Gemoy and Samsul: How The Propaganda Won The 2024 Indonesian Election

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Abstract

This study aims to determine the forms of political buzzer propaganda ahead of the 2024 election on Twitter/X. The research method used is a qualitative approach using content analysis and the type of data used is secondary data in the form of tweets or uploads that themed the 2024 presidential election. The data was inputted manually using Microsoft Excel and then analyzed systematically using the SPSS 25 program. The chi square test result is < .001, which means that there are significant differences between candidates in the forms of propaganda. Tweets discussing Prabowo-Gibran were the most propaganda-laden which included name calling, transfer, testimonial, card stacking, and bandwagon, with the exception of plain folks, which is propaganda that shows the efforts of the presidential and vice presidential candidates' closeness to the public, in this category, candidate pair number three, namely Ganjar-Mahfud, is significantly higher than other candidate pairs, and gliterring generalities, namely propaganda with positive connotations on the presidential and vice presidential candidate pairs being discussed, in this case candidate pair number one Anies Imin is significantly higher than other pairs. Name-calling was the most significantly utilized in tweets discussing Prabowo-Gibran, compared to other form of propaganda in tweets discussing the other two candidate pairs. This highlighted the importance of spinning the unfavorable attributes to become a favorable one.

Keywords: *propaganda, 2024 Indonesia General Election, public communication campaign.*

INTRODUCTION

As the 2024 elections approach, public interest in political issues is increasing. Elections are a fundamental pillar of the democratic system, where citizens have the right to choose their leaders and determine

the direction of government policies. The 2024 Indonesian elections will be one of the most significant moments in the country's political and governmental journey. In the era of digital information and global interconnectedness, the formation of public opinion during elections has undergone significant changes.

In the continuously evolving digital era, social media, particularly Twitter/X, has become a primary platform where political discussions, information, and public opinions intermingle with political propaganda, spreading rapidly. Posts on social media platforms like Twitter/X significantly influence trends and patterns in political communication. Various features and dynamics within these platforms can affect how political information is disseminated and received. For instance, the use of hashtags in political campaigns enhances visibility, and mechanisms such as retweets and likes allow political messages to spread quickly, indicating the popularity or controversy of specific content. In this context, political buzzers have become crucial elements capable of influencing public perception.

Since the 2014 elections, social media campaigns have become an essential part of candidates' winning strategies (Firmansyah et al., 2018). However, in the simultaneous elections of 2019, the use of social media in political campaigns became even more massive. Various studies highlight a significant increase in the use of social media as a tool for extensive political campaigning (Sunarwan & Surlia, 2021; Ulfa et al., 2020; Banurea, 2023)

The presidential debates organized by the General Election Commission (KPU) every five years are a crucial agenda in political campaigns. After the debates, presidential and vice-presidential candidates closely monitor public responses and opinions regarding their performances. Nevertheless, it is not only the official debates that influence public opinion. The role of buzzers in shaping public opinion has also become significant (Yusuf, 2023).

 The term "buzzer" originally comes from the marketing domain, referring to individuals or groups who promote products or services through word-of-mouth information movement(Mustika, 2019). However, with the development of social media, political buzzers began to emerge during the 2014 elections as a volunteer movement (Saraswati, 2020). By the 2019 elections, the use of buzzers in the political context had become increasingly uncontainable (Hidayat, 2020). Political buzzers have become key players in the political arena, used to create potentially misleading or even harmful views with specific objectives. Consequently, some refer to them as "buzzerRp" (Dewantara et al., 2022), highlighting their role in generating and directing public opinion through social media.A number of studies have discussed the impact brought by these paid buzzers from various perspectives, one of which is through the lens of media political economy (Sugiono, 2020). The political buzzer industry is also burgeoning in Indonesia, political buzzers can be a verified user with around one million follower and often confused with influencer (Dina Wulandari et al., 2023), but most of the time paid buzzer are synonymous that engage with elites, as those who have the resources to finance buzzer work are the elites, with buzzers being paid anywhere from 1 to 50 million rupiahs, and political parties paying buzzers up to US$500 for each uploaded content. Although the role of buzzers is considered effective in shaping public opinion on policies or images, unfortunately synonymous buzzers are mostly associated with negative content, misinformation, and efforts to suppress counter-information (Sugiono, 2020). Therefore, with the presence of paid buzzers, there can be misuse of regulations by elites, one of which is the ITE Law, where the regulation is used as a tool to ensnare the opposition, such as with accusations of defamation or defamation of character, when in fact the ITE Law is essentially a regulation to ensure legal certainty in various electronic information and transactions. This becomes more apparent when looking at data showing that reporting using the ITE Law has significantly increased during election years.

The emergence of buzzers in Indonesia's political landscape has also been implicated in the dissemination of hate speech and misinformation, particularly on social media platforms. According to a media studies professor at the University of Hong Kong, hate speech is a calculated effort by certain individuals to fabricate animosity that may not naturally exist. These actions have the potential to manipulate public opinion and sow social discord, as highlighted by surveys conducted by PolMark in 2018 (Putra & Damanik, 2021).

The trend of division tactic would incite hate speech and form political identity. A study examines the formation of political identity via hashtag movements on Instagram, with a specific focus on the "#kadrun" hashtag associated with Anies Baswedan, a presidential candidate in Indonesia's 2024 election. The findings uncover three Instagram accounts actively involved in shaping political identity, posting 89 to 92 pieces of content over seven months. The hashtag portrays Anies Baswedan and his supporters as a radical Islamic faction aiming to establish a caliphate, and as intolerant, potentially fostering political divisions along religious, communal, and ethnic lines in the forthcoming election (Dharma et al., 2023). These discoveries underscore the significance of comprehending the influence of social media content on political discussions and polarization, particularly among young, engaged voters who rely on social media for election-related information.

The anonymity of paid buzzers have also been associated with the rise of black campaigns, as they can get away from binding regulation. Black campaigns are defined by attempts to discredit political opponents without substantiated evidence, and it is prohibited in Indonesia as they can escalate social tensions by spreading unfounded information and fueling hostility towards political adversaries(Umami & Qindy, 2023).

The phenomenon of propaganda buzzers involves individuals or groups used to disseminate politically or ideologically charged information or opinions. These buzzers can be enlisted by various political parties and are often involved in spreading false or inaccurate information. This study will offer novelty by examining propaganda utilized by political buzzers to shed light on why certain candidates won the election. Therefore, the research question in this study is: What are the propaganda techniques used by buzzers leading up to the 2024 elections in Indonesia?

This research aims to answer the question and provide a deeper understanding of political propaganda buzzers ahead of the 2024 elections. The data obtained from this study is expected to offer valuable insights to stakeholders, political analysts, and the public about the impact of propaganda exerted by political buzzers in the context of modern elections.

LITERATURE REVIEW

a. Propaganda in political communication

A public communication campaign can be defined as a deliberate effort to inform or influence the behavior of a wide audience over a certain period of time by using a series of organized communication activities and presenting a series of mediated messages across various channels to generally generate non-commercial benefits for individuals and society (Rice & Atkin, 2008).

Propaganda communication is a type of communication designed to influence opinions and reactions, regardless of whether the information is true or false. As a form of one-to-many communication, propaganda separates the communicator from the communicants. The communicator in propaganda is essentially a representative of an organization attempting to exert control over its audience. Consequently, the communicator in propaganda is an expert in techniques of social control. Through various methods, every state ruler or aspirant must utilize propaganda as a mechanism for social control.

Propaganda is mix of public and political communication that often has malicious and subversive objectives. Propaganda is a form of communication aimed at promoting an idea to be widely accepted through a series of carefully designed and systematically executed messages. The historical background of propaganda is closely linked to religion. In 1622, Pope Gregory XV established the organization *"Congregatio de Propaganda Fide,"* which aimed to develop Catholic followers among those who had not embraced Christianity (Yuliati, 2012). Like all metaphors that transition from physical to abstract concepts, propaganda evolved from being the name of an organization to an activity. It is not limited to face-to-face interactions and can be conducted through media, such as print and electronic media.

Several significant instances of propaganda recorded in history include Adolf Hitler's propaganda. Through his speeches emphasizing German supremacy, Hitler was able to ignite World War II. Not content with face-to-face interactions, Hitler reached a broader audience by commissioning propaganda films from Leni Riefenstahl. The 1935 propaganda film "Triumph of the Will" about the Nazi Party became the most popular propaganda film ever made.

Propaganda typically does not have an immediate effect; it requires long-term effort and meticulous planning. For example, Israel's annexation of Palestine since the 1940s was accompanied by propaganda portraying Palestinians as wrong and deserving of expulsion from their land, arguing that Palestinians lacked legitimacy according to Western standards, despite being a sovereign state. Another example is Japan's propaganda in the 1930s, which declared Japan as the leader and savior of oppressed Asian nations, omitting the fact that they were conducting military aggression to conquer these territories (Budiarto et al., 2021).

In modern Indonesian politics, propaganda is frequently used. For instance, ahead of the 2019 elections, propaganda spread in Indonesia associating one party as the "good people," indirectly labeling others as "bad" or ill-intentioned. The label of "good people" was ascribed to the ruling party and its supporters, accompanied by terms like "hardworking," "real work," "tolerance," and others. This became increasingly popular among the public, leading to terms like "intolerant" and attacks on government critics. The opposition was branded as "radical" and "extremist," especially since the 2019 election was won by a left-leaning or liberal nationalist party, while the religious nationalist opposition was labeled extreme right based on the dualism of Indonesian

political parties(Aspinall et al., 2018). Unfortunately, due to the "good people" propaganda, religious voters of Islamic parties were branded as bad and ill-intentioned. This is a regrettable precedent for Indonesia as a democratic country that should uphold the diversity of opinions.

There are seven important propaganda techniques that utilize a combination of words, actions, and logic for persuasive purposes as follows(Nimmo, 1978):

a. Name calling: This involves assigning a negative label to ideas, people, objects, or goals to encourage rejection without examining the validity of the claims.

b. Glittering generalities: This technique uses positive words to describe something to garner support, without investigating the accuracy of the associations made.

c. Transfer: This involves identifying a purpose with a symbol of authority to lend credibility.

d. Testimonial: This technique involves obtaining statements from respected or disliked individuals to promote or denigrate a particular purpose.

e. Plain folks: This appeal suggests that the speaker is on the same side as the audience, engaging in a collaborative effort.

f. Card stacking: This technique involves carefully selecting statements, whether accurate or inaccurate, logical or illogical, to build a particular case.

Bandwagon: This technique attempts to convince the audience of the popularity and correctness of a goal, encouraging everyone to join in.

b. Buzzers and propaganda

Since the 2014 elections, social media campaigns have become essential in candidates' strategies in Indonesia (Firmansyah et al., 2018). By the 2019 elections, the use of social media for political campaigns increased significantly, becoming a vital tool for extensive political outreach (Sunarwan & Surlia, 2021; Ulfa et al., 2020; Banurea, 2023). Presidential debates organized by the General Election Commission (KPU) are crucial, with candidates closely monitoring public responses post-debates. However, buzzers also play a significant role in shaping public opinion (Yusuf, 2023).

Originally a marketing term, "buzzers" refer to individuals or groups promoting products through word-of-mouth (Mustika, 2019). In politics, buzzers emerged as a volunteer movement during the 2014 elections (Saraswati, 2020), becoming widespread by 2019 (Hidayat, 2020). Known as "buzzerRp," they influence public opinion, often with misleading or harmful objectives (Dewantara et al., 2022). The political buzzer industry in Indonesia is burgeoning, with buzzers paid from 1 to 50 million rupiahs and political parties offering up to US$500 per content piece. Despite their effectiveness in shaping public opinion, buzzers are often associated with negative content, misinformation, and efforts to suppress counter-information (Sugiono, 2020).

Elites misuse regulations, particularly the ITE Law, due to the rise of paid buzzers. Originally for legal certainty in electronic transactions, the ITE Law is used to entrap opposition figures with defamation accusations, especially during elections. Buzzers contribute to spreading hate speech and misinformation on social media. A media studies professor highlights hate speech as a deliberate effort to create animosity, impacting public opinion and social discord (Putra & Damanik, 2021).

Divisive tactics incite hate speech and shape political identity, evident in hashtag movements on platforms like Instagram. The "#kadrun" hashtag linked to Anies Baswedan, a presidential candidate in Indonesia's 2024 election, portrays him and his supporters as a radical Islamic faction, fostering divisions along religious, communal, and ethnic lines (Dharma et al., 2023). Additionally, paid buzzers' anonymity contributes to black campaigns, which aim to discredit opponents without evidence, escalating social tensions (Umami & Qindy, 2023

METHOD

The research method employed in this study is content analysis, method for systematically, objectively, and quantitatively studying and analyzing communication based on visible messages(Berelson, 1952). Twitter/X is the social media platform used as the research object, and the tweets uploaded on this platform serve as the data collection medium. Therefore, it can be concluded that the data collection in this study is secondary data. Twitter/X data is collected using a random sampling algorithm, selecting tweets at random from the entire population of tweets related to the presidential and vice-presidential debates. This method provides a more representative and equitable view of the various perspectives and opinions that emerge during the debates. The analysis then proceeds by collecting data according to predetermined indicators.

The sample unit consists of a total of 135 tweets uploaded between December 16, 2023, and January 9, 2024, encompassing the period from one week after the first presidential debate to the second vice-presidential debate. Data analysis in this research is conducted using a quantitative approach with thematic coding to categorize and analyze the content

RESULTS AND DISCUSSION

This study aimed to answer the research question in this study is: What are the propaganda techniques used by buzzers leading up to the 2024 elections in Indonesia?

We based our analysis on the seven propaganda categories.

a. Name calling: This involves assigning a negative label to ideas, people, objects, or goals to encourage rejection without examining the validity of the claims.

b. Glittering generalities: This technique uses positive words to describe something to garner support, without investigating the accuracy of the associations made.

c. Transfer: This involves identifying a purpose with a symbol of authority to lend credibility.

d. Testimonial: This technique involves obtaining statements from respected or disliked individuals to promote or denigrate a particular purpose.

e. Plain folks: This appeal suggests that the speaker is on the same side as the audience, engaging in a collaborative effort.

f. Card stacking: This technique involves carefully selecting statements, whether accurate or inaccurate, logical or illogical, to build a particular case.

g. Bandwagon: This technique attempts to convince the audience of the popularity and correctness of a goal, encouraging everyone to join in.

Next, in this study, the year of joining of Twitter/X account holders was analyzed to understand the patterns and trends of users involved in the dissemination of political propaganda. By examining the data on the year accounts were created, it is possible to determine whether these accounts are new, potentially created specifically for campaign purposes, or long-standing accounts that have been active on the platform for some time.

The research indicates that most accounts involved in political propaganda related to the candidate pairs show a variation in their joining years. However, there is a significant trend where many accounts have joined within the last two years. This suggests a potential increase in the activity of new accounts engaged in political discussions and propaganda during the period leading up to the elections. This analysis helps identify the patterns of social media usage in the context of political campaigns and understand how propaganda is spread through the Twitter/X platform.
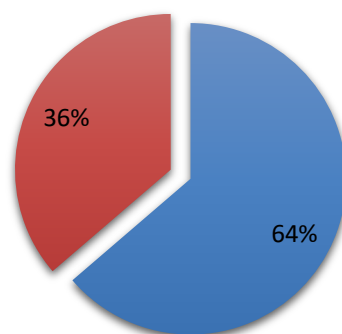

Figure 1. Year of Joining Twitter (Categorical)

Based on the analysis of the categories of the year of registration of Twitter/X account owners in posting propaganda, it is found that most Twitter/X account owners discussing propaganda related to the election candidates (paslon) for the 2024 general election are from

older accounts, specifically 86 accounts, whereas owners of newer accounts amount to 49 accounts.

To determine the total usage of each propaganda in discussing the presidential and vice-presidential candidates for the 2024 election, refer to the following diagram.
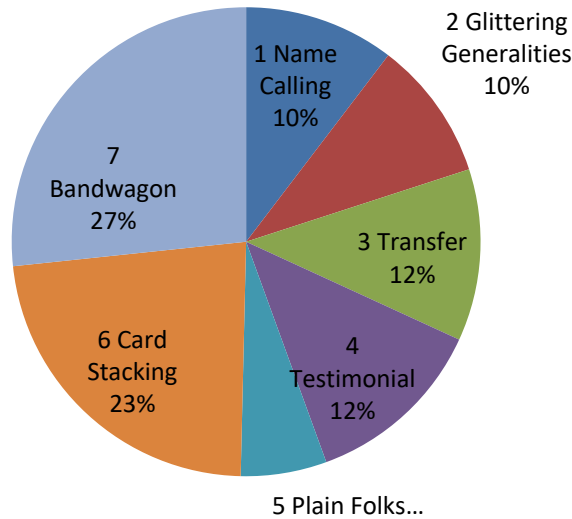
Figure 2. Total propaganda used in discussing the presidential and vice-presidential candidates for the 2024 general election.

To determine the number of propagandas used in discussing each presidential and vice-presidential candidate pair.
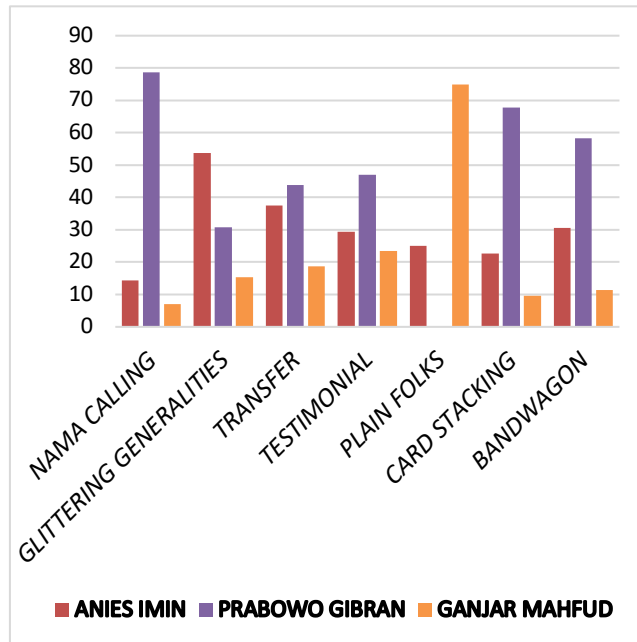
Figure 3. Propaganda based on the presidential and vice-presidential candidates (paslon) for 2024 that are being discussed.

In discussing the 2024 presidential and vice-presidential candidates, various propaganda techniques were employed across different tweets. Firstly, in terms of Propaganda Name-calling, a total of 14 tweets were identified. Among these, the majority, accounting for 78.6%, targeted Prabowo Gibran, followed by Anies-Imin at 14.3%, and Ganjar Mahfud at 7.1%. One

of the videos that circulated widely showed Gibran conducting a talk show on stunting, during which he mistakenly stated that pregnant women need sulfuric acid, when he actually meant folic acid. This slip led many to doubt his capability as a vice-presidential candidate, mockingly nicknaming him "Samsul," a play on the words "Asam Sulfat" in Indonesian. Contrary to the intended negative connotation, Gibran seized this opportunity and embraced the nickname for himself.

Secondly, Propaganda Glittering Generalities was observed in 13 tweets, with Anies Imin being the most frequent target at 53.8%, followed by Prabowo Gibran at 30.8%, and Ganjar Mahfud at 15.4%. Many people refer to Anies Baswedan as "Abah." Although "Abah" might be unfamiliar as a metaphor in Indonesian, it generally means "father" or "dad," similar to "Ayahanda" or "Bapak," and carries connotations of paternal attributes such as nurturing, guiding, and caring. This association has thus become a positive one for Anies Baswedan.

Thirdly, Propaganda Transfer was detected in 16 tweets, predominantly directed towards Prabowo Gibran (43.8%), Anies Imin (37.5%), and Ganjar Mahfud (18.8%). Several prominent figures, including leaders of political parties and community organizations, have openly expressed their support for Prabowo and Gibran. This support has been consistently amplified by buzzers on Twitter.

Fourthly, Propaganda Testimonial appeared in 17 tweets, with Prabowo Gibran leading at 47.1%, followed by Anies Imin at 29.4%, and Ganjar Mahfud at 23.5%. A touching video once went viral, showcasing the kindness of Prabowo, who consistently provided a scholarship to a female student. Numerous similar videos circulate, serving as testimonials to the candidate's character.

Next, Propaganda Plain Folks was found in 8 tweets, primarily associated with Ganjar Mahfud (75.0%), followed by Anies Imin (25.0%), and Prabowo Gibran (0.0%). Ganjar and Mahfud are often highlighted for their strong connection with the community, especially as both emphasize their vision and mission in support of the underprivileged.

Lastly, Propaganda Card Stacking was evident in 31 tweets, prominently aimed at Prabowo Gibran (67.7%), Anies Imin (22.6%), and Ganjar Mahfud (9.7%). This is due to numerous statements containing arguments or views about Prabowo and Gibran spread by buzzers, both positive and negative. In card-stacking propaganda, selective information was presented to favor their candidacy.

Furthermore, Propaganda Bandwagon was identified in 36 tweets, with Prabowo Gibran being the most targeted at 58.3%, followed by Anies Imin at 30.6%, and Ganjar Mahfud at 11.1%. This is due to photos or videos feature of the excitement and support for pair 02, and using popular hashtags on Twitter/X like #PrabowoGibran, #GojekMendukung02, #BolehKokPindah02, and #LoginPrabowoGibran.

These findings illustrate the distribution and prevalence of different propaganda techniques used in discussing the presidential and vice-presidential candidates for the upcoming election. Next we executed a chi square test to determine if these percentages of propaganda are significantly different from each other.

Tabel 1. Chi Square Test Resut

	Value	df	*P*
Pearson Chi-Square	32,342[a]	12	,001
Likelihood Ratio	29,531	12	,003
Linear-by-Linear Association	,030	1	,862
N of Valid Cases	135	12	,001

The chi-square test yielded a significant p-value of 0.001, indicating significant differences among the presidential and vice-presidential candidate pairs in terms of the types of propaganda used in Twitter discussions. The analysis reveals that candidate pair 02, Prabowo Gibran, attracted the highest proportion of propaganda across various categories, namely name-calling, transfer, testimonial, card stacking, and bandwagon. However, candidate pair 03, Ganjar Mahfud, stood out significantly in the plain folks category, which emphasizes the candidates' connection with the public. This is attributed to extensive media coverage showcasing Ganjar Mahfud's interactions with the community during his tenure as Governor of Central Java. In specific categories:

a. Name Calling: Name-calling propaganda is a technique used to attack political opponents by assigning negative or demeaning labels. In this category, candidate pair 02 (Prabowo Gibran) is significantly higher compared to other candidate pairs, with 78.6% of name-calling propaganda discussing Prabowo Gibran. This is largely due to the nicknames "gemoy" given to Prabowo and "Samsul" given to Gibran.

b. Glittering Generalities: Glittering generalities propaganda involves using positive expressions for the presidential and vice-presidential candidates being discussed. In this category, candidate pair 01 (Anies Imin) is significantly higher, at 53.8%, due to the frequent use of the nickname "Abah" in reference to Anies Baswedan.

c. Transfer: Transfer propaganda is a technique that associates an idea or person with positive or negative symbols, images, or feelings without a strong logical connection. In this category, candidate pair 02 (Prabowo Gibran) is significantly higher at 43.8%. This is due to many posts showing influential people, such as religious leaders, political figures, artists, actors, and influencers, directly supporting Prabowo Gibran. In transfer propaganda, leveraging endorsements and affiliations with influential figures.

d. Testimonial: Testimonial propaganda uses statements or endorsements from individuals or groups to discuss a candidate, influencing public opinion or actions. In this category, candidate pair 02 (Prabowo Gibran) is significantly higher at 47.1%. This is due to many influential people discussing Prabowo Gibran, both positively and negatively, likely affecting public perception.

e. Plain Folks: Plain folks propaganda is a technique showing the candidate's closeness to the public. In this category, candidate pair 03 (Ganjar Mahfud) is significantly higher at 75.0%. This is due to many issues discussed, including photos and videos of Ganjar Pranowo's interactions with the public during his tenure as Governor of Central Java.

f. Card Stacking: Card stacking propaganda is a persuasion technique that selectively presents biased information to strengthen one side of an argument or view without providing balanced or critical consideration. In this category, propaganda discussing candidate pair 02 (Prabowo Gibran) is significantly higher at 67.7%. This is due to numerous statements containing arguments or views about Prabowo Gibran spread by buzzers, both positive and negative. In card stacking propaganda, selective information was presented to favor their candidacy.

g. Bandwagon: Bandwagon propaganda is an effort to convince people to follow an idea or action because many others are doing so. In this category, Prabowo Gibran garnered the most attention (58.3%), emphasizing widespread support and encouragement for their candidacy. This is due to photos or videos feature of the excitement and support for pair 02, and using popular hashtags on Twitter/X like #PrabowoGibran, #GojekMendukung02, #BolehKokPindah02, and #LoginPrabowoGibran.

Since the 2014 elections, social media campaigns have become essential in candidates'

strategies in Indonesia (Firmansyah et al., 2018). By the 2019 elections, the use of social media for political campaigns increased significantly, becoming a vital tool for extensive political outreach (Sunarwan & Surlia, 2021; Ulfa et al., 2020; Banurea, 2023). Presidential debates organized by the General Election Commission (KPU) are crucial, with candidates closely monitoring public responses post-debates. However, buzzers also play a significant role in shaping public opinion (Yusuf, 2023).

As we have seen, among the most prevalent propaganda techniques utilized by buzzers is name-calling. The candidate pair number 02, as observed in social media became viral

This form of propaganda, which relies on assigning negative labels to political opponents, has been instrumental in political buzzers' success in twisting or manipulating information to influence election outcomes. By creating negative images, buzzers damage the reputation of their rivals and reinforce negative narratives about them, which can sway public perception and voter support. This tactic not only diminishes the popularity of adversaries but also builds stronger support bases for endorsed candidates. The effectiveness of name-calling in modern political communication strategies highlights how propaganda can sway political outcomes in ways that are not always transparent or honest.

Originally a marketing term, "buzzers" refer to individuals or groups promoting products through word-of-mouth (Mustika, 2019). In politics, buzzers emerged as a volunteer movement during the 2014 elections (Saraswati, 2020), becoming widespread by 2019 (Hidayat, 2020). Known as "buzzerRp," they influence public opinion, often with misleading or harmful objectives (Dewantara et al., 2022). The political buzzer industry in Indonesia is burgeoning, with buzzers paid from 1 to 50 million rupiahs and political parties offering up to US$500 per content piece. Despite their effectiveness in shaping public opinion, buzzers are often associated with negative content, misinformation, and efforts to suppress counter-information (Sugiono, 2020).

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Divisive tactics incite hate speech and shape political identity, evident in hashtag movements on platforms like Instagram. The "#kadrun" hashtag linked to Anies Baswedan, a presidential candidate in Indonesia's 2024 election, portrays him and his supporters as a radical Islamic faction, fostering divisions along religious, communal, and ethnic lines (Dharma et al., 2023). Additionally, paid buzzers' anonymity contributes to black campaigns, which aim to discredit opponents without evidence, escalating social tensions (Umami & Qindy, 2023).

Overall, the high levels of name-calling in political campaigns indicate the effectiveness of buzzer strategies in manipulating information for political gain, though this raises significant concerns about the integrity and honesty of democratic processes

CONCLUSION

This research underscores the strategic use of various propaganda techniques in shaping public perception and influencing electoral outcomes. Name-calling propaganda predominantly targets candidate pair 02 (Prabowo Gibran), employing derogatory labels like "gemoy" and "Samsul" to discredit opponents which reversed into popularity. Conversely, glittering generalities highlight candidate pair 01 (Anies Imin) with positive associations such as the aspirational nickname "Abah," aiming to evoke favorable sentiments among voters. Transfer

propaganda links candidate pair 02 (Prabowo Gibran) with influential endorsements and associations, enhancing their credibility and appeal. Testimonial propaganda amplifies candidate pair 02's (Prabowo Gibran) image through endorsements, influencing public opinion. Plain folks propaganda portrays candidate pair 03 (Ganjar Mahfud) as relatable and accessible, emphasizing their grassroots connection. Card stacking emphasizes selective information favoring candidate pair 02 (Prabowo Gibran), while bandwagon propaganda cultivates widespread support, notably for pair 02 (Prabowo Gibran), leveraging social trends and endorsements. These findings underscore the complex dynamics of modern political communication, where propaganda techniques play pivotal roles in shaping electoral narratives and perceptions.

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