvivo 12 Plus software. Three nationalist party Twitter accounts were taken based on their popularity, particularly @Gerindra, @Nasdem, and @PDI_Perjuangan. The @Gerindra account with 68.1 thousand followers highlights aspects of the party's identity and the figure of Prabowo Subianto. In contrast, the @NasDem account focuses more on party identity, national issues, and active participation in political society. The @PDI_Perjuangan account focuses on the spirit of struggle, the candidacy of Ganjar Pranowo, and the construction of the party's identity and history, with high activity, namely 1219 tweets in three months. The results of the analysis of the content of nationalist party Twitter accounts can provide insight into political party communication strategies in digital campaigns in Indonesia.

Keywords: content twitter; digital campaigns; nationalist party; political content

INTRODUCTION

Digital campaigns in Indonesia can be viewed from several perspectives, this includes technological developments, internet penetration, and changes in consumer behaviour. In recent years, Indonesia has experienced a significant increase in the use of the internet and mobile devices (Khairiza & Kusumasari, 2020). According to the 2023 We Are Social and Hootsuite report, the number of internet users in Indonesia reached 212.9 million, with an internet penetration rate of around 77% of the total population (Murphy et al., 2023). This figure shows an increase compared to the previous year, which is an indication that more and more Indonesians are digitally connected. In addition, active social media users reached 167 million people, with an average daily usage time of 3 hours and 18 minutes per person. This creates a great opportunity for business actors, governments, and non-profit organisations to utilise digital platforms to convey messages and reach target audiences more effectively (Tan, 2020).

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In addition, changes in consumer behaviour have also driven the growth of digital campaigns. With more and more people spending time on social media and other digital platforms, traditional ways of advertising and communicating are becoming less effective. Digital campaigns allow for more personal, interactive, and targeted messaging (Rong-Bing et al., 2019). This can be seen from the increasing number of digital campaigns carried out by various sectors, ranging from product marketing, social campaigns, to political campaigns. This condition shows that digital campaigns have become an integral part of communication strategies in Indonesia.

The era of digital campaigns opens up new opportunities to expand political participation and build deeper engagement between voters and candidates (Williamson et al., 2010). Democratic transformation in the era of digital campaigns offers great potential in expanding political participation and increasing public engagement (Gogolewska, 2021). However, this democratic transformation also raises several problems that need to be addressed. One of them is the issue of the truth and authenticity of political information disseminated through digital media (Serra-Silva & Santos, 2022). In the era of digital campaigns, the rise of fake news and information manipulation poses a serious threat to the integrity of democracy. It requires a concerted effort from governments, social media platforms, and the public to ensure that political information spread is accurate and trustworthy (Moir, 2023). However, challenges such as information authenticity and online privacy must be addressed with the right strategies.

According to Bassil & Kassem (2021), digital campaigns become strong with the diversity of voices in social media that provides an opportunity to understand the grievances, struggles, and agency of citizens, especially marginalised communities. According to Williamson (2010) in his book titled *'Behind The Digital Campaign'*, digital campaigns are increasingly significant in the context of elections used by political parties, candidates, and citizens to raise awareness in rallying support. In this era, political leaders are using innovative digital strategies to build stronger engagement with voters. Digital campaigns use digital platforms such as social media, websites, and mobile apps to promote political messages, mobilise the masses, and interact with voters (Wolfs & Veldhuis, 2023). Voters can also interact directly with candidates through comments, messages, and information sharing. The existence of digital campaigns is one of the important factors in expanding political participation through social media. Tweets can be a highly effective tool in digital campaigns as they allow political parties to directly disseminate messages to their audience, influence public opinion, and monitor reactions and interactions in real-time

A campaign can be interpreted as the use of various different communication methods in a coordinated manner within a certain period of time aimed at directing audiences to certain problems and their solutions (Budhirianto, 2014). According to Roger and Storey in their book, a campaign is a series of planned communication actions with the aim of creating a certain effect on a large number of audiences that are carried out continuously at a certain period of time (Muhammad Fikri et al., 2023). All forms of political campaigns that are targeted are audiences. The audience consists of individuals who are always interrelated (related) and interact (influence each other) with other individuals, in a forum called the 'public'. In that manner, the public or receiver (audience) is not at all passive but very active.

Political campaigns are a form of political communication carried out to seduce, persuade, form, and foster political relationships undertaken by a person or political organisation within a certain time (Bertot et al., 2012). All forms of political campaigns are aimed at audiences, consisting of individuals who are constantly interacting and influencing each other, in an environment called the public. As recipients of messages, the public or audience is not passive at all, but very active (Muslimin, 2019). When in a political campaign, the audience will listen to political talk from political communicators. Political campaigns are a form of political communication carried out to woo, persuade, form, and foster political relationships by individuals or political organisations within a certain period of time (Susanto, 2020). It is important to note that campaigns have a set time limit, which is from the determination of candidates to the stage of election or voting. This time limit also applies practically during periods of electoral contestation, such as regional elections or presidential elections (Andriana et al., 2015).

Social media has changed political communication around the world. YouTube, Facebook, Twitter, and WhatsApp are now part and parcel of political campaigns and party outreach (Tan, 574

2020). Social media can also present challenges in political communication, such as the spread of false information or political hatred. Therefore, it is important to acquire good social media literacy and be careful in consuming and disseminating political information on these platforms (Anson et al., 2017). Social media participation makes an important contribution to success in politics because it provides opportunities for candidates in elections to interact with potential voters at a level and frequency that cannot be achieved through traditional campaign methods such as door-to-door campaigns, brochures, and even through coverage by print and television media (Hagar, 2015). In addition, using social media for campaigns also has advantages in terms of cost because it does not require a large budget and can be directly connected with social media platforms such as Facebook, Twitter, and YouTube.

Twitter as a social media platform is widely used as an interactive digital communication tool (Vergeer et al., 2013). With the advancement of information technology, the media has become more open and allows political actors to easily distinguish themselves from other political competitors through the way messages are conveyed (Juwandi et al., 2019). Twitter media is a digital platform designed as an online-based new media that allows users to interact, share content, communicate, and participate in communication networks virtually (Rakhman et al., 2021).

The presence of Twitter, of course, does not escape from various terms that later appeared on social media such as netizens, followers, to influencers (Felicia, 2018). Twitter can be the choice of digital media in conducting campaigns, branding, and communicating with the public (Emeraldien et al., 2019). Some political parties use Twitter to communicate with the public and show their identity. Twitter is one of the media that is taken into account because it has 18.7 million users in Indonesia (Tromble, 2018).

Twitter can be used as a digital media option to conduct campaigns, branding, and communicate with the public (Purnomo et al., 2021). Twitter is one of the media that is taken into account because in terms of user based population, it has reached 18.7 million users in Indonesia (Tromble, 2018). According to Laras Weninggalih & M.E Fuady (2021), Twitter users can group tweets by topic or type by using hashtags (hashtags) words or phrases that begin with a '#' sign. While the '@' sign, which is followed by the username, is used to send or reply to tweets to users. To repost other users' tweets and share them with your own followers, there is a retweet feature, denoted by 'RT'. In general, Twitter's function is to provide information, because it is part of the development of ICT to meet people's information needs (Purnomo et al., 2021).

Twitter is a platform that influences public opinion and shapes political discourse, with many political figures, journalists, and influencers using it to disseminate information and engage with followers, making it an important resource for understanding the dynamics of political opinion (Sukarno, Mohamad, 2022). In addition, Twitter allows for audience segmentation analysis based on hashtags, keywords, and location, which helps in understanding voter demographics and preferences and evaluating the effectiveness of campaign messages in reaching specific groups of voters (Juwandi et al., 2019). Twitter also provides insights into political communication and campaign strategies, including the use of messaging, issue framing, and engagement techniques, allowing for in-depth analysis of how political parties and candidates shape their narratives and engage with voters (Felicia, 2018).

The development of research in democracy is not only limited to digitising efforts but must also increase the use of social media. Twitter is the right social media to build engagement and can be a tool for public transformation in delivering messages (Purwanto et al., 2020). The use of Twitter today can also be used as a political communication tool (Cahyono, 2017). The use of Twitter as a political communication is currently considered quite effective. This research will primarily focus on analysing digital campaigns of nationalist parties in Indonesia through political party tweets. The data analysis was carried out by applying political campaign theories such as Pull Marketing, Push Marketing, and Pass Marketing (Subekti et al., 2022). Technological developments and changes in voter behaviour have become increasingly important for political parties to adapt to these trends. Therefore, this study aims to analyse digital campaign strategies through the content of nationalist party Twitter accounts in Indonesia.

The PDI-P, Gerindra, and NasDem parties are particularly interesting due to the significant role they play in Indonesian politics (Mayrudin, 2017). These parties are known for their nationalist ideology emphasising the state's unity and sovereignty. PDI-P has a long history and has played an important role in reform, while Gerindra with its firm vision of state sovereignty

and economic development, and NasDem offers a modern nationalist approach (Gerald, 2019). Studying these parties allows for an in-depth analysis of the application of nationalist ideology in current Indonesian politics and public policy.

This research is also important because the three parties have a large influence in determining the direction of government policy. In the 2019 election, PDI-P, Gerindra, and NasDem won significant percentages of the vote, making them dominant forces in parliament. PDI-P won 19.33% of the national vote, Gerindra 12.57%, and NasDem 9.05%, with the total seats they won in the DPR indicating their influence in legislation (Al-Hamdi, 2024). A study of the dynamics and political strategies of these parties can provide insights into the future of Indonesian politics, especially in terms of how their nationalist policies may affect the country's development.

Nationalist parties such as PDI-P, Gerindra, and NasDem have utilised digital campaigns through social media to expand their reach and influence public opinion. The use of platforms such as Instagram, Facebook, Twitter, and TikTok has become an important strategy in attracting support, especially among young voters and active internet users. Digital campaigns allow these parties to convey nationalist messages directly and interactively, build party image, and rally support in a more efficient and real-time manner. Therefore, this study will analyse the narrative of content in social media as a political party campaign medium delivered through social media.

METHODOLOGY

This study uses qualitative This research uses a qualitative method with analysis using Quality Data Analysis (QDA) through Nvivo 12 Plus software, to analyse data that facilitates the collection, categorisation, mapping, analysis, and visualisation of qualitative data, including those collected from documents (memos, reports, laws and regulations, and photographic documents) and through interviews (Salahudin et al., 2020). The purpose of this study is to analyse digital campaign strategies through the content of nationalist party Twitter accounts in Indonesia. The data collected in this study involved Twitter accounts using a data capture method (Google N-capture). Data collection related to digital campaigns was carried out during the period leading up to the presidential election campaign. In the conduct of the study, the researchers selected three official Twitter accounts of the Nationalist Party that routinely provide information as it is the main media they have used for disseminating information. The source of the data was obtained through the official accounts of nationalist political parties. Data analysis techniques are obtained by capturing from social media and then coding with preferences in Nvivo 12plus, namely the Great Indonesia Movement (@Gerindra), the National Democratic Party (@NasDem), and the Indonesian Democratic Party of Struggle (@PDI_Perjuangan).

Data analysis was carried out by applying political campaign theories such as Pull Marketing, Push Marketing, and Pass Marketing (Subekti et al., 2022). In the context of political party campaigns, the use of social media tends to use a push marketing approach. Twitter media in the context of being used in political party campaigns is basically used to disseminate information to voters related to political parties to be known. Here are three nationalist parties chosen based on their level of popularity (See Table 1)

Table 1. Nationalist Party Twitter Account			
Party	Account Name	Following	Follower
Gerindra	@Gerindra	3.982	681,7 rb
NasDem	@NasDem	794	154,7 rb
PDIP	@PDI_Perjuangan	1.348	303,4 rb

Source: Research Result (2023)

RESULTS AND DISCUSSION

Improvement in digital campaign research is not just implementing digitalisation, but also must focus on optimising the use of social media to analyse existing content. Digital platforms such as Twitter media are used in digital campaigns to convey political messages, rally support, and interact with voters (Wolfs & Veldhuis, 2023). The distribution of the number of tweets of the nationalist party can be seen in figure 2. The findings show that the Gerindra Party's tweet trend has increased the number of tweets from April to May 2023, while in June there was a decrease.

The Figure 1 shows that in May, the number of tweets @Gerindra account increased by 929 referrals. They also expressed concerns regarding the change in the electoral system to a closed

proportional one and expressed public complaints regarding the availability of clean water in Medan City. This showed significant attention to the Gerindra Party on social media in May, related to the current political issue.

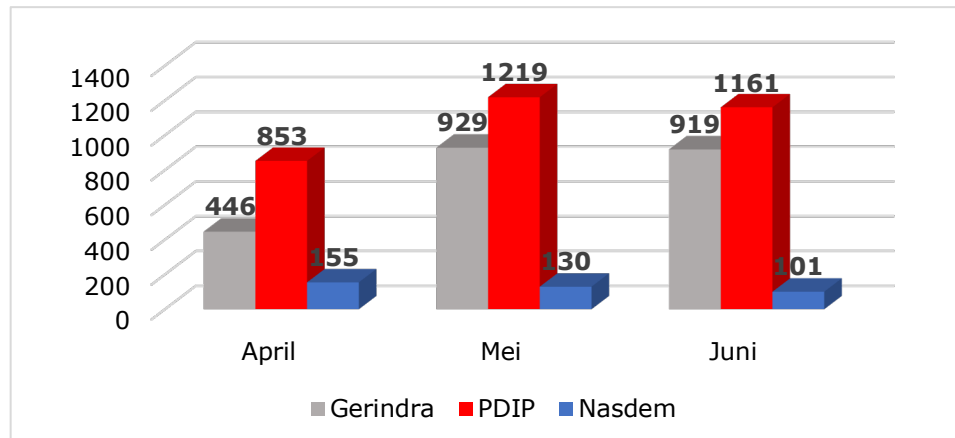


Figure 1. Timeline by Month
Source: Research Result (2023)

In addition, the findings of the NasDem Party's tweet trend also show a decrease in the number of tweets from April to June 2023. In April, @NasDem account's tweet count became quite high with 155 referrals. In the latest survey from Poltracking Indonesia, the NasDem Party received high electability and ranked third as the political party with the highest electability. This makes the NasDem Party optimistic and committed to winning the 2024 Presidential Candidate Anies Baswedan. The NasDem Party shows concern for various issues such as extreme hot weather, environmental protection, fighting for women's rights and advocating for gender equality by paying attention to women's representation in the party. In addition, through various activities such as breaking the fast together and assistance to the community, the NasDem Party seeks to build brotherhood and mutual cooperation in the society (Figure 1).

Meanwhile, the findings of the PDIP Party's tweet trend showed an increase in the number of tweets from April to May 2023, while in June there was a decrease. In May, the number of tweets @PDI_Perjuangan account increased significantly with 1219 referrals. Some of them are information on how to shop at Pasar Gotong Royong Media Pintar Perjuangan, forecasts of wave height of Indonesian territorial waters, party meetings and consolidation activities in various regions, Surabaya's anniversary, bridge construction by Ganjar Pranowo in Semarang, support for foreign tourists who violate the rules in Bali, and party programs and activities in order to prepare for the 2024 elections. In addition, PDI Perjuangan is also active in strengthening social media networks by inviting its followers to follow official accounts on platforms such as Facebook, Instagram, TikTok, and YouTube. In an effort to increase transparency and accountability, the party also designed the 'Party Struggle Monitoring' app that allows councillors to report and update their activities.

The presence of social media, such as Twitter, certainly does not escape from various terms that then appear on social media such as 'netizens', 'followers', and 'influencers' (Felicia, 2018). Based on the findings presented, it can be concluded that the respective Twitter accounts of the Gerindra and PDIP parties showed an increase in the number of tweets from April to May. Meanwhile, the Nasdem party account continues to experience a decline in the number of tweets. In May, @Gerindra account recorded 929 tweets, while @NasDem account only reached 155 tweets. However, differences occurred on the PDIP Party's Twitter account. In May, @PDI_Perjuangan accounts experienced a very significant increase with the number of tweets reaching 1219 referrals. Therefore, based on these findings, it can be concluded that the PDIP Party is the most active party in conducting digital campaigns through Twitter, followed by the Gerindra Party and the NasDem Party.

Quoting the views of Laras Weninggalih & M.E Fuady (2021), Twitter users can group tweets by topic or type by using hashtags (hashtags) words or phrases that begin with a '#' sign. While the '@' sign, which is followed by the username, is used to send or reply to tweets to users. In the results of the analysis of the findings conducted, it was revealed that there was data on the

number of tweets and hashtag trends related to three political parties in Indonesia, such as Gerindra, Nasdem, and PDIP.

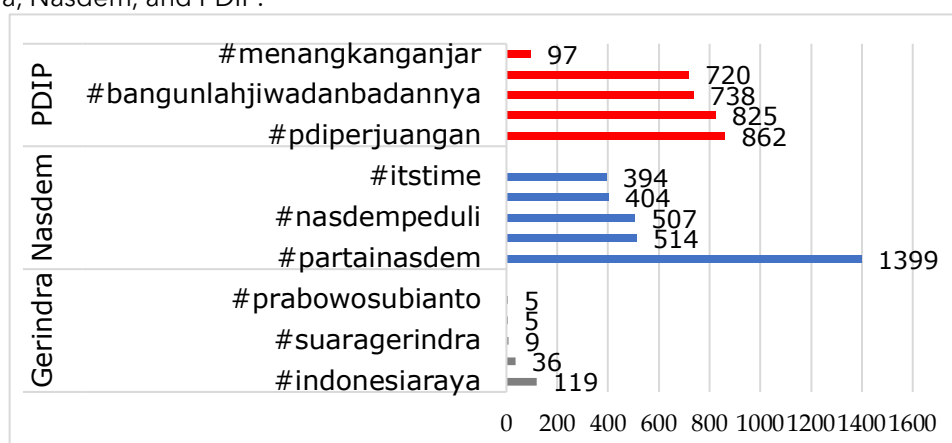


Figure 2. Trend by Hashtag
Source: Research Result (2023)

Figure 2 shows the hashtag trend on the Gerindra Party's Twitter account, including #indonesiaraya with a total of 119 times. This shows that the Gerindra Party has strong support and many Twitter users are voicing the spirit of nationalism and pride in Indonesia. In addition, this account also used the hashtag #suaragerindra 9 times to voice their support for the Gerindra Party and the political views carried by the party. The name of Prabowo, chairman of the Gerindra Party, is also mentioned quite often in a political context with the emergence of hashtags #prabowo and #prabowosubianto 5 times each. Although the number is smaller, this shows the picture that there are messages or content related to Indonesia in general and support related to the position of president expressed by the Gerindra Party's Twitter account.

Based on the findings, one of the hashtags often used by the NasDem Party's Twitter account is #partainasdem with a total of 1399 times, this is the official hashtag of the party. In addition, there are several other hashtags that are also often used, including #nasdembersamarakyat (514) and #nasdempeduli (507). This hashtag shows the party's focus on people and social issues. Meanwhile, hashtags #restorasiindonesia (404) and #gerakanperubahan (117) show the party's focus on political change and reform. The hashtag #itstime (394) indicates a call to action or urgency. From these findings, it can be concluded that the NasDem Party has a focus on political change, reform, social issues, and internal party interests (Figure 2).

The results of the analysis of the PDIP Party's hashtag trend findings show that this party has several hashtags that are often used, including #pdiperjuangan (862), #50tahunpdip (825), #bangunlahjiwadanbadannya (783), #solidbergerak (720), and #menangkanganjar (97). From these findings, it can be concluded that the PDIP Party has a focus on political struggles and movements and commemorates the party's 50th anniversary. The hashtag #bangunlahjiwadanbadannya shows a focus on health and fitness. The hashtags #solidbergerak and #solidbersamarakyat show a focus on mass movements and solidarity. The hashtag #menangkanganjar may be related to Ganjar Pranowo's support as a 2024 Presidential Candidate. This is one of the party's efforts to utilise technology and social media to strengthen its political struggle. In addition, PDIP is also active in participating in elections and has a political party school program as a form of statement that this party does not only emphasise money politics in achieving victory.

Hashtags as an information category were popularised by using several keywords used simultaneously (Irawan et al., 2022). After considering the data, there are several important points that need to be considered (Lutfi et al., 2022). First, the Nasdem Party stands out with a very high number of tweets, reaching 1399 tweets, indicating an attempt to use hashtags on every tweet on social media related to the party. Some of the most popular hashtag trends for Nasdem are #partainasdem and #nasdembersamarakyat. Furthermore, the PDIP Party also showed a strong presence with the number of tweets with hashtags as much as 862, as well as striking hashtag trends such as #pdiperjuangan and #50tahunpdip. Although Gerindra Party has

a lower number of tweets compared to other parties, which is 119 tweets, hashtag trends such as #indonesiaraya and #aksinyata attract enough public attention. Thus, the results of this analysis show that each political party account has activity and trends in the use of hashtags on Twitter.

Digital platforms such as social media, websites, and mobile apps are used in digital campaigns to convey political messages, rally support, and interact with voters (Wolfs & Veldhuis, 2023). In the era of information technology advancement, it will allow political actors to effectively distinguish themselves from other political competitors by the way they convey political messages (Juwandi et al., 2019). Researchers then processed Word Cloud data to show which words appeared the most in conversation. Word Cloud data processed from the collection of tweets of each nationalist party can be seen in figure 3.



Figure 3. Word Cloud Partai Nasionalis
Source: Processed by the author using NVivo 12 Plus (2023)

Word Cloud showed that on the @Gerindra Twitter account, there was a significant focus on party identity with the keyword 'gerindra' appearing 417 times. In addition, attention to the main figure of the party, Prabowo Subianto, was seen through the keyword 'prabowo' which appeared 331 times. This suggests that the account seeks to strengthen the party's image and promote its main figure. In addition, the keyword 'society' appeared 251 times, signifying the party's involvement in issues impacting society at large. The account also used the keywords 'party' 208 times and 'Indonesia' 199 times indicating attention to political issues in general and developments in the country.

Twitter accounts @NasDem showed dominance of the keyword 'nasdem' appeared 2374 times, indicating a focus on the identity of the party itself. The keyword 'party' appeared 1498 times, indicating a focus on the identity and role of the NasDem Party in a political context. The use of the party's official hashtag, '#partainasdem' 1399 times, also indicates an attempt to strengthen the party's identity and branding. In addition, attention to issues and developments in Indonesia in general is reflected through the keyword 'Indonesia' which appears 631 times. Finally, the use of the hashtag '#nasdembersamarakyat' 514 times, shows the NasDem Party's efforts in building people's awareness and involvement in politics.

The @PDI_Perjuangan's Twitter account saw the party's focus on the spirit of struggle values with the keyword 'struggle' appearing 2558 times. Ganjar Pranowo figures are also in the spotlight with the keywords 'ganjar' (1602 times) and 'pranowo' 1243 times, showing his role and influence in the party context. The use of the party's official hashtag, '#pdiperjuangan' 862 times emphasises the party's identity and fighting spirit. Finally, the hashtag '#50tahunpdip' which was used 825 times indicates a celebration or commemoration related to the anniversary of the Indonesian Democratic Party of Struggle which shows recognition of the party's 50-year history and journey.

Social media can also reach voters and direct supporters that political parties use (S Serra-Silva & Santos, 2022). Political parties use Twitter as part of their campaign to win elections (Subekti et al., 2022). Based on the analysis of keyword trends in Twitter content posts of @Gerindra, @NasDem, and @PDI_Perjuangan accounts, it can be concluded that each party has a different focus and attention in their digital campaigns. The Gerindra Party pays more attention to the party's identity and the figure of Prabowo Subianto, while the NasDem Party emphasises

the party's identity, national issues, and people's involvement in politics. In addition, the PDIP Party focuses more on the spirit of struggle, the nomination of Ganjar Pranowo, and the party's identity and history. Meanwhile, the Nasdem Party echoes the name of Anies Baswedan as the chosen figure who represents Nasdem. This keyword trend analysis provides insight into the communication strategies and issues that are the main concerns of each party in their digital campaigns.

Digital campaigns offer great potential in expanding political participation and increasing public engagement (Gogolewska, 2021). In the context of political push marketing, the three accounts are using campaign tweets as a strategy to actively promote and introduce candidates or political figures they support heading into the 2024 Presidential Election. Nationalist party campaign tweets can be seen in table 2.

Table 2. Party Campaign Tweets

Account	Sample Campaign Tweet
@Gerindra	"Mencerdaskan kehidupan bangsa merupakan tujuan yang hendak diwujudkan oleh Pak Prabowo, sebagaimana tertuang dalam pembukaan UUD 1945 alinea keempat"
@NasDem	"Anies Baswedan adalah sosok nasionalis" #ItsTime #PartaiNasDem #RestorasiIndonesia#GerakanPerubahan #NasDemBersamaRakyat @aniesbaswedan
@PDI_Perjuangan	"Sebagai wujud kerja nyata, Ganjar Pranowo terjun langsung hingga ke akar rumput. Dengan senyuman khasnya yang terpancar, Ganjar Pranowo merangkul seluruh kalangan masyarakat di Indonesia" #PDIPerjuangan #50tahunPDIP #bangunlahjiwadanbadannya #SolidBergerak #MENangkanGanjar

Source: Research Result (2023)

The findings, in table 2, show examples of campaign tweets from multiple political accounts. The tweet from @Gerindra account, through Mr. Prabowo, conveyed a message about the purpose of the Gerindra Party in educating the nation's life, by linking it with the preamble of the 1945 Constitution. Meanwhile, a Tweet from @NasDem account mentioned Anies Baswedan as a nationalist figure and became the 2024 Presidential Candidate proposed by the Nasdem party. The content comes with the hashtags #ItsTime, #PartaiNasDem, #RestorasiIndonesia, #GerakanPerubahan, and #NasDemBersamaRakyat. The @PDI_Perjuangan account highlights Ganjar Pranowo as a figure who goes directly to the grassroots, embracing all circles of society with his signature smile. This content uses various hashtags related to the PDIP Party and the movement for change, such as #PDIPerjuangan, #50tahunPDIP, #bangunlahjiwadanbadannya, #SolidBergerak, #MENangkanGanjar.

According to Laras Weninggalih & M.E Fuady (2021), Twitter users can categorise messages in the form of tweets based on topic or type by utilising hashtags, which are words or phrases that start with a '#' sign (fence). In digital campaigns, Twitter is used to convey political messages, rally support, and interact with voters (Wolfs & Veldhuis, 2023). Each political party uses hashtags to organise and expand the reach of their messages, such as the goal of educating the nation, nationalist figures, real works, and inclusiveness towards all levels of society. These hashtags also help in building the party's identity and spreading messages more widely (Sukarno & Nur, 2022).

However, in practice, the use of these hashtags is more commonly applied by party accounts such as @NasDem and @PDI_Perjuangan, while the @Gerindra account tends to focus on the messages conveyed through its posts without relying too much on hashtags. Thus, campaign tweets on Twitter can be associated with political push marketing, where tweets actively promote the candidate or political figure they support and try to build a positive image related to the political party they represent.

CONCLUSION

Based on the results of the analysis above, it can be concluded that each political party has a unique strategy in implementing campaigns via Twitter. Digital campaigns are increasingly becoming a dominant phenomenon in the world of politics along with the development of social media and communication technology. This study examines the digital campaign strategies on the Twitter accounts of three nationalist parties in Indonesia, namely Gerindra, Nasdem, and PDIP.

The results of the analysis show that the @Gerindra account, with 68.1 thousand followers, emphasises aspects of party identity and the figure of Prabowo Subianto. In contrast, the @NasDem account focuses more on party identity, national issues, and active community participation in politics. The @PDI_Perjuangan account is oriented towards the spirit of struggle, the nomination of Ganjar Pranowo, and the construction of party identity and history, with high activity, namely 1219 tweets in three months.

Keyword trend analysis reveals differences in focus: the @NasDem and @PDI_Perjuangan accounts emphasise party identity more, while @Gerindra emphasises political messages more. In the context of political push marketing, these three accounts utilise campaign tweets to promote candidates and political figures and build a positive image through the use of relevant hashtags and strategic messages.

However, this study is still limited to descriptive data exposure and requires deeper analysis and theoretical implications related to digital campaign science. Further research is needed to connect these findings with theories related to digital campaigns and understand how these strategies affect political contestation and public perception.

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