



Strategic Political Communication and Propaganda: Gibran Rakabuming Raka's Message Formulation in the 2024 Vice Presidential Campaign

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Abstract. Gibran Rakabuming Raka's nomination as vice president in the 2024 election has invited pros and cons. Strong propaganda in the formulation of messages given by Gibran has received much attention from the public, as seen in the news on the internet and social media. So the victory of Gibran and his partner is interesting to study. This study aims to determine the formulation of messages in strong propaganda carried out by Gibran in the political campaign in the 2024 election. This research method uses a qualitative method on secondary data obtained from various sources, such as journals, survey or research results, news portals, books, reports, and other data sources. Secondary data collection is done through the documentation method. The theory used is the theory of message formulation by Alan H Monroe (1930) "motivated sequence", there are five steps in the formulation of messages, namely Attention, Need, Satisfaction, Visualization, and Action. The results of this study show a correlation with the theory used, where the preparation of strong propaganda messages carried out by Gibran can make him the winner of the presidential election activities with his partner in the 2024 election.

Keywords: Propaganda, Political Campaign, Election

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INTRODUCTION

Gibran Rakabuming Raka's political campaign propaganda in the 2024 Election has attracted a lot of public attention. Gibran's nomination was controversial, namely the decision of the Constitutional Court (MK) which passed Gibran to become a vice presidential candidate who was not yet old enough. According to Kompas.com in its report "The Failure of the Lawsuit on the Age Requirements for Presidential and Vice Presidential Candidates: The Constitutional Court's Reasons and the Defense of Gibran's Camp" (2024), the Constitutional Court (MK) rejected the judicial review application number 141/PUU-XXI/2023 concerning the age requirements for presidential and vice presidential candidates as regulated in Article 169 letter q of Law Number 7 of 2017 concerning Elections. In this case, it means that the Election still allows those who are not yet 40 years old to run for president or vice president, on the condition that they have served as regional heads or other officials who were legally elected through general elections (Farisa, 2024). This issue raises another problem, namely the statement that democracy has been damaged. Many community groups or political groups disagree with this. There are sharp differences of opinion between political groups, making it difficult to reach

a consensus, this is called political polarization (Wilson, Parker and Feinberg, 2020). Gibran did not meet the requirements. At that time Gibran was only 36 years old on October 1, 2024, which then also stated a "Political Dynasty" because Gibran was the son of the current president, Ir. Joko Widodo,



Figure 1. Charta Politika Survey Results
 Source: (detikNews,2024)

according to Sulistyowati (2024), the controversy over the minimum age requirements for vice presidential candidates highlights the importance of legal integrity and transparency in the political process. Every decision taken in a political context must be based on constitutional principles and public interest, not just to fulfill personal or group interests. In this way, democracy in Indonesia can continue to develop and be maintained. So what is of concern about this is that Gibran's candidacy is a form of damage to democracy

Another controversy is the program of providing free lunch and milk for school children. This has attracted a lot of attention because, on social media and Twitter, several housewives discussed "sugar provision" to overcome stunting, which is also no longer a public secret that in Indonesia most drinks labeled milk contain a lot of sugar. Furthermore, there was a blunder related to the wrong mention of "Folic Acid" with "Sulfuric Acid" when explaining its goals for Indonesia Emas 2024 at an event at the Creative Economy Discussion (Lestari, 2024b). Providing free lunch and milk programs for school children can help the Indonesian people with social assistance. This program can also help see the poverty rate in Indonesia in March 2024 as many as 25.22 million people,



Figure 2. The poverty rate in Indonesia in 2024
 Source: (indonesiabaik.id, 2024)

according to research by Fernanda et al. (2023) the accuracy of the free meal program can provide welfare for the poor. So far, the program has been by its objectives and has provided benefits to the community.

Another controversy of Gibran, he admitted to being anti-social media. Gibran admitted to only creating various social media accounts after he entered the world of politics. He created a special team to be his social media admin, this was once a public misunderstanding of Gibran when his social media commented on something both positive and negative (Henry, 2024). The formulation of messages from political campaign activities carried out by candidates must be able to convey messages that contain persuasive elements. In today's era, political campaign activities are not only carried out directly but can also be done through Internet media or digital campaigns. The effectiveness of using social media for campaigns, according to research by Revolusi, et al. (2024). Social media is the starting point for more active public dialogue and participation. Social media has become the most influential tool in shaping public opinion, especially in the context of presidential and vice presidential elections.

The purpose of this study is to analyze Gibran Rakabuming Raka's Political Campaign Strategy in the 2024 Election. Seeing how to increase public trust. This study also aims to understand the extent of Gibran's strategy in influencing the public through the formulation of messages he gives in his campaign process. This study also aims to explore various factors that can influence the success of Gibran's campaign journey in winning the 2024 election.

Gibran's strategy can be used for other election candidates in preparation for political campaigns. This hypothesis is based on the assumption that the compilation of messages carried out by Gibran, both Digital campaigns and Direct Campaigns, invites public attention, this can be seen from the evidence of his victory with his partner. This research is expected to contribute to the development of more effective and adaptive communication strategies for election participants to gain public votes in the future. This research was conducted to answer the question, "How is the compilation of propaganda in Gibran Rakabuming Raka's campaign in the 2024 election?".

LITERATURE REVIEW

Propaganda is a form of communication where the message delivered in this activity will be continuous to create new public opinion. It is expected to be strong so that the public can be controlled by the news delivered by the communicator of the message (Jakaria, Sukmono and Sumarmi, 2022). Propaganda is also a part of politics that is considered normal and acceptable as political communication that has the aim of influencing the public (Tahir, Kusmanto and Amin, 2020).

A political campaign is a form of political communication carried out by a group, individual, or political organization at a certain time to gain political support from the public (Widiyana, 2023). A political campaign is a political communication process when political parties or individual political actors try to communicate the ideology and work programs they offer (Dimara, 2024). In essence, a political campaign is a method used by election participants to gain votes from the public by formulating positive messages so that the campaign objectives can be achieved as expected.

General elections are one of the chains of efforts to build a democratic system, all of which are carried out to involve the community in community life or by the people, for the people, and from the people (Wulandari, 2024). Elections are a decisive path for society in determining the future of the country. Therefore, election participants must be able to provide progress and convincing results to win the people's votes.

Monroe & Enhinger's book (1967) entitled "Principles and Types of Speech" 6th Edition in Chapter 16 Motivated Sequence, the purpose of this theory is to help speakers or someone in sequencing supporting materials from motivational appeals in forming useful patterns, especially in speech. The theory of message composition by Alan H Monroe (1930) "motivated sequence", (Solehudin *et al.*, 2024) There are five steps in composing a message, namely:

1. Attention, in this step, the message must be able to arouse attention, because this step is the communicator's initial spearhead in attracting the attention of his communicant.
2. Need, in this step, the communicator must be able to convey the message needed by the recipient, in other words, a message is expected to be able to develop and explain how to solve

problems that may arise so that the communicator can compose the message needed by the recipient.

3. Satisfaction, in this step, the message can convey a solution to the problem that has arisen. In short, how the message given can provide a picture of a solution to the problem that occurs so that the message given will be considered important by the communicant.
4. Visualization, in this step, in the preparation of the message the communicator must also provide a picture of what advantages or benefits will be obtained by the communicant if the communicant decides to follow the purpose of the message. In other words, there is also a picture of the future of the consequences that will appear in the message that is delivered.
5. Action, in this step, the message must have the ability to influence the communicant to take a certain action. In the preparation of the message must also explain clearly and specifically the steps needed so that the communicant can take action, therefore, the steps must be clear so that the communicant is not confused.

RESEARCH METHOD







This study uses qualitative research on secondary data. Secondary data is data obtained from information on research objects. Secondary data is obtained from various sources, such as journals, surveys or research results, news portals, books, reports, and other data sources. Secondary data collection can be done through documentation. The documentation method is a data collection method used in tracing historical data, documents about people or groups, and events in social situations that are useful in research. Techniques in documentation studies in collecting data through archival remains, including theories, laws, and other data on the condition that they are what is needed by the research (Rizky Fadilla and Ayu Wulandari, 2023). This study was conducted by taking data available on the internet and social media. In obtaining data, this study uses research keywords, namely Propaganda, Political Campaigns, and Elections. The main data was taken from social media X from the object's account (Gibran Rakabuming Raka) the focus of the data was only during the campaign period for becoming a vice presidential candidate, the researcher also took other supporting data that was selected, and adjusted in advance to the needs of the study.

RESULT

In the digital political landscape of Indonesia's 2024 election, Gibran Rakabuming Raka's campaign adopted a strategic communication framework that aligns closely with Alan H. Monroe's Motivated Sequence. This approach enables campaign messages to not only capture public attention but also systematically guide audiences from interest to action. The following tables represent how Gibran's messaging—distributed across platforms like Instagram, X (formerly Twitter), YouTube, and news portals—demonstrates five rhetorical stages: Attention, Need, Satisfaction, Visualization, and Action. Each stage highlights key themes, from personal branding and humor to nationalistic values and social responsiveness, underscoring the deliberate construction of persuasive digital propaganda tailored to Generation Z and broader electorates.

Table 1. Campaign Messages Framing Gibran Rakabuming Raka's Personal Branding and Public Persona for Attention-Building Purposes.

Personal Branding	Data Findings	Information
		Background as Mayor of Solo. According to Tribunnews.com 2024, there are 23 Solo achievements in Gibran's hands (Abdurohman, 2024). In addition, in Gibran's hands, the Solo economy rose rapidly by 6.25%,

	 <p>Source: (Instagram @gibran_rakabuming)</p>	<p>exceeding national economic growth. This statement was known from Gibran's Instagram reel post.</p>
	 <p>Source: (CNBC Indonesia)</p>  <p>Source: (detikNews)</p>	<p>Using a Boruto or Anime Naruto jacket during the vice presidential debate. Starting from a netizen's match that went viral, which compared the Indonesian presidents with the Konoha village leaders in Naruto (Hokage). The first Hokage in Konoha village, Hashirama Senju, is associated with the first president of the Republic of Indonesia, Ir. Soekarno. The seventh Hokage is Naruto who is equated with the seventh president of the Republic of Indonesia, Joko Widodo. There is also a connection regarding the use of this Naruto jacket, namely Gibran who became the vice presidential candidate, netizens equate it with the character Boruto who is the son of Naruto (Indonesia, 2024a).</p> <p>In addition, on the jacket, the nickname "Samsul" is very popular on the Internet, this turned out to be a typical nickname received by Gibran. Many on social media call Gibran by this nickname which started from the circulation of a video of a PDIP politician (Sihombing, 2024).</p>
	 <p>Source: (Youtube Richard Jersey)</p>	<p>Using trending songs for the campaign. In the political campaign video, there are several persuasive message arrangements.</p>
<p>Nationalistic Spirit</p>	<p>Data Findings</p>  <p>Source: (X @gibran_tweet)</p> 	<p>Information</p> <p>Reminding not to insult customs. In the QRT, Gibran opened his voice that he accepted bullying by netizens, but not people who insulted other people's customs.</p> <p>Reminding not to slander and slander each other. In the QRT, Gibran said there should be no slander and slander. This is related to the slander and slander that existed during the 2024 presidential election campaign.</p>







	Source: (X @gibran_tweet)	
Not anti-criticism and not sensitive	Data Findings	Information
	 <p>Source: (X @gibran_tweet)</p>	In the QRT, Gibran responded to other users who commented on him during interviews and debates in the 2024 presidential election.
	 <p>Source: (X @gibran_tweet)</p>	In the QRT, it shows that Gibran received criticism from other X users, Gibran's response can be said to be positive because of the language he used.
Religious	Data Findings	Information
	 <p>Source: (X @gibran_tweet)</p>	In the QRT, Gibran stated that in the campaign he conducted in Kebumen, there were activities to recite prayers for Advanced Indonesia and Sustainable Development.
	 <p>Source: (X @gibran_tweet)</p>	In the QRT, Gibran met with Hindu traditional figures, Gibran did not differentiate even though he was a Muslim. In addition, Gibran also said that this was proof of how noble and rich the literacy and oral culture of the archipelago was.
Humorous	Data Findings	Information
	 <p>Source: (X @gibran_tweet)</p>	In the QRT, there is a joke from one of the X accounts, which Gibran responded to with a very humorous sentence and accompanied by an interesting emoticon.
	 <p>Source: (X @gibran_tweet)</p>	On QRT, one of the users of account X stated that there was a closeness with Gibran even though it was only through social media, this was because of the comparison according to the account between Gibran and other officials in Indonesia. It can be seen from Gibran's humorous response.

Table 2. Framing Socioeconomic and Generational Needs in Gibran Rakabuming Raka's Political Messaging.







Social assistance	Data Findings	Information
	 <p>Source: (CNBC Indonesia)</p>	<p>Social assistance information in general can be seen from the source of the social protection budget (Perlinsos), data on the realization of Perlinsos in the Jokowi era, the budget during Jokowi's leadership for almost a decade, the government's Perlinsos budget data was monitored to have doubled from IDR 249.7 trillion (2015) to IDR 443.5 trillion (2023). The Social Assistance Program in the campaign carried out by Gibran, the program provided will continue the PKH (Family Hope Program) and BLT (Direct Cash Assistance) programs that have been carried out by President Joko Widodo. In addition, providing free lunch and milk to school children and Islamic boarding schools, nutritional assistance for toddlers and pregnant women, and also assisting in searching for and drilling water sources(Lestari, 2024a; Natalia, 2024).</p>
<p>Generation Z</p>	<p><i>"The benefits of downstream will also be able to create a workforce of up to 19 million jobs in the next five years. This is a very extraordinary opportunity, especially for the millennial generation, gen z, women, and also friends with disabilities,"</i> said Gibran at 'Suara Muda Indonesia for Prabowo-Gibran' in JCC Senayan JCC Senayan, Jakarta (27/1) Source: (CNN Indonesia)</p>	<p>According to the ASI Survey (2023), Gen Z complained about the difficulty of finding employment (Triyoga, 2023). In Gibran's political campaign, he carried out a program, namely the benefits of downstream which are not only limited to downstream natural resources (HR) but also digital downstream. This was stated by Gibran during the campaign he carried out.</p>

Table 3. Gibran's Policy Proposals and Community Responsiveness Framed as Satisfiers to Identified Needs.

Solution to needs	Data Findings	Information
	 <p>Source: (X @gibran_tweet)</p>	<p>While campaigning to Cipayung, Depok, West Java. During the campaign, he conducted socialization activities for free lunch and free milk programs aimed at pregnant women. In the tweet, Gibran also stated, "We want to give birth to a golden generation for Indonesia" - @gibran_tweet.</p>
	 <p>Source: (X @gibran_tweet)</p>	<p>Gibran visited to discuss Digital Downstreaming and Creative Economy with young people in Bandung, West Java. This is also very useful for young people in Bandung.</p>
	 <p>Source: (X @gibran_tweet)</p>	<p>While in Kebumen, Gibran will also mobilize the santri economy.</p>
	 <p>Source: (X @gibran_tweet)</p>	<p>Gibran went to the Pekalongan area, he met with MSMEs, and creative economic communities, besides that he also reminded the public to encourage millennial batik makers so that batik culture can be preserved through the talents of young people.</p>
	 <p>Source: (X @gibran_tweet)</p>	<p>While campaigning in Papua, Gibran talked about Papua's future development, such as improving human resources and involving Papuan children towards a golden Indonesia.</p>
<p>Responsive to community problems</p>	 <p>Source: (X @gibran_tweet)</p>	<p>In the QRT, the message can be concluded that Gibran will fulfill the needs of Wonogori residents.</p>


	 <p>Source: (X @gibran_tweet)</p>	<p>In QRT, there is responsiveness, related to road problems, this message can also be said to indicate Gibran's sensitivity to problems that occur in society.</p>
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Table 4. Emotional and Ideological Visualization through “Golden Indonesia” and “Advanced Indonesia” Narratives.

Emotional Branding “Towards Golden Indonesia”	Data Findings	Information
	 <p>Source: (X @gibran_tweet)</p>	<p>"Towards a Golden Indonesia" is a statement that Gibran often mentions in his campaign. This is a form of visualization of the message he gave in his political campaign in the 2024 presidential election.</p>
Emotional Branding "Advanced Indonesia"	 <p>Source: (Instagram @gibran_rakabuming)</p>	<p>"Advanced Indonesia " which Gibran often mentions in his political campaign. There can be 2 possibilities a visualization of the continuation of President Jokowi's program or mentioning the coalition of his team.</p>

Table 5. Calls to Action Through Digital and On-Ground Campaign Strategies

Digital Campaign	Data Findings	Information
	<p>gibran_rakabuming Masih belum move on dari kemenangan Pesta Rakyat Prabowo-Gibran 2024 tadi. Dalam beberapa bulan ini, saya keliling ke puluhan daerah di Indonesia. Menyapa warga, mendengar inspirasi, mendengar keluhan. Saya ingat. Saya catat baik baik. Pada saatnya nanti, kita akan menjadi maju bersama.</p> <p>14 Februari 2024 kawan, datang ke TPS. Ada foto Pak @prabowo dan saya di kertas suara. Coblos saja, jangan kasih kendur.</p> <p>#prabowogibran</p> <p>Source : (Instagram @gibran_rakabuming)</p>	<p>One of Gibran's statements for the public to take action that he gave was with the statement <i>"February 14, 2024 friends, come to the PTS. There is a photo of Mr. @prabowo and me on the ballot paper. Just vote, don't let up"</i> - @gibran_rakabuming.</p>
Direct Campaign	<p><i>"I remind you, if the survey is bad, we work hard again, if the survey is good, we keep working hard. Don't let your guard down"</i> - Gibran Rakabuming Raka</p>	<p>In the final week of Gibran's campaign at the Cikarang Mini Stadium, Bekasi Regency. The message he conveyed to his supporters was that he would continue social programs such as KIP, PKH, and KIS. In addition, Gibran asked the public to monitor the free lunch program, Islamic boarding school endowment funds, and other programs (Prasetyo, 2024).</p>

	Source: (<i>detikNews</i>)	
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DISCUSSION

Discussion on the "Attention" Strategic Political Communication and Propaganda: Gibran Rakabuming Raka's Message Formulation in the 2024 Vice Presidential Campaign

The Strong Propaganda Political Campaign Gibran Rakabuming Raka in the 2024 Election has a message arrangement that attracts public attention. The findings of the data obtained by researchers on Personal Branding, where personal branding is a personal action that influences how the public perceives a person's quality in all aspects to lead to a good perception (Ningtyas and Amalia, 2024). Gibran's background as mayor of Solo. Gibran has brought the city of Solo to 23 achievements. In addition, the Solo economy has increased rapidly by 6.25% exceeding national economic growth. The importance of choosing a community leader is to see the candidate's capacity, see the background of life, and see his family. This statement is by research by Astuti, et al.(2022).

Gibran's use of Boruto Jacket in the Naruto anime film during the debate and campaign, attracted attention because Naruto is a favorite anime of several anime circles. The use of the jacket is a symbol given by Gibran in the component of political communication. This is a form of visual imagery that plays a central role in building a political image. This is also to show how the function of visual symbols is interpreted by the community. The importance of fashion style in front of the public is a "fashion statement" with a theme that attracts attention from various generations, this statement is correlated with the results of research Ardha, et al (2024). In addition, the nickname Gibran was placed on the jacket, starting from Gibran's blunder of being given the name "Samsul" because Gibran mistakenly said "Sulfuric Acid". This became a campaign strategy where his mistake became something interesting to highlight. Although initially getting a lot of negative comments, it gained popularity. This is a correlation between Anisa, et al (2024).

Gibran used trending songs in his campaign, this attracted a lot of attention because it used something that was being talked about by the public (Kuswara and Yusanto, 2024). From this, Gibran and his partner have a great opportunity to increase their reputation and support amidst the tight competition in the 2024 Election. Understanding the behavioral patterns of voters in the digital era, Gibran also strengthens campaign messages and can increase the appeal of the messages he delivers among modern voters, this is a correlation from Ramadeni, et al. (2024).

Gibran, who has a nationalistic soul, takes action in reminding not to insult customs and reminding not to slander and slander each other. This concept has urgency in the context of national development in Indonesia. Gibran's role in society is actively increasing the spirit of nationalism, creating awareness of the importance of solidarity, loyalty, and national unity, this statement is correlated with research from Akbar, et al. (2024).

Gibran Behaves Not Anti-Criticism is Not Sensitive, and accepts suggestions and criticism from the community well, Gibran reflects transformational leadership, namely a leader who is open to his followers, a leader who is happy to accept criticism and suggestions. This statement is correlated according to research from Handayani, et al (2023).

Gibran Who is Religious, this is a concern because a leader who links it to his religion and is tolerant of other religions is a leader who is viewed positively by society, in becoming a leader, the relationship between the state and religion or more precisely between politics and religion, this always depends on the dynamics of the state and the lives of the people in the state, this statement is by research by Sastri et al (2023).

Gibran Who Behaves Humorously, attracts the public's attention, where Gibran creates an effective self-image and is presented in a different way from others. Gibran's social media account is not much different from the social media accounts of other leaders which are filled with videos and photos of his government programs. What is of concern or what distinguishes him from others is that Gibran

embeds unique comments in each of his posts. Humor can be a managerial tool in contributing to effectiveness and job satisfaction, there is also a survey reporting the results that superiors or supervisors who have a higher sense of humor, than the job satisfaction of subordinates, this is to the statement from Putra & Ma'ruf (2020).

Discussion on the "Need" Strategic Political Communication and Propaganda: Gibran Rakabuming Raka's Message Formulation in the 2024 Vice Presidential Campaign

Strong Propaganda Gibran Rakabuming Raka's Political Campaign in the 2024 Election has a message structure that provides needs according to the needs of the community and Generation Z (Gen Z). The data findings that researchers obtained from Gibran's campaign were providing social assistance programs such as continuing the Family Hope Program and Direct Cash Assistance that had been carried out by President Joko Widodo. In addition, it also provides free lunch and milk programs for school children and Islamic boarding schools, nutritional assistance for toddlers and pregnant women, and assistance in searching for and drilling water sources. Meanwhile, regarding the needs of Gen Z, in Gibran's political campaign, he carried out a program, namely the benefits of downstream which are not only limited to downstream natural resources (HR) but also digital downstream. A leader who provides needs to the community is a leader who fulfills a concept of community welfare, where the leader fulfills a condition for the fulfillment of material needs so that the community can live properly, and can carry out their social functions. In addition, welfare can be seen through the quality of life in terms of material things such as physical health, the natural environment, and in terms of mentality. This is to the research statement from Hidayat (2020).

Discussion on the "Satisfaction" Strategic Political Communication and Propaganda: Gibran Rakabuming Raka's Message Formulation in the 2024 Vice Presidential Campaign

Strong Propaganda Gibran Rakabuming Raka's Political Campaign in the 2024 Election has a message arrangement that provides satisfaction to the community. Providing Solutions for Community Needs such as providing social assistance, and also to Gen Z, namely visits and discussing Digital Downstreaming and the Creative Economy with young people, communities, and Micro, Small, and Medium Enterprises as well as with other economic actors. Gibran will also mobilize the Santri economy. In Papua, Gibran talked about Papua's future development. In addition, there is also a message arrangement where Gibran is Responsive to Community Problems. According to the data findings, this is a form of satisfaction for the community. Community satisfaction is an important element in providing better services such as more effective and efficient services. If the community is dissatisfied with the services provided, then the service is certainly ineffective and inefficient, in providing satisfaction, this is very important for public services. This statement is by research from Lestari & Santoso (2022).

Discussion on the "Visualization" Strategic Political Communication and Propaganda: Gibran Rakabuming Raka's Message Formulation in the 2024 Vice Presidential Campaign

Strong Propaganda Gibran Rakabuming Raka's Political Campaign in the 2024 Election has a message arrangement that provides visualization to the public. Gibran gave the first visualization message "Towards a Golden Indonesia" This statement is the vision of himself and his partner in the 2024 presidential election. This visualization describes all the programs that he will provide to the public later. Vision is a vital factor in the long-term success of an emotional branding strategy (Permanasari, 2022). The next visualization message is "Indonesia Maju". "Indonesia Maju" is also a statement or work slogan of President Joko Widodo's cabinet. In the findings above, Gibran often mentions the statement which in the visualization of the message conveys 2 possible meanings, namely stating his coalition or it could also mean continuing President Jokowi's program because Indonesia Maju is the name of President Jokowi's current working cabinet (Indonesia, 2024b). It can also be related to creating trust, and can also be a way to vote in the previous election that chose Jokowi or

Jokowi meddling. Visualization Message by Gibran in emotional branding can build an emotional bond between the brand and the consumer. In this case, it can be associated with Gibran (as a product brand) with the community as (consumers) through both in the preparation of the message. This is by research by Permanasari (2022).

Discussion on the "Action" Strategic Political Communication and Propaganda: Gibran Rakabuming Raka's Message Formulation in the 2024 Vice Presidential Campaign

Strong Propaganda Gibran Rakabuming Raka's Political Campaign in the 2024 Election has a message arrangement that provides action to the public. Gibran conducted a digital campaign and a direct campaign. In the digital campaign, the message given by Gibran has invited a propaganda perspective that can make Gibran's personal branding rise in the eyes of the public as a candidate for vice president in 2024. In the digital campaign, Gibran provides persuasive messages such as prioritizing educational content for the wider community through digital platforms or social media, so that Gibran and his partner get support from young people who use social media (Faradis, Al Fauzah and Al Anshori, 2023). Digital campaigns are very effective in attracting and informing the public because with the use of technology all information and communication are easily accessible and social media campaigns can also influence public perception. This is by the statement from the research of Hambali et al (2024). This is also because online media or social media is an effective choice for politicians to convey their vision, mission, and programs effectively and efficiently. The role of internet media or social media in the campaign is very important, seeing also the list of election voters according to the General Election Commission (KPU) almost 55% dominated by Generation Z or the millennial generation (KPU RI, 2023). So political candidates have a very big chance of getting votes through social media.



Figure 3. Presidential Election Vote Recapitulation Results 2024

Source: (Antara,2024)

The compilation of propaganda messages by Gibran in the 2024 election political campaign produced results where Gibran and his running mate obtained the highest votes in the Presidential and Vice Presidential elections in the 2024 Election. The results of the vote recapitulation in the 2024 Presidential Election for Gibran Rakabuming and his running mate resulted in 58.6% of the votes or 96,214,691 votes, which is more than half of the Indonesian population who have voted. The results of the data findings can be used as a way to campaign politically because there is a compilation of messages to attract public attention. The difference between the results of this study and other studies is that this study looks at how the compilation of political campaign messages was carried out by Gibran Rakabuming Raka, both in digital campaigns and direct campaigns. With Gibran as a Vice Presidential Candidate in the 2024 Election, the data findings can be a solution for election participants to build an image in getting votes or attention from the public. The results of the study can also be used

as a step or method in changing the way political campaigns are compiled for election participants who will take part in the general election, both regional heads and heads of state.

CONCLUSION

Strategic Political Communication and Propaganda: Gibran Rakabuming Raka's Message Formulation in the 2024 Vice Presidential Campaign, must come from the formulation of strong messages to attract public attention. The formulation of political campaign messages in the 2024 election carried out by Gibran Rakabuming Raka, succeeded in attracting the attention of the public which ultimately resulted in the acquisition of more than fifty percent of the votes of Indonesian citizens who had the right to vote in the general election. In addition to having a way of compiling messages that attract public attention, Gibran also provides a formulation of messages that provide needs to the community through the programs he has, provides satisfaction to the community with his programs, provides visualization of messages for the future to the community, and takes actions that make him trusted by the community. The strong propaganda that he has given can attract public attention, although initially there were many pros and cons to the nomination by Gibran Rakabuming Raka as vice president number 02 in the 2024 general election. The results of this study can be used as a solution as a form of change for prospective election participants in compiling political campaign messages so that election participants can do the same in compiling messages in political campaign activities for regional and head of state elections, both in digital and direct campaigns. Suggestions for further research are to research how influential the compilation of messages in Gibran's campaign is in attracting public attention using quantitative research methods.

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