

SOCIAL MEDIA MANAGEMENT IN POLITICAL PUBLIC RELATIONS OF GANJAR PRANOWO

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ABSTRACT

Internet and social media are suitable mediums for communication processes and political campaigns. With the growth in the number of users, social media is becoming a new strategic tool for political actors to drive political narratives. One of the Indonesian politicians and state officials who use social media is Ganjar Pranowo, Governor of Central Java, for two terms (2013-2023). Ganjar Pranowo is active on various social media, such as Instagram, Twitter, Facebook, YouTube, and TikTok. This article aims to describe the overall management of Ganjar Pranowo's social media, and Ganjar Pranowo's political public relations through social media accounts. This article was compiled using a descriptive qualitative method. The results found that a team called "Tim Udara" was formed in November 2021 and managed privately by Ganjar's volunteers based in Jakarta. Social media management is carried out in a structured and organized manner, and all message content is comprehensively prepared. The team also do political public relations activities such as media management, image management, internal communications, and information management.

Keywords: *ganjar pranowo; social media; management; political public relations; tiktok*

INTRODUCTION

The advancement of internet technology and digital transformation in Indonesia has increased significantly. Based on data from the Indonesian Internet Profile released by APJII on June 9, 2022, Indonesia's internet penetration reached 77.02% in 2021-2022. During the pandemic, there were only 175 million internet users, which increased by 20% in 2022 to 210 million.

Today, the internet has become a suitable medium for the process of communication and political campaigns. Political actors currently use social media as a

means of political communication, such as campaigning, socializing, building an image/brand, absorbing aspirations, and other two-way communication activities with constituents. Political actors must be able to convey their political message to their supporters, either directly or through intermediaries (Johnson, 2017).

Social media is considered successful in disseminating information on the political image of its actors, as in the 14th General Elections of Malaysia, where social media (especially Facebook and Whatsapp) played a crucial role in disseminating politically flavored information to win the hearts and minds of voters (Mohamed, 2019) and (Salman et al., 2018). In addition, social media is also considered successful in supporting various presidential and regional head election campaigns in various countries. One of the triggers for its success is political engagement formed from content and interaction on managed social media, as done by Austrian president-elected Alexander Van Der Bellen (Liebhart & Bernhardt, 2017), who utilized digital storytelling on Instagram as a formation of a political image in his campaign strategy. Another success also emerged from Ridwan Kamil's campaign when he headed to the West Java Governor's seat, utilizing digital storytelling through Instagram (Iqbal, 2018).

Based on data released by Kepios (Kepios, 2022), social media users in Indonesia amounted to 191.4 million people (or around 68.9% of the Indonesian population), of which there was an increase of 21 million users (12.6%). Data on users of social media platforms in Indonesia in Q1 2022 compared to the total population of Indonesia, including: 1) Facebook 46.8%; 2) YouTube 50%; 3) Instagram 35.7%; 4) TikTok 47.6%; 5) LinkedIn 7.2%; and 6) Twitter 6.6%.

The exciting thing is the emergence of TikTok social media in Indonesia with rapid growth. Indonesia ranks second in the world's TikTok users. Until April 2022, 99,072,000 smartphone users were using TikTok social media as a medium to express their creativity and innovation. This number reaches 51.1% of the Indonesian population aged 18 years and over, with 66% of users female and 34% male users (Kepios, 2022).

With the number of users continuing to grow, TikTok has become a new strategic tool for political actors and their media teams to drive political narratives during the general election period. TikTok provides a unique feature that allows political propaganda actors to reach a wider audience because of its relatively new content-sharing model compared to other social media, where it does not rely on the number of followers but focuses on the content itself. Anyone who can create "quite interesting" content can open "for your page" which will open doors of opportunity for political opportunists to push political narratives by creating engaging audiovisual content. Through this system, radical propaganda messages can encourage fanatical followers because TikTok will push similar content to users. This model can create a bubble of information that users will receive and affect their point of view (Jalli, 2022).

TikTok social media has various advantages over other social media. Content videos uploaded in TikTok are easily integrated with other social media such as Instagram and YouTube to broaden the audience reach. The format of the content packaged in TikTok is also different because it uses storytelling. The comments and likes are also a medium for interpersonal communication and convey two-way po-

litical aspirations so that the closeness of political actors with the audience is more pronounced.

The use of social media for political public relations needs to be explicitly managed so that the political narrative can be accepted by a broad audience and on target. According to the theory of social media management (Friedrichsen & Wolfgang, 2013), promotion through social media can have a significant influence on a person's goods, services, or personality, if it can meet the four stages of social media management, namely: 1) define the value proposition, that the value offered must be relevant and be a solution to community problems; 2) segmentation, targeting, and positioning, which is to map the appropriate audience based on the findings of the first stage; 3) operations and delivery process, after knowing what to convey, who is the target, and through which social media we reach the target, message delivery can be done. At this stage, the technical spread of social media significantly affects the message delivery process. The purpose of using social media is to encourage interaction between audiences actively; and 4) measurement and feedback, which is the measurement and feedback in the use of social media.

There are four types of political public relations activities: media management, image management, internal communication, and information management. These four activities are carried out to manage issues and the media in such a way as to maximize profitable coverage and minimize losses to political actors and organizations (McNair, 2017).

One of the Indonesian politicians and state officials who use TikTok social media as a medium for amplifying political aspirations is Ganjar Pranowo, Governor of Central Java (2013-2018 and 2018-2023). Ganjar Pranowo uses social media to showcase his activities as a governor who works for real. Engagement with the audience is done by responding quickly to aspirations in the comments column.

Ganjar Pranowo is active on various social media, such as Instagram with the account name @ganjar_pranowo (official account), and Twitter with the @ganjar-pranowo account (official account), Facebook with the Ganjar Pranowo account (official account), and YouTube with the Ganjar Pranowo account (official account). Later, on January 27, 2020, a TikTok account appeared @ganjarpranowofc (not an official account), a TikTok account @ganjarku_ on December 8 2021, and a TikTok account @ganjarpedia on December 16, 2021. What was interesting is that the three accounts of TikTok are not managed by the same management and have different segments and targets.

The figure of Ganjar Pranowo was chosen because, based on the results of a popularity survey from the Median National Survey (MEDIAN) on 29 March 2022, Ganjar Pranowo is in the fifth position (75.9% popularity). In addition, based on the survey released by 3 institutions, his electability is in the top three positions (Kompas, 15/07/2022). The Charta Politica survey in Central Java on June 24-30, 2022, showed that Ganjar's electability was 71.5%. Meanwhile, at the national level, a survey from the Indopol Survey and Consulting Institute (held from 24 June to 1 July 2022) showed Ganjar's electability at 24.55%. The National Survey Institute (LSN) on 10-24 June 2022 showed Prabowo in first place with 29.5% of the vote, and in second place was Ganjar Pranowo with 20.9%, and Anies Baswedan with 18.5% of the vote.

This article will answer the research questions: 1) How is social media management carried out on Ganjar Pranowo's TikTok account? 2) How does Ganjar Pranowo do the political PR through his TikTok account?

The purpose of this article is to describe the overall management of Ganjar Pranowo's social media, as well as to describe Ganjar Pranowo's political public relations through his social media accounts.

METHODOLOGY

This article was compiled based on the research using qualitative methods. The research focuses on social media management on the 3 TikTok accounts: @ganjarpranowofc, @ganjarku_, and @ganjarpedia. Data collection techniques and data triangulation by applying in-depth interview and observation methods. The interviews were conducted to discover the big picture of the function, role, and management of social media. Informants included Ganjar Pranowo and two *Tim Udara* personnel whose names were withheld. This article explicitly discusses TikTok accounts: @ganjarku_ and @ganjarpedia.

RESULTS AND DISCUSSION

Ganjar Pranowo's Profile

Ganjar Pranowo was born on 28 October 1968, in Karanganyar, Central Java. Ganjar Pranowo started his higher education at the Faculty of Law, Universitas Gadjah Mada (UGM). Interest in politics emerged after meeting the late Prof. Dr Cornelis Lay, M.A, Professor of the Faculty of Social and Political Sciences, Gadjah Mada University (Fisipol UGM), a senior politician of the Partai Demokrasi Indonesia Perjuangan (PDIP). At that time, Ganjar Pranowo joined the PDIP and became a member of the Indonesian House of Representatives from 2004 to 2013.

His political career continued as a candidate for governor in the Central Java General Election (Pilgub) in 2013. He was paired with Heru Sudjatmoko, whom PDIP promoted. With a total vote of 48.82%, the Ganjar-Heru pair won and officially became governor from 2013-2018. Ganjar Pranowo was re-elected as governor for the second period of 2018-2023 with 58.78% of the vote. In the second Pilgub, Ganjar Pranowo was paired with Taj Yasin Maimoen, a member of the Central Java DPRD for the 2014-2019 period from the PPP faction. During his tenure, Ganjar Pranowo received awards including Satyalancana Pembangunan (2014), Bintang Jasa Utama (2015), and Satyalancana Karya Bhakti Praja Nugraha (2015).¹

Social Media Management

Good social media management will produce a good message for the audience. Ganjar Pranowo's social media team was specially formed; some were part of the Governor's public relations and protocol, some were specially recruited using a personal budget, and a team was formed and managed privately based in Jakarta by volunteers. The entire team manages all the needs of political imaging, public relations, and dissemination of information through social media accounts. According to (Putra & Raharjo, 2020), three teams manage Ganjar Pranowo's political public relations based in Central Java. The team includes the Public Relations Team (officials

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of the Central Java Provincial government), the Situation Room Team (data center, part of the public relations of the Central Java Provincial government), and the Puri Gedeh Team (a team specially funded personally by Ganjar Pranowo). In this study, it was found that there was another team called "Tim Udara" which was formed in November 2021 and managed privately by Ganjar's volunteers based in Jakarta.

Official accounts managed by the PR Team include Instagram with the account name @ganjar_pranowo, Twitter with the @ganjarpranowo account, Facebook with Ganjar Pranowo account, and YouTube with the Ganjar Pranowo account. At the same time, the TikTok account @ganjarpranowofc is not an official account of Ganjar Pranowo but was created by Ganjar Pranowo's fans. Following Ganjar Pranowo's statement during an interview on August 10, 2022, as follows:

"I do not have a TikTok account. The word FC at the @ganjarpranowofc probably meant fans club. My social media started on Facebook, Twitter, Instagram, and finally, YouTube... That content is not what I created. That is why it's called FC. Maybe that person idolizes me, and he takes many pictures from my social media."(Ganjar Pranowo, 2022).

The TikTok account @ganjarpranowofc was first active and uploaded video content on January 27, 2020, featuring Ganjar Pranowo dancing with a group of people on Tokopedia. When this article was written, the TikTok account @ganjarpranowofc recorded 3 million followers, uploaded 944 videos, and amassed 56.4 million likes.

Based on the observations and research results, two other TikTok accounts display Ganjar Pranowo's political image in a structured manner. Those TikTok accounts are @ganjarku_ and @ganjarpedia. The TikTok account @ganjarku_ was released on 8 December 2021, has accumulated 19 thousand followers, 251.1 thousand likes, and is connected to the @ganjar_ku Instagram account. Meanwhile, the TikTok account @ganjarpedia, released on 16 December 2021, has accumulated 5,338 followers and 91.9 thousand likes and is connected to the @ganjarpedia Instagram account. Tim Udara managed these two accounts in Jakarta.

This organized team carries out Ganjar Pranowo's social media management. The social media team is divided into two, the ground team (field team) and the *Tim Udara* (mass and online media). The ground team serves as a data collector and includes a team that educates the audience directly door-to-door. Meanwhile, *Tim Udara* did many processes and is still divided into several teams (see Figure 1).

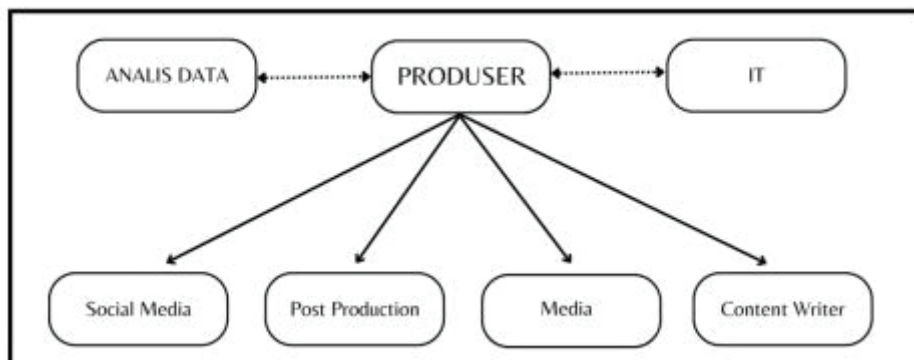


Figure 1. Ganjar Pranowo's Social Media Management Flow

Source: Research primary data (2022)

The management carried out by *Tim Udara* is as follows:

- 1) The producer is responsible for managing the issue and the content produced. Producers receive input from data analysts in the form of issues currently popular or issues that arise to be responded to as counter-opinions by the producer team.
- 2) The IT team is a support team to ensure that all accounts and production support equipment can run well.
- 3) Data analyst: analyzing the issues, events, and audience's favorability tendencies. The data obtained are then analyzed and given in the form of recommendations to the Producer as material for consideration of issue management.
- 4) The editorial team is a team that on the ground collects materials and news. This editorial team followed Ganjar Pranowo's daily activities, collecting materials and reporting to *Tim Udara*.
- 5) The post-production team consists of editors, graphics, motion, and copywriters. This team processes the materials from the editorial team before they are uploaded to the selected media. The post-production team's results are then performed with quality control (QC) by the Producer. If the content has passed the QC, then the producer submits it to the social media team to be uploaded on social media that matches its characteristics.
- 6) The social media team uploads content that has passed the QC from the producer to the selected social media accounts.
- 7) The content writer team is responsible for creating or writing narratives to support the content to be uploaded.

The social media team has a mechanism for determining issues/content that will be created and uploaded on social media accounts. The core team conducts daily, weekly and monthly meetings to determine the issues to be raised and packaged, which are usually adjusted to the governor's activity schedule (protocol activities). The content is organized based on the governor's activities and the issues that developed at the time. Meanwhile, the public relations team compiled the release, which was given to the mass media.

The content is arranged according to the type of social media chosen because each social media has its characteristics, especially on the TikTok account. The impression that wants to be instilled in the audience is the figure of Ganjar Pranowo as a governor who works, is familiar and famous, is humanist, and up to date with new things. The video content duration is as short as possible, accompanied by the hits music, and liked by the TikTok audience. The use of hashtags is also adjusted to the theme and has a mandatory hashtag, #ganjarpranowo.

The primary purpose of managing social media content is to introduce the figure of Ganjar Pranowo to a broader audience. The main target is young people (as in the demographic of TikTok users), especially in Central Java, but it also does not rule out the possibility of reaching audiences in other age groups and regions outside Central Java. Therefore, video content that uses Javanese is given video text Indonesian.

The advantages of TikTok content videos are that they are easy to download and share through other social media and make content on TikTok so that it can

be uploaded on other social media accounts such as Instagram. Managing issues by the media team is inseparable from the activities of public relations protocols. The media team also interacts with the social media of political opponents and the mainstream mass media to obtain issues that need to be processed and clarified through video content.

Communication in the management of *Tim Udara* is carried out to equalize the perceptions of all team members so that the message formed in the content video is under the primary purpose of using social media. This includes when facing the onslaught of netizens' comments on the figure of Ganjar Pranowo on the growing issue. *Tim Udara*, including Ganjar Pranowo himself, attempted not to directly answer the attacks from those who sought to bring down Ganjar Pranowo's political image. All attacks or black campaigns on the internet will only be answered with content that contains the opposite fact as a counter opinion.

The social media management carried out by the *Tim Udara* is divided into 4 stages:

1. Define the Value Proposition

The advantages it has compared to other political actors must be reflected through the value proposition. At this stage, *Tim Udara* determined values that were relevant to the needs of Ganjar Pranowo's political image. According to *Tim Udara*, Ganjar Pranowo has the advantage of being flexible and adaptive to his environment. The values raised are the humanist image and genuine work of Ganjar Pranowo while leading the Central Java Provincial Government.

"The communication that Pak Ganjar Pranowo wants to build is "to belittle politics". Politics that seem heavy want to be lightened and easily understood through dialogue or small talk. That is why Pak Ganjar is easy to enter and accepted anywhere. By default, Mr. Ganjar is very flexible, like water. For us content creators, this is very easy. For every activity, there must be a quote. Joking as a human. Wise as governor. Every time we go home, we have the content. There is no setting, either from the social media team, the public relations team, or Tim Udara. Now, this is the figure we want to show the public. So, they can see Pak Ganjar more closely, as he is, without any settings."(Tim Udara, 2022)

Tim Udara then made two types of branding, namely Ganjarku and Ganjarpedia. The underlying difference is the imagery displayed. In the Ganjarku branding, the humanist side of Ganjar Pranowo is to be displayed, and the appearance of its activities with a lighter packaging. The Ganjarpedia branding wants to display the track record, history, and activities of regional heads, which are made like a catalog of information in Wikipedia. The two brandings are then poured into various social media accounts such as Facebook, Instagram, TikTok, Youtube, and Snackvideo. This article explicitly discusses TikTok accounts: @ganjarku_ and @ganjarpedia.

2. Segmentation, Targeting, and Positioning

The second stage is segmentation, which is to map the audience by sorting it out based on their similarities. According to informants from the *Tim Udara*, segmentation efforts have been carried out since the creation of Ganjarku and Ganjar-

pedia branding, as in the following information:

"In the past, there was probably Facebook, which is now starting to diminish. Then there is Instagram, but this Instagram segment is more upscale/luxurious and elegant. Then Tiktok was born, in it, there are audio, visuals, music, text, and captions with a concise duration, but the message we want to convey can be conveyed well. Although it is true for our editorial team, the shorter the duration, the more difficult it will be. Documentaries are currently starting not to sell well because there is YouTube, which is only 4-7 minutes long and can provide a summary of information to the audience. People no longer want to watch long-term videos, especially children nowadays. First the issue of quotas, secondly many other things that can be searched and done." (Tim Udara, 2022)

Targeting is choosing an audience group that suits our goals. The target of the TikTok account @ganjarku_ and @ganjarpedia is nationwide audiences that use TikTok. The advantage of using social media is that Tim Udara can determine targets based on user demographics (location, gender, age), which are adjusted to the message/issue conveyed in the content video. For example, for the video regarding providing scholarships to Papuan students in Central Java, *Tim Udara* will make a target audience in eastern Indonesia, especially Papua. As stated below:

"We can know the demographics of users on social media. What do girls and men nowadays like? In this region, people again like what? And so on. Well, it is with those analyses that TikTok exists. This, too, could have changed due to seasonality. Sometimes we make good content, and it turns out that it is not viral, or even if it becomes viral, it will take a long time, about a week later. Sometimes there is ordinary content, and it turns out it is even viral. Well, that is something we can't estimate." (Tim Udara, 2022)

Positioning is determining the best way to portray Ganjar Pranowo to relevant segments and to persuade the audience to like Ganjar Pranowo's political image. In short, positioning is a strategy for Ganjar Pranowo to be in mind, in this case, voters' minds. Positioning will later concern issues of the candidate's image or political party, track record, program, and reputation in voters' minds. Positioning is a "strategy" to get the candidate or political party in the most superior position in voters' minds.

Positioning is all activities to instill an impression in the minds of voters. In positioning, the attributes of the products and services produced will be recorded in the form of images contained in the cognitive system of the voter. With it, voters will readily identify and distinguish the product from other products. Something different or unique can help voters differentiate a product in their minds. As stated in the following statement:

"We have @ganjarku_ and @ganjarpedia accounts. The two accounts are attached every day to Mr. Ganjar. Both are on all kinds of social media. Suppose Ganjarku raises the lunge and humanist side of Ganjar and is more lite. The naming of Ganjarku also makes the audience say, "wow, this is my Ganjar... My Ganjar..." Meanwhile, Ganjarpedia displays more track records and history. The two are managed in a balanced manner. Why? If we only focus on Ganjarku, it is like a supermarket; all about Ganjar is a mix. People will get tired of the content. That is why it must be balanced. So, there will be two versions of the fans, "oh, I prefer Ganjarpedia because of his actions." Then there will be fans who are Ganjarpedia's version "I prefer Ganjarpedia, more like the media, etc..." That is people's choice."(Tim Udara, 2022).

2. Operations and Delivery Process

The third stage is operational and messaging. Content created by the production team will be checked for quality by the producer. After that, the producer will forward it to the social media team to select and upload content on social media that is judged appropriate.

“Content that passes quality control in the producer will then be thrown to the social media team. The social media team will also see which content is suitable for which social media. All social media channels exist, but only the treatment is different because the character of each social media is different. If the message conveyed wants to be more in-depth, it is usually on YouTube.” (Tim Udara, 2022)

Social media that carries the concept of User Generated Content (UGC) seeks to present an up-to-date display to support the communication process. The @ganjarku_ and @ganjarpedia accounts have different and distinctive content displays. The TikTok account @ganjarku_ displays TikTok thumbnails in red and white colors, with short, concise titles, and attracts the audience to click (see Figure 2). The TikTok account @ganjarpedia displays thumbnails in blue-gold-white colors with the use of titles that are also short, concise, and interesting (see Figure 3). Meanwhile, the @ganjarpranowofc account does not have a thumbnail (see Figure 4).

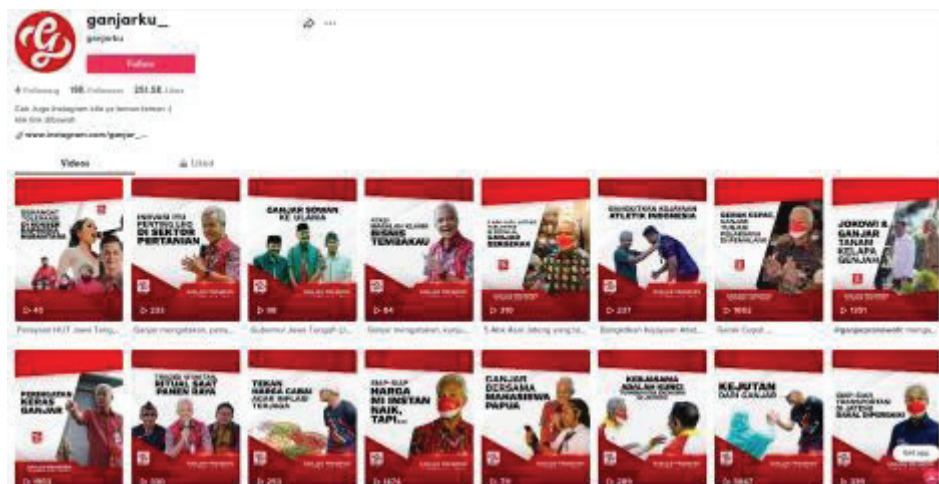


Figure 2. TikTok Account Content Video Thumbnail Display @ganjarku_

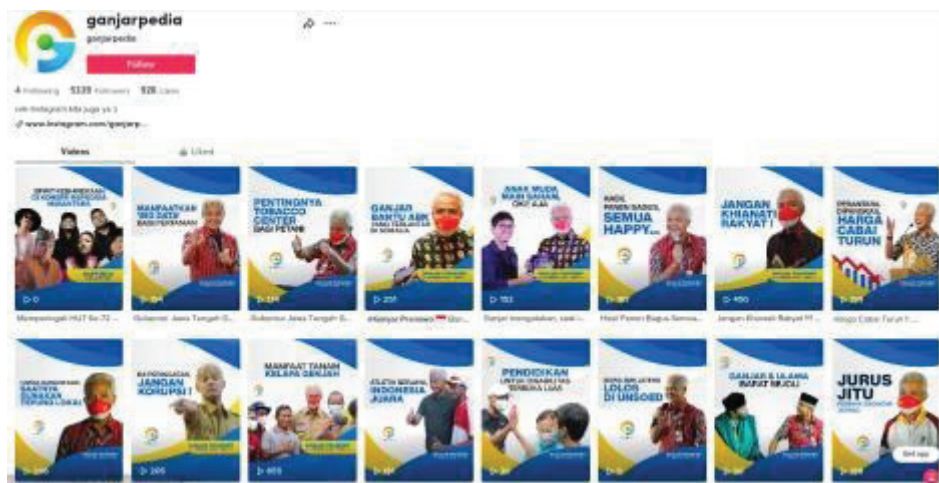


Figure 3. TikTok Account Content Video Thumbnail Display @ganjarpedia

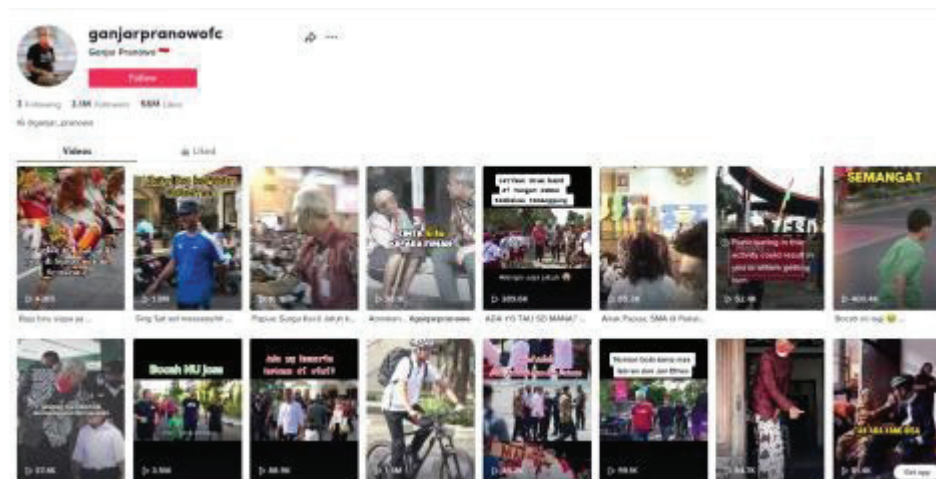


Figure 4. TikTok Account Content Video Thumbnail Display @ganjarpranowofc

4. Measurement and Feedback

Measurements and feedback were carried out to see the success of social media as a form of a political image of Ganjar Pranowo. Measurement and feedback are done by looking at and matching the message's reach to the audience. Such as by evaluating the number of views, likes, shares, and audience comments. Some content intended to go viral is evaluated if the virality target is not achieved. This measurement and feedback process is carried out in daily, weekly, and monthly meetings, which evaluate all content developments.

Political Public Relations

Concerning the types of political public relations (McNair, 2017), political PR activities by Ganjar Pranowo include media management, image management, and information management. The following is an explanation of political PR activities carried out by the Ganjar Pranowo Media Team:

1) Media Management

Media management activities foster good relations with the mass media, both locally, nationally, and internationally. Ganjar Pranowo's media team prepared a media release for all activities carried out by Ganjar Pranowo as governor. The media release contains reports on Ganjar Pranowo's activities, dialogues carried out, statements issued, statements from parties encountered/invited to dialogue, and data related to the basic rules of news writing (5W + 1H), as well as supporting facts on the issues raised. The supply of event reports for structured reporting aims to maximize media coverage that benefits both parties. The mass media benefited from a detailed summary of events, making it easier for journalists to create media coverage of Ganjar Pranowo. On the other hand, the Ganjar Pranowo media team benefits from ensuring that the content of the news written by the mass media is under the desired corridor. As stated below:

"The Tim Udara includes providing content to the mass media. We provide releases containing editorial narratives, photos, and videos. So the reporters willing to make news according to the release stay tailored to the style of their media/institution. The release was in the form of a coverage report;

who were the interviewees? The A answered what; the B answered what. So when making news, the reporter will not go out of his corridor. The person who is the source is true, and the data presented is also valid. So the odds are minimal, or no one is twisting the news." (Tim Udara, 2022).

2) Image Management

The main motive for Ganjar Pranowo's image management is to make politics more accessible to the people because politics is considered elitist and complicated, so people are reluctant to discuss it. Similarly, it is aimed at youngsters (generations of the 90s and 2000s) who will become novice voters. Ganjar Pranowo called it a "Merecehkan Politik" effort. As stated below:

"I want to MERECEHKAN POLITIK. Politics is tense, clumsy, sloppy, ugly, identity, and annoying. Even though the people's need is simple, "Sir, can my ID card be ready tomorrow?" or "Sir, how about the broken road, sir?" or "Sir, there are students who can't pay for college, how about it, Sir?" Well, this is an incident; at that time, my staff conveyed, he said that there were post-graduate students from Papua who could not pay for college. Then I asked them to check first and see what we could support. However, why did the Papuan ask me for it? Well, I don't know. Maybe it's because I've met a few times at some time, and maybe it's also because I'm considered close by them, and it has considered capable of providing solutions."(Ganjar Pranowo, 2022)

"Then, I wanted to communicate with many people, but I could not possibly be physically present. So then if Mr. Jokowi is doing blusukan, we make an e-blusukan. This e-blusukan is actually on social media. For example, when I became governor, many people asked me to imitate QLUE, an app from DKI Jakarta. Well, then I thought, who is that application for? How much does it cost? How then should he be socialized? Don't people understand it? The positive is that it was built specifically, made the system, then socialized it, and the community used it. Minimally bullied. Because who accesses yes that is it, that is all. However, it has more costs, time, mind, and workforce to be prepared. The point is that it is EXPENSIVE... I am looking for a cheap one. There is social media, we can use it, and it is free. All we have to do is make an account. I commend members of my government. "Hey Dinas, create an account, create an account, create an account.." CHEAP costs and DIRECT. Only takes minutes. So what? The performance of each of the Dinas is acceptable to the community, and the community can assess and report. However, what are the risks? Bullied, marked, because that is the real public space. So that is just that. So speaking of transparency and accountability, we cannot talk about it; it has to be proven. Furthermore, youngsters of your age always say "no picture = hoax." (Ganjar Pranowo, 2022).

Image management activities support media management activities. The news spread in the release to the mass media crew was accompanied by an emphasis on the image of Ganjar Pranowo as a person and governor. The image of being a person and a governor are both closely related.

The scope of Ganjar Pranowo's image tends to be presented as a figure who is close to family, daily activities, and close to people. As for the governor's image, Ganjar Pranowo is shown as a figure who is close to the people, doing honest work (by displaying surprise inspection activities), daily activities, and spiritual and development achievements.

The image of being close to the people is shown in how Ganjar Pranowo greets his people during visits. Ganjar Pranowo also showed familiarity by not feeling awkward when resting in people's homes, working or zooming at a food stall, meeting Wadas demonstrators, and responding to criticism from the community.

The figure of a strict governor is shown when conducting surprise inspections, inspecting development projects, or provincial programs' social assistance by applicable provisions and policies. Some video content appears that *sidak* activities are carried out spontaneously and the success of the follow-up of the *sidak*.

3) Internal Communication

The figure of a strict governor is shown when conducting surprise inspections, inspecting development projects, or provincial programs' social assistance by applicable provisions and policies. Some video content appears to show that *sidak* activities are carried out spontaneously. Not only stopping at the *sidak* activity, but the media team also displayed a content video containing the success of the follow-up of the *sidak*.

"All members of the Tim Udara are recruited professionally and full-time. We avoid part-time workers to maintain the confidentiality of our data and communication strategies. The team members also work anonymously and confidentially, not being known by anyone, not even their family or friends. So, we try to work under the radar, or anonymously, even though we are structurally and legally there." (Tim Udara, 2022).

The Internal *Tim Udara* has clear guidelines (SOP), and all employees must comply with these SOPs. They also work in shifts because media work is non-stop, 24 hours a day, 7 days a week. *Tim Udara*, based in Jakarta, also set up a base camp in Semarang and assigned team members to participate in Ganjar Pranowo's activities. The team's assignment to Central Java was carried out in turns with a duration of changing members once a month.

4) Information Management

Information management is an activity designed to control and manipulate the flow of information in the public sphere. Dissemination of information is not the only purpose of communication. Information is a source of power, which, when cleverly disseminated, will play an essential role in managing public opinion.

In the content of the TikTok account managed by *Tim Udara*, even though it displays the actions and humanist side of Ganjar Pranowo, it appears that there is the management of issues and efforts to convey facts to counter negative news in the mass media. For example, the Wadas case. *Tim Udara* will send its members to conduct a special study on Wadas, which mass media journalists cannot do because of limited coverage time. *Tim Udara* member was tasked with finding the main issues in the field, how the settlement efforts were carried out, the progress of the conflict, and other important information. The information is then processed into several outputs, such as releases for mass media, and some are processed and packaged into content to be distributed on social media and try to make it viral.

CONCLUSION

Departing from the understanding that visual images' production, selection, and distribution can shape a political image, this article analyzes the use of social media in Ganjar Pranowo's image politics. The center of the discussion in this article is the social media management and Ganjar Pranowo's political public relations through his social media accounts.

Ganjar Pranowo's social media management is carried out by several teams, namely the Public Relations Team (officials of the Central Java Provincial government), The Situation Room Team (data center, part of the public relations of the Central Java Provincial government), and the Puri Gedeh Team (a team specially funded by Ganjar Pranowo personal). In this study, it was found that there was another team called "Tim Udara" which was formed in November 2021 and managed privately by Ganjar's volunteers based in Jakarta.

Social media management is carried out in a structured and organized manner, and all message content is comprehensively prepared. *Tim Udara* defines the value proposition and performs segmentation, targeting, and positioning. They do the operations and delivery process to encourage audience interaction actively. They also do measurements and feedback on the use of social media.

The management stages carried out by the Media Team in making political images through video content are the stage of managing issues before the video content is produced (pre-production), taking pictures directly when Ganjar Pranowo is active (production), editing and adding music (post-production). All video content goes through quality control by the editorial team; until published by the social media team. Ganjar Pranowo and the Media Team carry out public relations activities (McNair, 2017), namely media management (making releases), image management (determination of personal and governor images), internal communication (internal team consolidation), and information management (information control and propaganda).

Political actors must be able to use each device efficiently, up to date, and technology literate (McNair, 2017). From the analysis of the TikTok accounts @ganjarku_ and @ganjarpedia, it can be seen that the account is managed professionally. All issues presented in the video content of his account are not only random videos but are also presented in the form of a visual diary. The media team manages issues before the video content is produced (pre-production), then pictures are taken directly during Ganjar Pranowo's activities (production) and post-production (editing and adding music).

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