CONSTRUCTION OF THE 2024 PRESIDENTIAL CANDIDATE CAMPAIGN ON THE MATA NAJWA YOUTUBE CHANNEL

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Abstract. The General Election ended on February 14, 2024, the Indonesian public is waiting for an official announcement from the General Election Commission (Komisi Pemilihan Umum). Previously, during the campaign period, after the campaign and waiting for the decision, news about the election, especially the Presidential Campaign, was widely discussed in the media, including YouTube. Najwa Shihab's YouTube channel, broadcast "Jejak Kampanye Capres 2024" (Traces of the 2024 Presidential Candidate Campaign) before the election was held. The content is divided into "Intro", "Jejak Kampanye Anis Baswedan", "Jejak Kampanye Prabowo Subianto", "Jejak Kampanye Ganjar Pranowo", and "Closing". By using Entman's framing analysis, the research results that Mata Najwa is trying to remain neutral, provides a political identity or image for each presidential candidate that can influence people in choosing. But, even though she looks neutral, Mata Najwa positions the 2nd presidential candidate, Prabowo, as looking more relaxed and better prepared for the Presidential Election this time. Prabowo's style and strategy might be still old, but it turns out he is able to give his own image with the "contemporary" term, and is not owned by other Presidential Candidates. This image seems to have just appeared, not part of a previous strategic plan.

Keywords: The 2024 Presidential Election;Presidential Candidate; Presidential Campaign

INTRODUCTION

The General Elections were held last February 14. The public, especially Indonesia, is waiting for the real count results from the General Election Commission (Komisi Pemilihan Umum - KPU). Previously, during the campaign period, until the time this article was written (19 February 2024, 16.00), news about the election, including the campaign, was widely discussed in the media, not only conventional media but also *online* media. One of them is YouTube.

YouTube is still one of the most popular social media in Indonesia. Najwa Shihab's YouTube channel is one of the channels that currently has almost 10,000,000 subscribers.
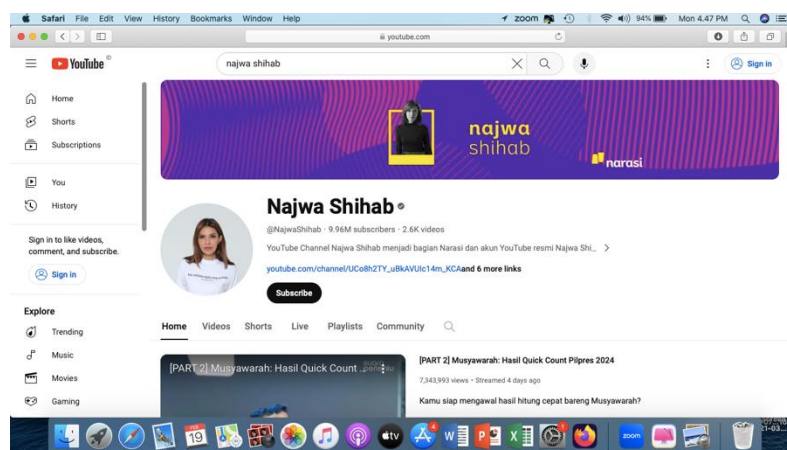
Figure 1. Najwa Shihab's YouTube Channel YouTube

Based on the description of Najwa Shihab's YouTube channel, this channel contains topics regarding politics, social law, religion and other current issues. The Najwa Shihab YouTube channel divides its content into Najwa's Eyes, Najwa's Notes, and Shihab & Shihab. For content regarding politics, such as the 2024 Presidential Election Campaign, fall into Mata Najwa.

Before the 2024 Presidential Election, Najwa Shihab's YouTube channel created content entitled

"Jejak Kampanye Pilpres 2024 (Traces of the 2024 Presidential Candidate Campaign)" in Mata Najwa, as of the time of this writing, February 19 2024, at 16.56, it has been viewed 1.2 million times. Najwa Shihab, based on the results of her participant observations by attending campaigns held by the candidates, conducting interviews with all the candidates, the success teams and the supporting community, completing them with narratives in the form of voice overs.

Figure 2. Mata Najwa – Jejak Kampanye Capres 2024

This research wants to look for how Mata Najwa, Traces of the 2024 Presidential Candidate Campaign, constructs a reality in the media, using Robert N. Entman's Framing analysis method. The content in this media is based on direct observations and interviews conducted by Najwa Shihab regarding the 2024 presidential candidate campaign.

This model was chosen because in the Entman model there is **Issue Selection and Highlighting Certain Aspects of the Issue**. Here what will be seen is a selection of issues contained in the content " Traces of the 2024 Presidential Candidate Campaign " which generally do not appear in other content or news. Apart from that, in Entman's framing there are also categorizations; **Define Problems, Diagnose Causes, Make Moral Judgment and Treatment Recommendations**.

Meanwhile, the theory used is the mass media construction theory from Berger and Luckman. This theory has several basic assumptions; existing reality is created by humans through the power of constructing the world around them, there is a relationship between human thought and the social context that develops and is institutionalized, social life will continue to be constructed and reality is a quality in the reality of existing society and don't depend on anyone. There are three things that can be analyzed using mass media construction theory; information that touches many people, such as sensitive issues, contains elements of sensuality and horror. Sensitive matters are sensitive issues that are disturbing in society (in Leliana, et al, 2018).

The issues in this media content are considered sensitive, because they can influence the Indonesian people in determining their choice in the 2024 Presidential Election. The people's choice will automatically influence the condition of the Indonesian nation in the next 5 (five) years.

Based on the background above, the focus of this research is how is the Construction of the 2024 Presidential Candidate Campaign on the Mata Najwa YouTube Channel episode " Jejak Kampanye Capres 2024"using Robert Entman's Framming Model Analysis)?

LITERATURE REVIEW

These are 3 (three) previous researches that are similar to this research, using framing analysis, with the aim of showing the authenticity of the research.

The first research is Analisis Framing Model Robert Entman Tentang Pemberitaan Kasus Korupsi Bansos Juliari Batubara Di Kompas.com dan BBC Indonesia.com (Robert Entman's Framing Model Analysis of the Reporting of the Juliari Batubara Social Assistance Corruption Case on Kompas.com and BBC Indonesia.com) by Intan Leliana, Herry, Panji Suratriadi, Edward Enrieco, published in Cakrawala, Bina Sarana Informatika Humanities Journal, Volume 2 No. 2, September 2018. The result of this research is that the role of the media is clearly not just to convey information, this era require the media to act as 'watch dogs' or supervisors. watchdog and control for the government

and related institutions in formulating every policy for the benefit of society. The results of the study show that the media Kompas.com and BBCIndonesia.com provide information and clarification space for the government and the Corruption Eradication Committee (KPK) to make every effort to bring order and overcome the problem of corruption in *Covid* 19 social assistance funds (in Leliana, et al, 2018).

The second research is Analisis Framing Robert Entman Tentang Berita Kompas.Com Dan Detik.Com Tentang Kasus "Idi Kacung WHO" (Robert Entman's Framing Analysis of Kompas.Com and Detik.Com News Regarding the "Idi Kacung WHO" Case) by Muhammad Alberian Reformansyah and Pratiwi Wahyu Widiarti, published in Lektur, Journal of Communication Sciences, Vol 5 No 4, 2022. The results of this research show that; 1) There is a pattern of framing the "IDI Kacung WHO" case in the Detik.com and Kompas.com reports. 2) Overall, Detik.com's reporting highlights Jerinx's violations of the ITE Law. 3) Overall Kompas.com presents a different perspective where Jerinx is placed as the main source in order to provide space for the reasons behind the post "IDI Kacung WHO" (Reformansyah, et al., 2022).

The third research is Sepak Bola Indonesia dalam Bingkai Pemberitaan Media (Indonesian Football in the Frame of Media Reporting) by Afdal Makkuraga Putra, Journal of Communication Sciences Vol 9 No. 3, September – December 2011. The result show that Kompas daily interprets the National Football Congress (KSN), which is actually a congress to find a solution to the decline of national football, which Kompas interprets as the right momentum to replace the General Chair of PSSI, Nurdin Halid. KSN was also encouraged to become the PSSI Extraordinary Congress (KLB). According to the PSSI Statute, the KLB can only be held if it has received a recommendation of two-thirds of the votes from PSSI vote owners, which number up to 78 clubs. According to Suara Karya, a newspaper which is an extension of the Golkar Party, it was more busy reporting on the issue of the ousting of Nurdin Halid as the General Chair of PSSI than reporting the essence of the congress. Bill Covack's opinion that journalists must produce comprehensive and proportional news is not proven (Putra, 2011).

According to Eriyanto (in Leliana, e tal, 2018), Framing is defined as the process of making a message more prominent and seeing how the media constructs reality. Framing analysis is also used to see how events are understood and framed by the media. From a communication perspective, framing analysis can be used to dissect ways or ideologies of looking at strategies for selecting, highlighting and linking facts in the news to make them more meaningful, more interesting, more significant or more memorable, to guide the *audience*'s interpretation according to their perspective.

Framing analysis can simply be described as an analysis to find out how reality (events, actors, groups, or whatever) is framed by the media. The framing goes through the construction process. In framing analysis, social reality is interpreted and constructed with a certain meaning. Events are understood in a certain way. All these elements are not only part of journalistic technique, but indicate how events are interpreted and presented (in Leliana, et al., 2018). In framing analysis, the first thing to do is look at how the media constructs reality. Journalists and media who actively shape reality. More specifically, how the media frames events in certain constructions, so that the point of attention is not whether the media reports negatively or positively, but rather what frames are developed by the media.

Robert Entman sees framing in two major dimensions: **Issue Selection** and **Highlighting Certain Aspects of the Issue**. Highlighting is the process of making information more meaningful, more interesting, significant or more memorable for the *audience* (in Leliana, et al, 2018). Framing is an approach to find out what perspective or point of view is used by journalists when selecting issues and writing news. This point of view or perspective ultimately determines what facts are taken, which parts are highlighted and omitted, and where the news will go.

Eriyanto (2012) said that the Entman model of framing can be done in 4 (four) ways; **Define Problems** (Framing can be done by describing an event), **Diagnone Cause** (where Framing is done by naming the actor or figure behind the emergence of a problem), **Make Moral Judgment**; (Framing can be done by providing an assessment of a problem), and **Treatment Recommendations** (Framing can be done by providing recommendations or solutions to a problem).

Table 1. Entman Framing Model 1

Issue Selection	This aspect relates to the selection of facts. Of this complex and diverse reality, which aspects are selected for display? This process always contains parts that are intended (included), but there is also news that is released (excluded). Not all aspects or parts of an issue are shown, journalists choose certain aspects of an issue.
Highlighting Certain Aspects of the Issue	This aspect is related to writing facts. Once a particular aspect of an event/issue has been selected, how is that aspect written? This is closely related to the use of certain words, sentences, pictures and images to be displayed to the public.

In Entman's conception, framing basically refers to providing definitions, explanations, evaluations and recommendations in a discourse to emphasize a certain frame of mind regarding the event being discussed (Eriyanto, 2012).

Table 2. Entman Framing Model 2.

Define Problems	How is an event/issue viewed? As a what? Or what problem?
Diagnone Cause	What is the cause of this incident seen? What is considered to be the cause of a problem? Who (actors) is considered to be the cause of the problem?
Make Moral Judgment	What moral values are presented to explain the problem? What moral values are used to legitimize or delegitimize an action?
Treatment Recommendations	What solutions are offered to address the problem/issue? What paths are offered and should be taken to overcome the problem?

METHOD

This research approach is qualitative with a constructivist paradigm, using mass media construction theory and Robert Entman's framing method, which consists of Issue Selection and Highlighting Certain Aspects of The Issues, in addition to the categorization of Define problems, Diagnose causes, Make moral judgment and Treatment recommendations.

The word paradigm comes from the Greek word paradeigma, which means pattern. Thomas Kuhn (1962) used the word paradigm to denote a conceptual framework shared by a scientific community that provides an appropriate model for studying problems and finding solutions. Kuhn formulated a paradigm as "an integrated collection of substantive concepts, variables and problems related to a methodological approach and its tools..." For Kuhn, a paradigm is a research culture that has a set of beliefs, values and assumptions that the same ones that the research community uses in viewing and carrying out research. Therefore, paradigm shows patterns, structures, and scientific frameworks or systems as well as academic ideas, values, and assumptions (Rakhmat, et. al., 2016).

Constructivism embryonicly started from the views of Rene Descartes with his famous expression "Cogito Ergo Sum" which means "I think, therefore I am". The expression Cogito Ergo Sum is something certain, because thinking is not a fantasy. According to Descartes, knowledge about something is not the result of observation, but rather the result of rational thinking (Gunawan, 2017).

Qualitative research explains a reality using descriptive explanations in sentence form (in Alfariani, et. al., 2022). Qualitative research has characteristics (Herdiansyah, 2013):
1. Natural context and setting (naturalistic);
2. Aims to gain a deep understanding of a phenomenon;

3. Deep involvement and close relationship between researchers and the subjects studied;
4. Typical qualitative data collection techniques without any treatment or manipulation of variables;
5. There is an exploration of the values contained in a behavior;
6. Flexible; and
7. The level of data accuracy is influenced by the relationship between the researcher and the research subject.

The units of analysis in this research are narratives and visual images as supporting data in Mata Najwa's YouTube content "Jejak Kampanye Capres 2024", connected to the Entman's Framing Model: Issue Selection and Highlighting Certain Aspects of Issues, in addition to the categorization of Define Problems, Diagnose Causes, Make Moral Judgment and Treatment Recommendation .

To complete this data collection, the researcher needs some supporting data sourced from primary data and secondary data, therefore the researcher uses two types of data collection techniques:

    1.   Primary Data. The data obtained was by directly observing the YouTube content "Jejak Kampanye Capres 2024"

    2.   Secondary Data. Another collection of data that supports this research; library research related to theory, information about matters related to the theoretical basis, as well as scientific concepts needed during analysis.

According to Huberman and Miles, as quoted by Burhan Bungin, there are several stages in data analysis that are commonly carried out in qualitative research (Bungin, 2022):

1. Categorization and data reduction. Here, the researcher collects important information related to the research problem, and then groups the data according to the topic of the problem.
3. Data presentation. The data that has been collected and grouped is then arranged systematically so that researchers can see and analyze the important components of the data presentation.
4. Drawing conclusions. At this stage, the researcher interprets the data according to the context of the problem and research objectives. From the interpretation carried out, conclusions will be obtained in answering the research problem.

RESULTS AND DISCUSSION

The research will be divided into 3 parts:
1. Anies Baswedan's campaign trail
2. Prabowo Subianto's campaign trail
3. Ganjar Pranowo's campaign trail

Table 3. Anies Baswedan's Campaign Trail 1

Issue Selection	In the Anies Campaign Footage section, the narrative content focuses on discussing Anies as a presidential candidate in full, without mentioning Vice Presidential candidate, Muhaimin Iskandar, who could have campaigned together.
Highlighting Certain Aspects of the Issue	Anies' campaign trail discusses Anies' campaign strategy, starting from the "Desak Anies" program, to campaign strategies via social media *Tiktok*, which can bring out more K-Pop supporters. Anies' character, who is also a reformer, makes Anies innovate in carrying out campaigns. At the end of the discussion, she questioned whether Anies' campaign style could gain votes significantly.

Figure 3. Anies Baswedan in "Desak Anies"

Figure 4. Anies Baswedan in "Live *Tiktok*"

Figure 5. Anies Baswedan's Support Style

Table 4. Anies Baswedan's Campaign Trail 2

Define Problems	Will Anies' campaign style enable him to gain the most votes and win the 2024 Presidential Election?
Diagnone Cause	Competition to win votes to become number no. 1 in Indonesia. Moreover, seeing that the other candidates are no less struggling to win the most votes through their respective campaign strategies and styles.
Make Moral Judgment	Innovate. Anies' campaign style can provide freshness to the campaign culture in Indonesia.
Treatment Recommendations	Anies' work experience makes him better able to face the tensions of the 2024 Presidential Election, one of which is by adapting to existing trends, especially among young people, in order to gain votes among young people. Here you can see the figure, style and campaign strategy of Anies Baswedan as a Reformer.

Analysis:

The presidential candidate campaign trail focuses on presidential candidates, starting from number 1, Anies Baswedan. The strategy carried out by Anies is through the "Desak Anies" program where Anies invites his supporters to dialogue, discuss, convey what really needs to be conveyed. The current issues in Indonesia and what solutions to overcome them. "Desak Anies" became one of the "vessels" for people's complaints about the existing conditions where they also "urged" Anies to find a solution.

Utilizing the trending social media, *Tiktok*, while doing "Live *Tiktok*" can be a medium for monitoring how enthusiastic the Indonesian people are about Anies ads one of the Presidential Candidatea. Through "Live *Tiktok*", Anies seems to be able to directly meet his supporters, because, unlike other social media, for example, where there is usually an admin who creates content, responding to every comment that comes in. Through "Live *Tiktok*" anyone can immediately provide comments which will be immediately responded to by the content creator. This strategy can make the presidential candidate closer to his supporters.

K-Pop is something that is currently and is still trending. Maybe this is the impact of using the *Tiktok* media, which is able to invite supporters who are also K-Pop fans to make merchandise using Anies' attributes, just like they make the same merchandise for their idol K-Pop artists. The success of Anies' strategy to reach young supporters can be seen from K-Pop fans, who are mostly young people.

However, will this strategy and campaign be enough to win the 2024 Presidential Election? Mata Najwa saw Anies implementing many strategies, including following existing trends, especially among young people, in order to win the votes of millennials. Anies innovated, looking for new campaign styles and strategies. Will Anies' image as a reformer and his career experience from activist to Governor of DKI Jakarta are enough to win the 2024 Presidential Election?

Table 5. Prabowo Subianto's Campaign Trail 1

Issue Selection	Similar to Anies, in the Prabowo Campaign tracks section, the narrative content focuses on discussing Prabowo as a presidential candidate in full, without mentioning Vice Presidential Candidate, Gibran Rakabuming Raka.
Highlighting Certain Aspects of the Issue	Prabowo still uses the old style and strategy; a grand stage with a huge *audience*, followed by loud speeches. Prabowo even danced according to the wishes of the *audience*. Prabowo invites political figures, influencers or public figures to campaign together. Prabowo also invited business people to get their votes.

Figure 6. Prabowo Subianto's Grand Campaign Stage

Figure 7. Prabowo Subianto's "Joget Gemoy"

Figure 8. Demokrat Party Supports Prabowo Subianto

Figure 9. Prabowo Subianto and Public Figures

Figure 10. Prabowo Subianto and Businesspeople

Table 6. Prabowo Subianto's Campaign Trail 2

Define Problems	"What doesn't kill you makes you stronger." Prabowo seems calm and not too worried about the results of the 2024 Presidential Election even though he has failed twice before.
Diagnone Cause	Apart from still using the old campaign style and strategy, Prabowo also invited political figures, influencers, and public figures to campaign together. Prabowo's experience as a TNI gave rise to a patriotic and authoritative image among his

	supporters.
Make Moral Judgment	Follow the wishes of supporters. Because supporters here are the votes to determine victory.
Treatment Recommendations	Prabowo's campaign style and strategy are still the same. However, this style and strategy can attract the attention of young and old alike.

Analysis:

Mata Najwa saw that Prabowo's style and strategy still used the old ones; grand stages, loud voices and fiery speeches. Prabowo is like a star figure on stage who is warmly welcomed by fans in every campaign he carries out. As a former TNI member, Prabowo's figure is synonymous with a patriotic and authoritative spirit. Even though this strategy is considered "old school", it does not reduce the enthusiasm of supporters to come to the campaign events he holds. Even Prabowo is "popular" by dancing to the wishes of his supporters. This is where the term "Gemoy" emerged, which is in contemporary language is another term for "Gemas" or "Cute". So, even though he used the old campaign style and strategy, Prabowo even came up with a contemporary term that is synonymous with him, namely "Joget Gemoy" or "Cute Dance".

Besides that, Prabowo's other strategy is to form a coalition with politicians from well-known political parties. Prabowo also invited other influencers and public figures to campaign together. Both influencers and public figures certainly have their own fans who are expected to support them along with their idols. Influencers are synonymous with newcomers, because this is a new term, especially in the world of social media. So, even though it seems like he has an old style and strategy, Prabowo still has a strategy to win votes from millennials (young people). Prabowo also embraced the young businesspeople. Businesspeople generally have their own strategies for seeing opportunities to ultimately win.

Mata Najwa also seemed to see Prabowo as if he had no burden in carrying out the campaign, even though he had failed in the two previous elections. because Prabowo is Prabowo; In terms of age, he is indeed the most "senior" of the two previous candidates, in terms of style and strategy he still uses the old methods. However, who would have thought that the "old style" would actually give rise to a contemporary term that is synonymous with it. And, with the old style and strategy, it can also win supporters from young people.

Mata Najwa took a term from German philosopher, Friedrich Nietzsche, "What doesn't kill you makes you stronger" to describe Prabowo. This means that even though he has failed, this does not stop Prabowo from winning the 2024 Presidential Election. Even though he is competing with younger people, with their own styles and strategies which may be considered "new", Prabowo still uses his old style and strategies.

Table 7. Ganjar Pranowo's Campaign Trail 1

Issue Selection	Like Anies and Prabowo, this section only focuses on the figure of Ganjar Pranowo.
Highlighting Certain Aspects of the Issue	Ganjar implemented a new campaign style and strategy from "blusukan", by staying at people's homes. Even though this is nothing new, at least this strategy attempts to position Ganjar as a figure who is familiar to the common people. Besides that, Ganjar is supported by parties who feel disappointed by President Jokowi's political steps in the 2024 Presidential Election.

Figure 11. "Blusukan" by Ganjar Pranowo

Figure 12. Ganjar Pranowo with The Local Residents

Figure 13. Ganjar Pranowo Discussed with Local Residents

Figure 14. Butet Kartaredjasa Supports Ganjar Pranowo

Figure 15. Yenny Wahid Supports Ganjar Pranowo

Figure 16. Supporting Ganjar Pranowo

Table 8. Ganjar Pranowo's Campaign Trail 2

Define Problems	Despite implementing new methods, will the "blusukan" campaign style and strategy be successful again in the 2024 Presidential Election?
Diagnone Cause	Even though it has been proven successful, the "blusukan" campaign style and strategy is not new to elections in Indonesia.
Make Moral Judgment	Get closer to residents, listen to residents' complaints and discuss them, by sitting together, as equals.
Treatment Recommendations	Getting closer to the ordinary people and continuing to receive support from those who feel they have been let down by President Jokowi in the 2024 Presidential Election.

Analysis:

Ganjar Pranowo's campaign style and strategy is not new, although in this "blusukan" Ganjar raised the "level" to the point of staying at people's homes, eating together, having equal discussions with residents. Ganjar's image as a simple, popular figure, and at the same time familiar with the common people was created in order to get their votes.

Mata Najwa saw disappointment from Ganjar's supporters regarding President Jokowi's decision in the 2024 Presidential Election. In fact, this appeared in the form of Ganjar's supporters wearing t-shirts #2024KalahkanJokowi. Here it can be seen that Ganjar's victory in the 2024 Presidential Election is also a victory against Jokowi, who in the 2024 presidential election supported another political party, not the same party as the party that supported Ganjar, who in the two previous Presidential Election periods successfully supported Jokowi to become president (2014 and 2019).

Mata Najwa also questioned whether Ganjar's "blusukan" this time could achieve success in winning the 2024 Presidential Election. Because, once again, this is not a new style and strategy. This "blusukan" style even seems to be synonymous with Jokowi, since he was mayor of Solo several years ago.

In Entman Framing Model 1, there are similarities in framing the three presidential candidates; only focusing on the presidential candidate, without the vice presidential candidate or supporting political parties. At least not narratively conveyed, because visually it appears in the content. The 2024 Presidential Candidate Campaign trail only wants to highlight the complete style and strategy of the Presidential Candidate, the character of the Presidential Candidate, the image of the Presidential Candidate, which will influence the Indonesian people to vote. Indeed, as an executive institution, the President will be the symbol of this country, the main "player". However, the team that exists with the President will also determine the sustainability of a country. The team here consists of the Vice President, ministers, as well as the legislative and judicial institutions. The team that will accompany the President is also determined from the Political Parties that supporting the Presidential Candidate and also the Vice Presidential Candidate.

If through campaign strategy the image of Anies Baswedan is a reformer is created, then

Prabowo Subianto and Ganjar Pranowo are the opposite, because they are still using the old strategies. However, Prabowo Subianto was able to come up with a contemporary vocabulary that is synonymous with him, namely "Joged Gemoy" which may not have been part of the campaign strategy plan. Even though Ganjar Pranowo raised the level for "blusukan", this strategy has been used by other parties before (President Joko Widodo).

In Entman Framing Model 2 Prabowo Subianto seems to have no problems in the presidential election this time. Prabowo seemed calmer even though he had failed twice before (2014 and 2019). Prabowo looks stronger than ever, with the Team, Political Parties and other parties such as Infulencers or Public Figures supporting him. Prabowo seems to have an advantage over his competitors. Prabowo remains confident in his "old" campaign style and strategy, because Prabowo is still popular with young and old people. Prabowo also collaborates with large political parties to support him, beside collaborating with young capital businesspeople.

So, it is appropriate that the quote "What Doesn't Kill You Makes You Stronger" is identified with Prabowo Subianto. Because, whatever happens, no matter how difficult it is or will be faced, as long as it still makes us able to stand on our own feet, doesn't make us stop, doesn't make us "dead", it will only make us stronger than before.

CONCLUSION

These are the conclusions of this research:
1. Only focus on the Presidential Candidate, not the Vice Presidential Candidate. It does not narratively mention the political parties that support each candidate, although still appear in visually.
2. Mata Najwa highlight the image of each Presidential Candidate.
3. Even though she looks neutral, Mata Najwa positions the 2nd presidential candidate, Prabowo, as looking more relaxed and better prepared for the presidential election this time. Prabowo's style and strategy might be still old, but it turns out he is able to give his own image with the "contemporary" term, "Joget Gemoy – Cute Dance", and is not owned by other presidential candidates. This image seems to have just appeared, not part of a previous strategic plan. Mata Najwa even attached the quote "What Doesn't Kill You Makes You Stronger" to Prabowo. It means whatever happens, no matter how difficult it is or will be faced, as long as it still makes us able to stand on our own feet, doesn't make us stop, doesn't make us "dead", it will only make us stronger than before.

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