

# POLITICAL PERSONALIZATION AND POLARIZATION ON SOCIAL MEDIA: A CASE STUDY OF THE "GEMOY" TREND ON ELECTABILITY AMONG GEN Z IN THE 2024 ELECTION

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## **Abstract**

*Social media, as part of the digital space, has played a significant role in shaping political preferences and participation, particularly among Generation Z, a demographic group highly active on various digital platforms. One phenomenon that has attracted public attention in the 2024 Election is the use of the Political Personalization strategy through the "Gemoy" trend that has become associated with Prabowo Subianto's image. This essay aims to examine how this strategy can influence Generation Z's political preferences and how it impacts the polarization that occurs on social media. Using qualitative methods with a phenomenological approach, this essay demonstrates the effectiveness of political personalization in building candidate electability. The results of this essay show that the digital-based campaign carried out by Prabowo Subianto in the 2024 election using the tagline "Gemoy" succeeded in attracting public attention, especially among Generation Z. The tagline "Gemoy" massively succeeded in creating emotional closeness between candidates and young voters through light, humorous, and easily shared content. However, this can exacerbate political polarization due to echo chambers and filter bubbles on social media. Therefore, it is necessary to increase digital and political literacy, especially among Generation Z, so that they can control the direction of political information wisely and well, so that they can create a more critical, rational, and inclusive democratic space in the digital era.*

*Keywords:* personalization of politics; political polarization; elections; social media; genz

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## INTRODUCTION

Digital space plays a crucial role in shaping political preferences and the direction of public support (Sitorus et al., 2024). Digital space is a virtual environment created through the internet and digital technology that connects individuals/organizations who interact, communicate, and build relationships through digital media (Pakpahan, 2021). With the increasing use of the internet in everyday life, social media has now become the most widely accessed form of digital space, such as WhatsApp, Instagram, Facebook, TikTok, YouTube, Telegram, and X (Jemadu, 2022). These social media platforms are crucial for campaigning and disseminating political information (Hutabarat, 2024). The interactive, visual, and easily accessible characteristics of social media make these platforms a broad and open strategic tool for the public to obtain, disseminate, and discuss political information.

It also fosters political participation among young people (Achmad, 2024). This allows them to creatively convey political messages and determine their political preferences based on the information they consume online. The number of social media users increases every year, this can be seen in the data below:

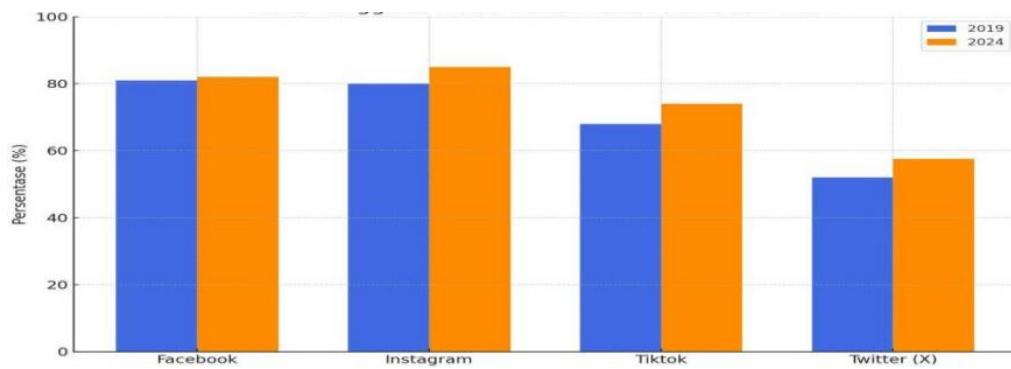


Figure 1. Social Media User Data in 2019 and 2024

Source: Kumparan, 2024.

Based on the data above, it can be concluded that social media usage across various platforms continues to increase annually. This phenomenon indicates that social media has become an integral part of Indonesians' daily lives.

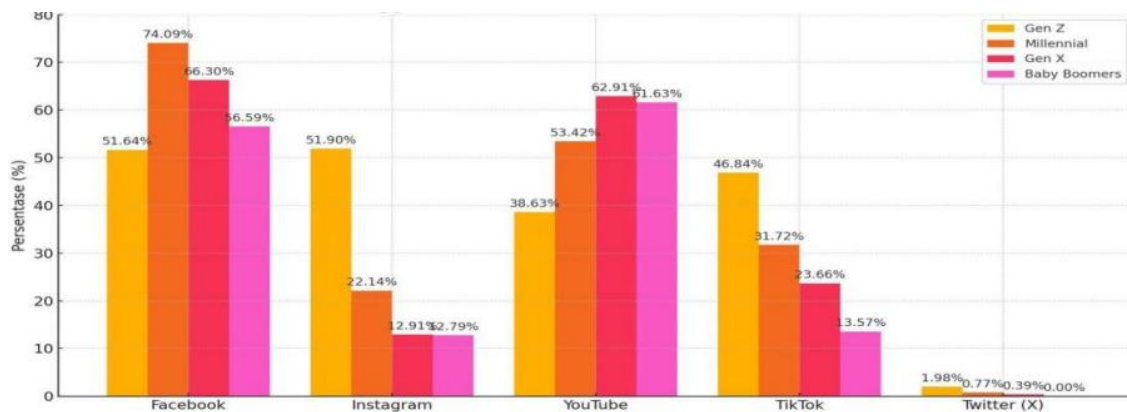


Figure 2. Distribution of Social Media Usage by Generation

Source: Dipstrategy, 2024.

Generation Z, born between 1997 and 2012, is the largest age group in Indonesia, comprising approximately 27.94% of the total population. As a generation born and raised during the development of digital technology, they are highly active on social media and have a strong preference for virtual platforms (Evita et al., 2023). Gen Z frequently utilizes digital media such as WhatsApp, Instagram, Facebook, TikTok, YouTube, and X to interact and express themselves (Hamdani et al., 2024). According to the table above, Instagram and Facebook are the most popular platforms among Gen Z, each used by more than 51% of respondents, followed by TikTok (46.48%) and YouTube (38.63%). Gen Z tends to prefer dynamic content such as vlogs, podcasts, and stories with entertainment, culinary, and fashion themes. Their intense activity on social media makes Gen Z an important target for digital marketers in Indonesia (Wisduani, 2024). In addition to being a medium for entertainment and lifestyle, social media also functions as a space for broader and more inclusive political engagement. Gen Z can participate in voicing their opinions regarding political preferences which can present serious challenges especially in the form of political polarization (Getreu, 2022).

While Instagram, TikTok, X, and similar platforms provide space for broader and more inclusive political engagement, these platforms also pose a significant challenge in the form of political polarization (Sitorus et al., 2024). Political polarization is a condition in which society is divided into several extreme groups that are ideologically opposed because it can hinder constructive dialogue, widen the gap, and even trigger social conflict (Ismail et al., 2024). This phenomenon not only impacts increasingly violent and intolerant public debate, this phenomenon also threatens long-term social cohesion (Amika et al., 2024). Current political polarization is largely driven by elite interests seeking to achieve their goals quickly through identity-based political segmentation strategies such as religion, groups, symbols, electoral forces, and catchy taglines to build an instant political image (Fathurochman et al., 2023). This strategy exploits and abuses public sentiment to build instant political loyalty, but often sacrifices space for rational and open discussion (Wingarta et al., 2021). In practice, digital space actually exacerbates these conditions because social media filter bubble algorithms tend to display content that aligns with users' beliefs, thus creating echo chambers that block access to diverse perspectives (Sinambela, 2024). This phenomenon is evident in political campaigns that promote certain imagery, such as the tagline "Gemoy," which was widely used by Prabowo Subianto's supporters in the 2024 election (Ardila, 2024). Initially, this tagline seemed apolitical, but then it evolved into something that shifted the direction of public emotions and eclipsed debate on more fundamental political issues (Medista & Marianata, 2024). The tagline "Gemoy" had the appeal to successfully build identity bonds among supporters, but this strategy deepened differences with those who disagreed (Yashifa, 2025). This made people's political preferences increasingly shallow, while the space for critical and rational discussion about democracy became increasingly limited.

Due to the numerous pros and cons surrounding the "Gemoy" tagline during the 2024 Election campaign, which portrays a candidate's personal image in a lighthearted manner, aimed at attracting voters, especially among Gen Z, we are interested in delving deeper into social media polarization and political personalization. This is a crucial issue to study because it has a significant impact on democracy, governance, and social cohesion. Through this paper, we aim to understand how personalization-based political strategies can influence public

perception and its impact on future government effectiveness, so that government programs can be implemented effectively for all levels of society. This will enable Prabowo's vision and mission to be achieved with tangible results and a broad impact on society.

## METHODOLOGY

This study uses a qualitative phenomenological approach to explore in depth the "Social: Case Study of the "Gemoy" Trend on Electability Among Gen Z in the 2024 Election". The phenomenological approach itself is a scientific research method that aims to understand the meaning of an event experienced by an individual or group of individuals (Nasir et al., 2023). In the context of this study, phenomenology is used to understand how Political Personalization, especially the "Gemoy" trend associated with a political figure, can influence polarization among Gen Z voters on social media in the 2024 election, as well as how they respond to the "Gemoy" trend in their political preferences.

## RESULT AND DISCUSSION

The Industrial Revolution 5.0 is a continuation of the Industrial Revolution 4.0, emphasizing collaboration between humans and advanced technologies such as artificial intelligence (AI), the Internet of Things (IoT), and robotics. Unlike its predecessors, which focused on automation, Industry 5.0 emphasizes a human-centered approach, where technology is used to support and enhance human roles, rather than replace them (Siagan, 2023). This concept was first introduced by Japan through the idea of "Society 5.0," which aims to create a society oriented towards human welfare while still utilizing technological advances (Leng et al., 2022). In addition to efficiency and productivity, this era also places great emphasis on environmental sustainability, occupational safety, and improving the quality of human resources. Overall, the Industrial Revolution 5.0 offers a balance between technological advancements and humanitarian values to create an inclusive and sustainable industrial system (Suharman & Murti, 2019). The Industrial Revolution 5.0 brings technological advances that strengthen social media in communication and public participation. On the other hand, this revolution can increase the risk of polarization due to algorithms that reinforce bias and information segregation on digital platforms (Salsabila & Wibawa, 2022).

The Industrial Revolution created a social and media base that enabled broader political discourse, forming the roots of modern polarization (Matthes et al., 2023). This is reflected in interactions on social media, with the dynamics of public opinion amplifying differences in political views within society, leading to profound social fragmentation (Aminnullah, 2022). Over time, campaign personalization through social media algorithms has amplified this phenomenon by enabling the delivery of political messages tailored to individual preferences, significantly increasing the engagement of young voters (Jung et al., 2024). Today's political candidates are increasingly utilizing effective digital campaign strategies to reach voters, build a positive image, and gain support. These approaches include the use of social media, video content, and personalized tactics to attract voters, particularly the younger generation (Faradis et al., 2024). This is not without reason, because based on the DPT Recapitulation Data from

the Indonesian General Elections Commission (KPU RI), the majority of voters in the 2024 election are dominated by the Generation Z group, amounting to 46,800,161 or 22.85%, which when added up amounts to 56.46% and dominates the election voters from the total number of voters (Kurniawan, 2024). This electoral dominance from Gen Z has driven changes in political campaign mechanisms that previously relied more on conventional approaches to become more focused on digital and interactive approaches (Hutajulu et al., 2024). Currently, candidates and campaign teams are required to be able to adapt to the communication patterns of the current generation who are more responsive to visual content, light but emotional narratives, such as those found on the TikTok, Instagram, X and Facebook platforms (Rangkuti, 2024). In this case, political campaigns are not only about delivering work programs but also about image management and personal and real-time engagement. Thus, the dominance of Gen Z electability is one of the main factors that revolutionizes the way campaigns are run, forcing politicians to change their narratives and communication media to be relevant to the development of the digital generation (Paranita et al., 2024).

Therefore, candidates running in 2024 need to adopt a robust digital campaign strategy to build and increase public support. To achieve this, they must focus on various digital marketing techniques, including utilizing digital platforms to conduct in-depth research and analysis to understand voter sentiment and preferences. One crucial aspect of this strategy is the production of high-quality, engaging content that resonates with the audience (Nurhapipah et al., 2024). To expand the reach of their campaign strategy and increase the effectiveness of their political messages, they involve influencers and buzzers. The role of influencers and buzzers is not only to disseminate information but also to mobilize opinion, shaping discourse and increasing the campaign's appeal (Borchers, 2025). This strategy was effectively implemented by Prabowo and Gibran, who successfully transformed their political image in the digital space through a communicative and emotional approach (Malindir, 2024). One prominent form of digital campaigning was the utilization of the "Gemoy" trend, which was part of Prabowo's political rebranding efforts. The term "Gemoy" is a modified form of the word "gemas" (gemas) and has since developed among Indonesia's younger generation (Malindir et al., 2023). Through humorous content, engaging visuals, and interactive elements typical of TikTok, Prabowo presents himself as a more casual and relatable figure. This strategy demonstrates the successful implementation of a dramaturgical approach to impression management, deliberately projecting a friendly and engaging image to the public (Abdurroman, 2024). This demonstrates a shift in political communication, blending formal messages with lighthearted, culturally relevant content to effectively engage young voters (Yashifa, 2025).

In its implementation, influencers and buzzers play a crucial role, particularly in disseminating and amplifying the "Gemoy" tagline on social media. They serve as opinion leaders and catalysts for virality, expanding the reach of campaign messages to the digitally active Gen Z audience and shaping Prabowo's positive image through consistent and emotionally engaging narratives (Tsuyoshi et al., 2024). The success of this strategy is inseparable from the use of targeted digital advertising services to target potential voters (Nurhapipah et al., 2024). The implementation of this digital strategy involving influencers and buzzers requires adherence to legal provisions, namely Law Number 11 of 2008 concerning

Electronic Information and Transactions (ITE Law), which was updated through Law Number 19 of 2016 (Darusman et al., 2023). Article 27 paragraph (3) of the ITE Law prohibits the distribution or transmission of electronic information that attacks a person's honor or reputation (Budiman, 2021). Meanwhile, Article 28 paragraph (2) prohibits the dissemination of information that incites hatred and hostility based on ethnicity, religion, race, and intergroup relations (SARA) (Dirga, 2021).

Therefore, although campaigns like "Gemoy" are positive and entertaining, the content produced and distributed by the campaign team and third parties must comply with applicable legal restrictions. It is crucial for every campaign team to ensure that their messages do not contain elements of disinformation, hoaxes, or hate speech against political opponents in order to maintain ethics and integrity in the digital public sphere (Yulianto, 2023). Despite this, the use of the tagline "Gemoy" in campaign strategies has not been without controversy. Although it has been shown to increase Gen Z political participation and attract wider public attention, this tagline has also been the target of criticism. Not everyone has welcomed the "Gemoy" tagline, as it is considered a violation of democratic values and human rights and disrespectful of political institutions (Susilawaty, 2025). This criticism also relates to concerns about declining respect for political institutions, when politicians' images are shaped primarily through viral and emotional content rather than through substantial ideas. There is a risk that society, especially Gen Z, will interpret politics superficially. In the long term, this could impact the quality of healthy and rational deliberative democracy (Puspita et al., 2024).

## CONCLUSION

This research reveals that the "Gemoy" social media trend during the Prabowo-Gibran political campaign clearly demonstrates the personalization of politics. This strategy is significant in influencing Gen Z's political views during the 2024 general election. This form of personalization effectively merges personal and political identities, fostering strong emotional connections, particularly in a digital environment rich in humor, memes, and lighthearted narratives. However, the widespread appeal of this trend also raises concerns about the potential for increased polarization among social media users. Personalized content tends to create emotional bias and reinforce echo chambers, which can hinder rational and open political discourse.

For Generation Z, while this trend has proven effective in increasing electability, it also emphasizes the urgent need to enhance digital and political literacy to deftly navigate the complex information encountered on social media platforms. Consequently, this research highlights the critical need to understand the dynamics of political personalization and its impact on polarization, particularly in our digital age. A more analytical perspective is crucial to examining how political campaigns leverage popular trends and social media influence to foster a healthier democratic environment moving forward.

Based on this discussion, it can be concluded that it is necessary for every candidate and campaign team to not only rely on viral personal symbols but also integrate them with the delivery of substantial ideas and work programs. Improving digital political literacy among Gen Z is crucial so that political participation is not merely emotional, but also critical and rational. The implementation of digital communication ethics and compliance with legal regulations such as the ITE Law must be a primary concern in maintaining the integrity of the digital public space. Furthermore, stronger oversight by election organizers and clear digital

campaign guidelines are needed to ensure that the use of personalized symbols does not undermine the dignity of political institutions. Further longitudinal studies are needed to assess the long-term impact of political personalization on the development of democracy in Indonesia.

## CONFLICT OF INTEREST

The authors declare that they have no conflict of interest related to the writing or publication of this article.

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