

Social Media and Political Publicity: A Case Study of a Presidential Candidate's Instagram Campaign in 2024

Media Sosial dan Publisitas Politik: Studi Kasus Kampanye Calon Presiden di Instagram tahun 2024

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Abstrak:

Penelitian ini mengkaji strategi publisitas politik Anies Baswedan melalui Instagram selama masa transisi dari akhir masa jabatannya sebagai Gubernur Jakarta menuju pencalonan presiden 2024 (Oktober–November 2022). Menggunakan pendekatan kualitatif studi kasus, analisis dilakukan terhadap 70 unggahan beserta hasil wawancara dengan anggota tim komunikasi politik Anies Baswedan, pengamat politik, dan pengguna Instagram. Temuan menunjukkan bahwa Instagram menjadi medium strategis untuk membangun citra publik yang positif melalui tiga wujud publisitas: murni, free-ride, dan tie-in. Strategi ini secara efektif menonjolkan sosoknya sebagai pemimpin humanis, intelektual, serta berorientasi pada keluarga dan komunitas. Meskipun amplifikasi kampanye turut diperkuat oleh tingginya partisipasi komunitas pendukung, efektivitas publisitas ini secara keseluruhan tetap sangat bergantung pada algoritma platform dan pola interaksi pengguna.

Kata-Kata Kunci: Publisitas Politik, Media Sosial, Instagram, Komunikasi Politik, Anies Baswedan.

Abstract:

This study examines the political publicity strategies employed by Anies Baswedan on Instagram during the transitional period between the conclusion of his tenure as Governor of Jakarta and the initiation of his 2024 presidential candidacy (October–November 2022). Utilizing a qualitative case study approach, this research analyzes 70 posts alongside interviews conducted with members of his political communication team, political observers, and Instagram users. The findings indicate that Instagram served as a strategic medium for cultivating a positive public image through three distinct forms of publicity: pure, free-ride, and tie-in. These strategies effectively projected his persona as a humanist and intellectual leader who is both family- and community-oriented. Although the campaign's amplification was further bolstered by the robust participation of supportive communities, the overall efficacy of this publicity remains highly contingent upon the platform's algorithm and user interaction patterns.

Keywords: Political Publicity, Social Media, Instagram, Political Communication, Anies Baswedan

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Introduction

Usually social media used to disseminate information (Adristi, 2026) as well as publicity (Musdalifa, 2018). According to (Pallapah & Syamsuddin, 1983), publicity is a form of press work that creates events or incidents through reporting to shape public opinion. Publicity provides access to speech and information and allows discussion concerning the resulting facts and arguments (Pitsesy, 2016). Publicity was also one of the strategies implemented by many candidate of regions leader, for example, Muhammad Idris and Pradi Supriyatna pair in winning the 2015 Depok City simultaneous regional head elections. In research conducted by (Permana, 2016), one of the main factors in the pair's winning strategy was political publicity through the media. The communication media used are media-based, such as social media and the online news portal.

Publicity is a surefire strategy in boosting popularity. It can raise awareness of an individual, product or service and to capture the the attention of audience (Pacis et al., 2022). In political activities, publicity cannot be separated (Barata & Simanjuntak, 2019), so political publicity has emerged. This political strategy is quite effective, also with minimal costs or low costs for the actors and the media. Publicity through social media provides an advantage for perpetrators because they can publish themselves at a cost that is not as expensive as placing official advertisements.

In the current era of technological development, social media is very important. It can change how people interacts and communicates for instance (Lase et al., 2025). It is also a choice that is in great demand by many people, both to increase the existence of its users or to publish information and activities in daily life (Juddi, 2019). In the field of politics, social media used by Barrack Obanama to connect directly with his supporters and to build his brand (Taras & Davis, 2022), even though social media sometimes used as bad tool such spreading fake news (Allcott & Gentzkow, 2017). (Nasrullah, 2017) said that the application on social media that is most frequently used is Instagram. Founded in 2010 by Burbn, Inc. One thing that is unique about Instagram is that the photos are square like Polaroid cameras and Instamatic cameras, not photos that usually use an aspect ratio (Lansverk, 2014). According to (Atmoko, 2012), after successfully becoming an application that is in great demand by many users,

Instagram has become a social media with lots of business opportunities for its users, for example for bussinees promotion (Herlisa et al., 2025). It can be used as a marketing communication medium, by posting photos of seller products and having many followers.

In recent years, social media has transformed political communication by enabling political actors to bypass traditional media gatekeepers and communicate directly with citizens. Platforms such as Instagram have become important arenas for political visibility, image construction, and voter engagement. It offered its users four main categories of posts that could be made to the platform—photos, videos, albums, and IGTV (Olof Larsson, 2023). Unlike traditional political publicity, which relies heavily on mass media coverage, social media allows politicians to continuously curate personal narratives and interact with audiences in real time. Consequently, political communication scholars increasingly view social media not merely as a communication channel but as a space where political identities and public perceptions are actively negotiated.

Existing studies have demonstrated that political actors use Instagram to strengthen personal branding, mobilize supporters, and enhance political engagement. Research on political communication in digital environments has shown that visual storytelling, emotional appeals, and personalized content are particularly effective in attracting audience attention and generating engagement. However, much of the existing literature remains descriptive, focusing primarily on platform characteristics, communication features, or general patterns of social media use by politicians. Less attention has been paid to how political publicity is strategically constructed through different forms of content and how these strategies contribute to image-building during critical political transitions.

This limitation is particularly evident in studies of Indonesian political communication. Previous research has largely examined social media campaigns during formal election periods or evaluated the effectiveness of political branding strategies. Consequently, relatively little is known about how political actors employ social media publicity during the pre-campaign phase, especially when they no longer occupy public office but are actively preparing for national electoral competition. Moreover, existing studies rarely connect political

publicity theory with contemporary platform dynamics, such as algorithmic amplification, supporter networks, and audience engagement practices.

Social media was used as a publicity medium by Anies Rasyid Baswedan during his tenure as Governor of DKI Jakarta (Basri, 2014): (Setiawan et al., 2024). Anies most often does publicity by posting about himself and his activities via Instagram with the account name @aniesbaswedan which has a large number of followers reaching 5.9 million followers, has 4,369 posts, and 183 accounts followed by Anies' Instagram. Before running for governor of DKI Jakarta, Anies was not too intense about posting content on Instagram, at least twice a week. After Anies became the Governor of DKI Jakarta, Anies used his Instagram very intensely.

The case of Anies Baswedan provides an important context for addressing these gaps. Following the completion of his term as Governor of Jakarta and his emergence as a leading presidential candidate for the 2024 election, Instagram became one of his primary channels for maintaining political visibility and public relevance. This transitional period offers a unique opportunity to examine how political publicity is strategically performed outside formal campaign activities. Therefore, this study investigates how Anies Baswedan employed political publicity strategies through Instagram during October–November 2022 and how these practices contributed to the construction of his political image in Indonesia's evolving digital political environment.

Although previous studies have examined political publicity, political branding, and social media campaigns of Indonesian political figures, several important questions remain unanswered. Existing research largely focuses on campaign communication during official election periods, media framing, or the effectiveness of social media in increasing political visibility. Limited attention has been paid to how political publicity is strategically constructed through everyday Instagram content during the pre-campaign stage, particularly when a political actor no longer holds public office but is actively preparing for national electoral competition. Furthermore, previous studies tend to emphasize the content produced by political actors while overlooking the role of platform dynamics, audience engagement, and algorithmic visibility in shaping political communication outcomes. This study addresses these gaps by examining how Anies Baswedan utilized Instagram publicity strategies during the transitional

period between his governorship and presidential candidacy, and by analyzing how such publicity contributes to image construction and political positioning in Indonesia's contemporary digital environment.

This study employed a qualitative case study approach to examine the political publicity strategies of Anies Baswedan on Instagram during October–November 2022. The case study design enabled an in-depth investigation of political publicity practices within their real-life digital communication context. Data were collected through documentation of 70 Instagram posts, semi-structured interviews with political communication actors and observers, and supporting documents. The Instagram content was analyzed using qualitative content analysis, while interview data were used for triangulation and contextual interpretation.

The data collection techniques used are interviews and documentation (Nurhayati et al., 2024). Interview is direct communications between researchers and research respondents. So that through interviews, researchers can capture the understanding and feelings or emotions of the respondents. The parties who became the interviewees were Anies' political communication team, political observers, and the Instagram user community. In this study, the researcher made interviews as a data collection technique because the researcher was able to obtain answers directly from the informant who was considered to understand the problem being researched by providing several questions related to the outline of the research problem.

Conceptualizing the Political Publicity

Publicity is any information or action that brings an individual to be known to the public through activities to introduce an individual to society through the mass media (Kriyantono, 2012). According to Jefkins, publicity is not only a popular term in the PR world, but also in everyday life. Because, according to him publicity is the impact of knowing some information (Jefkins, 1982). Publicity is used to achieve a positive image in the eyes of society. Basically, the more publicity the greater the opportunity to gain public support (Sarihati et al., 2019). And political publicity with its four types is often used as analysis material for research objects such as photos and others (Verian et al., 2023).

According to Danis Tri Saputra Wahidin, S.IP, M.IP., as a political and policy observer and lecturer in political science at the Jakarta Veterans National Development University, he stated that:

Currently, news on social media is faster than reporting on offline media, even now the newspaper media has been abandoned. So I have to keep abreast of current developments as part of my efforts to participate in observing the dynamics of national, international and local politics. So we can't be out of date, miss the news, miss the hottest issues, related to current politics. My interest as a political observer is to know trends through social media, especially Instagram and Facebook as social media that are most in demand, noticed by the millennial public and other publics as their focus and concern for politics. (Interview with Danis Tri Saputra Wahidin, January 24, 2023)

In this statement, the emergence of social media can easily connect with one another without space and time limitations. Currently social media is the center of all information, social media properties can be used by users in various fields, one of which is politics. So it's no wonder that social media is currently being used as an important instrument in the political context, especially in Indonesia. A number of political figures in Indonesia also pay more attention to social media as a means of self-electability, especially in the formation of personal branding. As was done by Anies Rasyid Baswedan.

Social media has become a sophisticated platform that can facilitate communication and knowledge sharing from the personal to the organizational level (Tiara et al., 2024). Social media is not only a means of social interaction, but also a platform for building professional networks, promoting business, and disseminating information widely (Qadir & Ramli, 2024). In social media, one can carry out various forms of sharing, collaboration and getting to know each other in the form of visual and audio-visual writing. Even social media can be used, for example, to gather support from the people (Dwi Sulistyoningsih, 2018).

Anies is known as a political figure who is active on social media, especially Instagram. Anies has used Instagram very intensely since becoming the Governor of DKI Jakarta until now. That is, he posts on Instagram up to one to three times a day. According to Rizky Nugraha as Anies's political communication team, he stated that:

There must be something posted every day, so there is no change from the father still serving as governor and when the father is no longer in office. On

Instagram, there must still be posts in a day, it's impossible to have no posts in one day. Posts on Instagram depend on your activities at that time, if you don't have activities we will post old stock photos (Interview with Rizky Nugraha, March 1, 2023)

In this statement, it can be seen that Anies' political communication team often posts Anies' activities every day. Even when Anies is not busy, they will still post old photos that haven't been posted yet. There is no difference in the schedule for posting content on Instagram @aniesbaswedan since Anies became governor until now.





Anies is known to use a special third party to manage his personal social media. Regarding the third party assigned to manage Anies' Instagram account, namely the 'Anies Baswedan political communication team', a media team on duty during the 2017 DKI Jakarta Governor election. The number of personnel assigned is approximately 30 people to manage and create content on each media account. Anies social. They work dynamically. Of the four forms of political publicity, however, only three forms of political publicity carried out by Anies as a 2024 presidential candidate are supported by evidence of content via Instagram @aniesbaswedan for the period October - November 2022, namely:


Pure Publicity

Pure publicity is a publicity activity that uses ordinary, everyday events (Heryanto & Rumaru, 2013). Pure publicity is done by publicists to promote themselves through daily activities that are often carried out. The purpose of this activity is to raise self-image through an as-is social setting. For example, greeting good morning or during the month of Ramadan and Eid al-Fitr which are activities every year, publicists can take advantage of this opportunity to popularize themselves by saying 'Happy fasting during Ramadan' or 'Happy Eid Al-Fitr' by including the name or photo of the perpetrator. publicity.

According to Alo Liliweri (Liliweri, 2011), pure publicity is a way of publishing something to the public through humanitarian activities as a pure social and cultural interaction. In this case, Anies often publishes his daily activities which are included in the form of pure publicity with the aim of being known by the wider community so that in time for the 2024 presidential election, he can gain the support of the people's vote.

Table 1. Content Describing Anies' Visit

Upload	Caption	Like	Comment
 <p>79.504 suka aniesbaswedan Silaturahmi Akbar Kebangsaan di Istana Maimun, Medan.</p>	<p>National Gathering (Silaturahmi Akbar) at the Maimun Palace, Medan. Thank you also to the family of the Sultanate of Deli who invited to enter the Maimun Palace, it is an honor to be hosted at this historic place.</p>	79.504	1.495
 <p>132.089 suka aniesbaswedan Alhamdulillah, senang sekali bisa pulang kampung ke Jogja. Saya tumbuh besar di kota ini, dari kecil masih TK sampai kuliah di sini.</p>	<p>Alhamdulillah, I am very happy to be able to return home to Jogja. I grew up in this city, from a small kindergarten until I went to college here. Jogja is a socio-economic escalator for so many families from all over Indonesia.</p>	132.067	2.485
 <p>147.026 suka aniesbaswedan Selamat pagi dari Solo, senang sekali bisa sarapan bersama sekaligus bersilaturahmi dengan Mas Gibran, Walikota Solo. Kami bertemu sebelum berangkat bersama ke acara puncak Haul Habib Ali bin Muhammad Al-Habsyi.</p>	<p>Good morning from Solo, it's great to be able to have breakfast together and stay in touch with Mas Gibran, Mayor of Solo. We met before leaving together for the main event of Haul Habib Ali bin Muhammad Al Habsyi.</p>	147.004	2.545
 <p>65.304 suka aniesbaswedan Nuapa kareba? Alhamdulillah, senang sekali dapat kembali bersilaturahmi ke Bumi Tadulako. Terima kasih untuk sambutan hangat teman-teman dari Palu dan sekitarnya.</p>	<p>Nuapa kareba? Alhamdulillah, it's great to be back in touch with Bumi Tadulako. Thank you for the warm welcome from friends from Palu and its surroundings.</p>	65.297	1.176

 <p>aniesbaswedan Jawa Barat</p> <p>Ikuti</p> <p>41.254 suka</p> <p>aniesbaswedan Alhamdulillah, memulai silaturahmi</p>	<p>Alhamdulillah, starting a national gathering in West Java from Tasikmalaya and Ciamis. Visiting Mathla'ul Khaer Cintapada Islamic Boarding School, Simnarasa Abah Aos Islamic Boarding School, Suryalaya, pilgrimage to Abah Anom's Tomb at Suryalaya Islamic Boarding School, KH Abun Bunyamin Ruhiat's pilgrimage at Cipasung Islamic Boarding School and to Darussalam Islamic Boarding School in Ciamis.</p>	<p>41.248</p>	<p>419</p>
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Source: Instagram @aniesbaswedan

After not serving as the Governor of DKI Jakarta and declaring that he is ready to run as a presidential candidate in the 2024 presidential election, Anies visited various regions such as Medan, Yogyakarta, Solo, Palu and West Java accompanied by the NasDem Party. In upload number one (see Table IV.A.1.1), Anies visited Medan and received a rousing welcome from the public, not forgetting that Anies also expressed his gratitude to the Sultanate of Deli for inviting him to the Maimun Palace. He also stated that the Sultanate of Deli had an important role in strengthening the Republic of Indonesia.

In upload number two, Anies visited Yogyakarta, which is considered his hometown because Anies grew up in this city since he was small until he studied here. Anies also called Yogyakarta a city of struggle when Indonesia faced threats at that time. Yogyakarta is a sanctuary and has various historical events in this city. Next, in upload number three, Anies visited Solo and was seen having breakfast together while staying in touch with Gibran Rakabuming Raka, Mayor of Solo. The two of them talked and shared their experiences, telling stories about the management of the City of Solo in relation to public transportation, and other

light conversations. In addition, Anies and Gibran will also depart together for the top event of Haul Habib Ali bin Muhammad Al Habsyi.

In upload number four, Anies visited Palu City. In the upload, Anies wore traditional clothing from the Central Sulawesi region, which drew many comments from netizens. Anies' visit received a warm welcome from the people of Palu City and its surroundings. Next, upload number five, Anies visits the West Java area, namely Tasikmalaya and Ciamis. In the caption of the upload, Anies visited Mathla'ul Khaer Cintapada Islamic Boarding School, Sirnarasa Abah Aos Islamic Boarding School, Suryalaya, pilgrimage to Abah Anom's Tomb at Suryalaya Islamic Boarding School, KH. Abun Bunyamin Ruhiat at the Cipasung Islamic Boarding School and at the Darussalam Islamic Boarding School in Ciamis. Don't forget to thank Anies to the community and the advice given to him.

Researchers categorize the content as pure publicity because it contains the usual activities carried out by a prospective leader in making visits. This political safari activity is a form of social performance and political performance of the figure of Anies who will become a presidential candidate in the 2024 presidential election. Things like this are natural and ordinary things, but they become publicity because they have news-worthy information and are worth appreciation from the public.

Figure 1. Anies's Daily Activities



Source: Instagram @aniesbaswedan


In this post, the impression of publicity that you want to show is the figure of Anies as a resident of Jakarta. Anies stated that he accepted suggestions from netizens to take a break after not serving as governor. Anies takes advantage of his downtime by playing with his pets and chatting casually with his family. Like other social media users who also want to share their little happiness with the public. The branding you want to show is that Anies is a figure close to family or a family man. Anies is also seen trying to instill in the minds of the public that he is also like other gentlemen in general who can spend free time with his pets, such as feeding chickens, koi fish, bathing his collection of pet birds and the fact that Anies also likes Vespa motorbikes.



The researcher also highlighted the use of the hashtag #ABW in one of the Instagram posts @aniesbaswedan, according to Rizky Nugraha as Anies' political communication team who stated that:

If there is a #ABW hashtag, it means that you typed it yourself, sent by you to the team group via WhatsApp, then immediately posted with the photos that you chose directly. So, there is still communication from the father directly because the person holding the account must directly post it to Instagram. But on your cellphone, you also have your personal Instagram account (Rizky Nugraha, Interview March 1, 2023)

All posts on Instagram @aniesbaswedan are under the direct supervision of Anies. If there is a #ABW hashtag, it indicates that Anies himself wrote the caption for the post. If there is no hashtag, it means that the Instagram post caption was written by the political communication team, but still with Anies' approval.

Table 2. Anies Wishes Happy Commemorating Big Days

Upload	Content
	<p>Uploaded on November 11, 2022, the post received 38,018 likes and 591 comments. The post also contains a photo of Anies and Surya Dharma Paloh as general chairmen of the NasDem Party. In the post, Anies expressed his gratitude to the NasDem Party</p>

	<p>which has supported him to become a presidential candidate in 2024.</p>
	<p>Anies often congratulates commemorating major holidays and actual events through his Instagram account @aniesbaswedan. The two-minute, eight-second video post was uploaded by Anies on November 25, 2022, getting 23,732 likes and 303 people commenting. In the video, Anies is wearing a shirt like a teacher's uniform in Indonesia.</p>
	<p>On November 10, 2022, Anies wished him a happy heroes day and described that his parents were unsung heroes for Anies. The expression of feelings was immediately written by Anies, because the hashtag #ABW was included in the post caption. The post received 103,032 likes and 1,485 comments.</p>

Source: Instagram @aniesbaswedan

In Table 2, the contents illustrate that Anies often congratulates commemorating holidays. As in the first upload, Anies wished the NasDem Party a happy birthday. The second upload, Anies wishes you a happy teacher's day. The third upload, Anies wished a happy heroes day. These posts are classified as pure publicity because Anies takes advantage of the usual events that everyone does every year to commemorate as big holidays.

Of course hundreds or even thousands often flood content on Instagram @aniesbaswedan. Both those who support, appreciate Anies' performance and his achievements to various criticisms and insults from various accounts that commented. Amazingly, this comment column often becomes a separate room for debate and discussion for Anies followers. In responding to this, Anies' political communication team did not follow up on it, because according to them everyone has the right to have an opinion. According to Rizky Nugraha as Anies's political communication team, he stated that:

If for example a blunder means that something went wrong in taking the policy, why not address it first before issuing the policy. Like many negative comments when the Instagram post @aniesbaswedan was carried by the NasDem Party, we didn't handle it, we just let it go. It's a kind of public opinion, we never silence people. For example, if someone doesn't like me, they say I'm angry with that person? Impossible. everyone has the right to speak. We never block people's accounts, delete people's posts, we just let it be. We also never close the comments column, it's the right of people to comment. But what we show is what we have done and let society judge (Interview with Rizky Nugraha, March 1, 2023)

This indicates that Anies' political communication team has never had a problem with negative comments on every @aniesbaswedan Instagram post, nor have they ever blocked accounts or deleted negative comments. They really respect other people's opinions because it is everyone's right to express their opinion.

Free Ride Publicity

This form of publicity uses momentum organized by third parties to gain popularity. Third parties can take the form of seminars or events held by other parties and publicists take advantage of this momentum to gain popularity. For example by being a speaker at a seminar conducted by other parties, attending meetings and others (Heryanto & Rumaru, 2013).

In November 2022, Anies has published three content in the form of free ride publicity through his personal Instagram account, such as Anies being a speaker at the BloombergNEF Summit, attending an invitation to the Haul Habib Ali bin Muhammad Al Habsyi event and participating in the National Conference of the Islamic Student Association Alumni Corps (KAHMI). All activities carried out by Anies utilize third parties with the aim of increasing popularity.

Figure 2. BloombergNEF Summit



Source: Instagram @aniesbaswedan

In the @aniesbaswedan Instagram post, Anies received an invitation to be a speaker at the BloombergNEF Summit, one of the G20 and B20 side events in Nusa Dua Bali on November 12 2022. The content received 69,494 likes and 2,028 comments. In his speech, Anies conveyed some of his achievements when he became the Governor of DKI Jakarta for the 2017 – 2022 period in dealing with climate change in Jakarta. Anies also said that Jakarta had succeeded in reducing greenhouse gas emissions by 26% in 2020. This even exceeded the 30% reduction target in 2030.

Anies in this case took advantage of the momentum of the BloombergNEF Summit event to publicize himself. The contents of the Instagram post caption try to show that Anies is a suitable leader to become Indonesia's president in 2024. Based on an overview of the overall impression, the post discusses a number of achievements and achievements of Anies which are very good in helping Indonesia's climate change later. The purpose of the post caption is to publicize that Anies cares about environmental issues.

Figure 3. Haul of Habib Ali bin Muhammad Al Habsyi



Source: Instagram @aniesbaswedan

Anies attended the invitation to the 111th Haul Habib Ali bin Muhammad Al Habsyi event which was held at the Ar Riyadh Mosque, Pasar Kliwon, Solo. The post was uploaded on November 15, 2022 with 98,696 likes and 1,188 comments. Anies admitted that he admired the figure of Habib Ali bin Muhammad Al Habsyi who came from Seiwwun, Yemen. Just like the previous Instagram post, Anies took advantage of the moment of an event for his political publicity. In this post, Anies conveyed his good intentions so that people would love and emulate the character of the Prophet Muhammad. and Habib Ali bin Muhammad Al Habsyi whose blessings will always accompany us all. This goodwill is one of the goals of publicity.

Figure 4. National Congress of KAHMI



Source: Instagram @aniesbaswedan

In the post, Anies can be seen attending the National Conference of the Islamic Student Association Alumni Corps (KAHMI) in Palu, Central Sulawesi, which was posted on November 25, 2022, which received 39,277 likes and 445 comments. This content is classified as free ride publicity, because Anies takes advantage of the moment of an event for his own publicity. The branding that the public wants to show is that Anies is a responsible candidate for leadership. It can also be seen in the caption of the Instagram post that Anies stated that it is important for KAHMI to continue the role of scholarship in advancing the nation-state and this people have specific goals and objectives. In fact, the goal is to seek support for KAHMI.

Tie-in Publicity

Publicity activities usually take advantage of extraordinary news (extraordinary events) or an important event (Kustiawan et al., 2022). For example, distributing social assistance to victims affected by natural disasters. There is content on Instagram @aniesbaswedan when Anies and the NasDem Party express their deep sorrow for the earthquake that occurred in Cianjur Regency, West Java. In this case, Anies and the NasDem Party took advantage of the moment of the earthquake disaster. This content is like a water dive, taking advantage of extraordinary events to gain popularity.

Figure 5. Earthquake at Cianjur



Source: Instagram @aniesbaswedan

Anies and the NasDem Party expressed their deep sorrow for the earthquake in Cianjur Regency, West Java, which was uploaded via Instagram @official_nasdem and @aniesbaswedan on November 23, 2022. The one minute and thirty five second video received 284,378 likes and 587 comments. In his video, Anies hopes that residents affected by the Cianjur earthquake will be given fortitude and strength to pass this test. Then Anies together with the NasDem Party invited all Indonesian people to lend a hand to set aside sustenance in helping the people of Cianjur who were affected by the earthquake.

Apart from that, Anies also did not forget to express his gratitude to all the volunteers and humanitarian fighters who had gone directly to the field to help the people of Cianjur. This content includes tie-in publicity, because Anies and the NasDem Party took advantage of the earthquake that occurred in Cianjur, West Java to show concern for the community. The branding that the content wants to display is the social performance of Anies.

Table 3. Overall Political Publicity on Instagram

No.	Political Publicity	Content of Instagram @aniesbaswedan
1.	Pure Publicity	There are ten pure publicity content. First, content depicting Anies' visits to various regions in Indonesia, such as Medan, Yogyakarta, Solo, Palu and West Java accompanied by the NasDem Party. Second, the

		content contains Anies' daily activities, such as chatting casually with his family and playing with his pets. Third, the content contains Anies' words in commemoration of big holidays, such as the birthday of the NasDem Party, happy teachers' day, and happy heroes' day.
2.	Free Ride Publicity	There are three free ride publicity content. Content about Anies being a speaker at the BloombergNEF Summit, attending an invitation to the Haul Habib Ali bin Muhammad Al Habsyi event and participating in the National Conference of the Islamic Student Association Alumni Corps (KAHMI).
3.	Tie-in Publicity	There is one tie-in publicity content, namely content that depicts Anies and the NasDem Party expressing their deep sorrow for the earthquake that occurred in Cianjur Regency, West Java.

Sources: processed by the authors

If you pay attention to all content (see Table IV.A.3.1), Anies only uses three forms of political publicity for content on Instagram @aniesbaswedan. The three forms of political publicity carried out by Anies are pure publicity, free ride publicity and tie-in publicity. Of the three forms of political publicity, Anies built his self-image as someone close to his family, society, an intellectual and a humanist figure. Like when he interacts with the community and its ranks. Of the 70 content uploaded from 16 October – 30 November 2022, Anies published pure publicity content more often, which in general aims to publish content about Anies' daily activities via Instagram @aniesbaswedan so that Anies' messages, ideas or ideas can be conveyed to all Indonesian people and Anies Instagram followers.

Content on Instagram @aniesbaswedan does not only contain Anies' daily activities, but also contains Anies' views or opinions about books, films or hot issues related to politics. Apart from that, Anies often tells stories about his family, such as stories about the history of his grandfather, namely Abdurrahman Baswedan as an Indonesian freedom fighter or stories about Anies' childhood. Based on research findings, Anies' increase in popularity on social media is not

only driven by personal accounts. But many are also driven by several fandom accounts (fans) supporting Anies. These various fandom accounts are made with personal awareness and are voluntary. With the aim of preparing for the next leadership in the upcoming presidential election. According to Rizky Nugraha as Anies' political communication team, he explained that:

Various Anies fandom accounts were made with the initiative of the community itself. Just as we idolize artists, we will create fandom accounts to post photos or videos of our idols. So the various fandom accounts have nothing to do with Anies and his political communications team (Interview with Rizky Nugraha, March 1, 2023)

From this statement, it was stated that a number of fandom accounts had no relationship with Anies, especially with his political communication team which manages several of Anies' social media accounts. A number of these accounts are acknowledged to be present at the initiative of the public who support and fight for Anies in the 2024 presidential election. The presence of social media provides an alternative option for how publicity practices in this digital era can change from paid advertisements to advertisements based on user experience. Which tend to cost little and sometimes no cost at all (Nasrullah, 2017).

However, content posted via Instagram @aniesbaswedan has no collaboration with branded content. According to Rizky Nugraha as Anies's political communication team, he stated that:

There is no cooperation with any party, because there are rules that public officials cannot. Not a written rule because we don't have social media rules. However, common sense alone is it appropriate for public officials to accept branded content? I do not think so. So there has never been a post of collaboration with any branded party (Interview with Rizky Nugraha, March 1, 2023)

In this statement, the content in the Instagram post @aniesbaswedan does not have cooperation with branded parties, even though there is no written agreement, according to Anies's political communication team, public officials are not eligible to accept cooperation with branded parties or create branded content.

Anies Baswedan is considered to have a great intention and willingness to gain popularity and form his personal branding. You can tell by looking at Anies,

who really believes his social media accounts are professionally managed by other people. According to Rizky Nugraha as Anies's political communication team, he stated that:

For Anies' social media, we are still superior on Instagram, because above the millennial generation, they rarely open TikTok, of course they often open Instagram. There may be plans in the future to create a TikTok account but there is no clarity yet and apart from Instagram, Anies is also active on social media Twitter (Interview with Rizky Nugraha, March 1, 2023)

Anies' political communication team believes that through Instagram one can form personal branding and gain popularity. According to them, Instagram is the most frequently used today to see issues that are currently viral or issues regarding politics. In addition, the use of social media, especially Instagram, is believed to be able to reduce expenses in the publicity process. What's more, with its unlimited space and time, it can have an effective and efficient impact.

Algorithmic Amplification, Echo Chamber, and Supporter Communities

The findings indicate that Anies Baswedan's political publicity on Instagram was not solely the product of deliberate content production strategies but was also significantly shaped by the platform's algorithmic architecture. Instagram, as one of social media platforms, offered various ways to engage with content (Aldous et al., 2026). Anies' highly interactive content portraying family life, community engagement, and humanitarian activities appears to have benefited from algorithmic amplification mechanisms that extended its reach beyond his immediate follower base.

Recent scholarship suggests that social media algorithms increasingly function as gatekeepers of political information, determining which political messages gain prominence within digital public spheres. Algorithmic infrastructures have transformed political communication by shaping the visibility, circulation, and reception of political content. (Stănescu, 2025) argue that digital platforms have become central intermediaries in contemporary political communication, influencing not only information dissemination but also patterns of political engagement and participation. These developments suggest that political visibility is no longer determined solely by political actors

and media organizations but increasingly depends on platform-specific algorithmic processes.

From this perspective, Anies' political publicity should be understood not merely as a strategic communication effort but as a socio-technical process involving interactions among political actors, audiences, and algorithmic systems. The substantial engagement observed across many Instagram posts may therefore reflect a combination of genuine audience support and algorithmic promotion. This finding extends traditional theories of political publicity by demonstrating that political visibility in digital environments is increasingly contingent upon algorithmic systems that regulate the distribution and prominence of political content. Social media algorithms actively mediate the circulation of political information and play a significant role in shaping public opinion formation processes (Papathanassopoulos & Giannouli, 2025).

Another important finding concerns the role of supporter communities and fandom accounts in amplifying Anies Baswedan's political messages. The presence of numerous voluntary supporter accounts indicates that political publicity on Instagram is not generated exclusively by official campaign organizations but is also reproduced and disseminated through networked communities of supporters. And social media like Instagram for instance, as (Boulianne & Theocharis, 2020) pointed out, may be most important for those who lack access to formal political institutions (e.g., political parties) and institutionalized methods of participation such as supporter communities.

The findings further reveal that supporter communities contribute significantly to the amplification of Anies' political image by continuously reproducing and circulating favorable content. This is in line with what described by (Bennett & Segerberg, 2012), as connective action, whereby digitally connected individuals coordinate political expression through personalized content sharing rather than through formal organizational structures. Through reposts, endorsements, hashtags, and user-generated content, supporter communities effectively extend the reach and longevity of political messages beyond the official communication channels of political actors.

However, while these communities enhance visibility and facilitate political mobilization, they may also contribute to the formation of echo chambers. Echo chambers occur when individuals are predominantly exposed to

information that reinforces their existing beliefs while minimizing exposure to alternative viewpoints (Cinelli et al., 2021). Research has shown that algorithmic recommendation systems, combined with homophilous network structures, often encourage selective exposure and ideological reinforcement (Kaiser & Rauchfleisch, 2020). Consequently, users within supportive political networks may encounter a disproportionately positive representation of a political figure while remaining relatively insulated from critical perspectives. In the context of this study, the image of Anies as a family-oriented, intellectual, and humanistic leader appears to have been strengthened through repeated circulation within supportive digital communities. The continuous reproduction of these narratives by followers and supporter accounts contributed to the consolidation of a coherent political brand that resonated with audience expectations and preferences.

These findings suggest that the overwhelmingly positive reception observed in many Instagram interactions should not automatically be interpreted as representative of broader public opinion. Instead, such engagement patterns may reflect the dynamics of digitally connected supporter networks operating within algorithmically curated information environments (Borge et al., 2023). This observation is consistent with recent research indicating that online engagement metrics often represent the activity of highly motivated political communities rather than the attitudes of the general electorate. Therefore, scholars examining political publicity on social media should interpret engagement indicators cautiously and consider the influence of algorithmic amplification and networked supporter communities when assessing the broader political significance of online popularity

Conclusion

Based on the analysis conducted by the researcher, it can be concluded that from the existence of four forms of political publicity, Anies only carries out political publicity activities via Instagram @aniesbaswedan by implementing only three forms of political publicity, namely pure publicity, free ride publicity and tie-in. publicity. Of the three forms of political publicity, Anies tries to impress himself with the public and his followers on Instagram. Anies Instagram is used as a medium for political publicity through symbols in the form of photos,

videos, captions and interactions between users by using the comments column and using hashtags.

Anies is considered to have a very big desire to shape his image on social media, especially Instagram. This can be seen by entrusting a third party, namely Anies' political communication team, to properly and optimally manage his Instagram account. After not becoming governor, Anies portrayed himself via social media Instagram @aniesbaswedan as a Jakarta citizen. That is, Anies is trying to build an image that he is also like fathers in general who can spend free time with their family and also play with their pets. Apart from that, Anies often shares his ideas or ideas about books, films or issues related to politics. Anies also often shares historical stories about his family or his childhood.

Anies is known as a political figure who is active on social media, especially Instagram. Anies uses Instagram very intensely, meaning he posts on Instagram up to one to three times a day. Often times the content on Instagram @aniesbaswedan is highlighted by the media and becomes news value. Because Anies has a calm communication and leadership style and rarely triggers conflict. This makes Anies' communication style acceptable and understandable as a characteristic in the eyes of his audience and followers on Instagram. Instagram as a publicity medium can be used to develop relationships with its users and build strong character for publicists through this medium. Coupled with the presence of various Anies fandom accounts on Instagram, it has further increased his popularity. With high consistency, of course this will be a strong capital for Anies in his future political career. In addition, the use of social media, especially Instagram, is believed to be able to reduce expenses and sometimes at no cost in the publicity process. Moreover, with its unlimited space and time, it can produce an effective and efficient impact.

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