

THE POLITICAL FIGURE OF JOKOWI'S ATTRACTIVENESS ON SOCIAL MEDIA FOR PERSONAL BRANDING IN INDONESIAN AND GENERAL ELECTION

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ABSTRACT

The development of the internet has led to the widespread use of social media in society. Research on the attractiveness of Jokowi's political figure spreads through social media as personal branding becomes very interesting. An attractiveness Jokowi's political figure leads to direct, whole-hearted involvement in people's lives. An attractiveness Jokowi's feel depth, especially Indonesian political elections in the era of digital. An attractive political figure that more accepts the community, leaves an imprint on the hearts and involves various innovative life experiences. An attractive Jokowi's political figure viral through social media as personal branding will have judgment, be the basis for action, and include the leadership determination itself.

Keywords: Internet, attractiveness, social media, personal branding.

INTRODUCTION

The development of Indonesian society follows rapid developments where the influence of the internet is still very much in the midst of a digital society. The rapidly developing internet-based life also influences political leadership and political life at large. An internet-based online society has become a precondition where social media becomes a part of every political activity. In conditions like these, the activities of attractive political figures develop and become widely accepted among society and become something that is spread, supported, and followed. Social media has become the main means of spreading various political activities, including attractive political figures who are nominated, idealized, and ultimately become references to be supported in a political contestation.

The development of Indonesian politics follows the development of the situation and people's lives. Community life continues to evolve to adapt to local, national and international conditions. Indonesian politics always follow the changes that occur, demanding newer roles and being accepted by the community. Every country, every society, and every age always give birth to new challenges and thoughts that require a political actor's presence. Those who are visionary,

anticipatory, responsive and able to make measurable political decisions are the desired ruling elites (Hadiati & Utomo, 2020).

In political life it is often said to be a 'grey' area because positive and negative are interrelated, as in a portrait of life there are negative and positive sides. In elections, it is natural that the losing party struggles to win, and assumes, looking for the other party's 'cheat', but it is also very natural that there is truth and God's Will, God's destiny as determines.

The power of God in the final decisive victory was felt. There are so many efforts made by political opponents who 'claim' to win in Indonesian election. In competing something natural, but will be faced with other facts, which indeed must admit that the opponent is the best and superior who will ultimately win a political contesting. Political contesting called the election of the head of state, region, resident area, and whatever form of leader in society. Phenomena Jokowi's Leadership Style is determinant factor In Political Indonesian especially in Digital era, 10 years end.

In a leader, especially as a president, e.g., Jokowi's profile (figure) interested to follow. Jokowi won the political contesting for the election of the mayor of Solo, the Governor of DKI and the President of the Republic of Indonesia. The Jokowi figure who has an attractiveness leadership style as Personal Branding is interested to study, and sometimes he runs away because he is asked by outsiders. Legitimate elections regardless of the positive and negative sides, advantages or disadvantages, victory and field ridicule, reproach behind hopes and admiration, even insults behind flattery are inseparable things. This makes the political area that is not black and white, but a grey area.

The official policy Authorities Make citizen-friendly policies under the Jokowi Presidency, especially with regard to the COVID-19 Pandemic. The government's policies promote fraternity, life, and societal aspirations. The government's policies directly affect society. The pandemic has given people optimism that the government will act appropriately to protect citizens' rights (Fahlevy, et al., 2022).

The development of the world's population, including Indonesia, in accessing the internet is extraordinary. Internet was familiar to population the world. Internet be a part of human life, in Digitally age, decade pasca covid 19. This figure is almost ten out of ten when considering individuals between the ages of 18 and 50 (Pew Research Centree, 2018). In parallel, the growth rate of social media bases online society is extraordinary cause raise cognitive attraction and misinformation (A. Cerbi, 2019).

Social media False information has a hint of dishonesty that is growing along with the widespread internet-based digital era. This period of time is commonly referred to as the millennial era (internet culture). Social media is the foundation and the mainstream; it is personal and internet-based. The community expanded quickly throughout the millennial era. The patterns of attitudes and behaviours in basic communication, particularly in political communication, have changed as a result of these advances (Tukina & Sanjaya, 2020).

Media social, Incorrect information, inside there is an element of dishonesty spreading along with the massive era of internet-based digital era. Such an era is widely known as the millennial era or online society. Social Media leads and is personal, internet-based online is the basis and mainstream. In the millennial era the community developed rapidly and widely. These developments have changed the pattern of attitudes, behaviours in basic communication, especially in political communication. These conditions of rapid change became a frame of the Millennial era, in this 4.0 era.

Media social and election, Freedom in making political decisions is the ideal condition for achieving the truth of choice in line with citizens' goals. Social media also has an impact on these illnesses. The dissemination of information, public education on the legal system, the generation of collective knowledge, transparency, and the maintenance of social order are just a few of the wide-ranging effects of social media activities (Wasita, 2021).

In decade end (up to 2024), media social as tool of intensive interaction online was familiar amount of society. Interaction one people to other as online interaction be Habit to all activities of life. Using media social in Political activities be fast growth especially in branding, marketing, campaign and election be significance apart and in line with the Media social growth. In that condition, process and style political figure be urgently apart in all level political activity (Adnan & Mona, 2024).

In Indonesian political life presence, role of political actors is very important. Every political actor has a political style. Political style is centre of society view in large. The political style of each political actor is different. The political styles of Jokowi, Anis Baswedan, Prabowo S., Megawati Soekarno Putri and Puan Maharani have their own styles. The attractiveness political figure of Jokowi or “Jokowi Branding” and other political figures on social media is very interested to study. It is interesting to study because it chooses the superiority of political actors in political activity and political contesting itself.

Political actor, figure as inner and germinal circle in Politic Indonesia. Figure of politic attractive make political dynamics and live. Media Social makes prime facilitator in digitally age. Media social and politic is one couple in era digital, one and the other will mutual support (Junemen Abraham et al., 2017).

Leadership Style: Personal Branding

Leadership is an action taken to regulate an organization. There are many kinds of leadership styles, such as personal branding, that are carried out by a leader. The leadership style is basically carried out according to a leader (Haddad et al., 2017).

The transformational leadership style is based on Burns research, which investigates the behaviour exhibited by political leaders. Burns findings have inspired other researchers to identify and develop transformative leadership constructs. Dimensions in transformation leadership style: ideal influence, inspirational motivation, intellectual stimulation, and individual consideration, transformation leadership on positive outcomes and outcomes, for example, when with job satisfaction, and performance (Winarto & Henri, 2018)

Leadership: Verbal, Nonverbal Communication

Verbal communication, e.g., in teacher talk, is simply the interaction between teachers and students to gain mutual understanding, which is expressed through oral communication. Verbal communication is a skill to reveal ideas verbally using words either written or spoken in a logical way that is easily understood by students During the interaction, effective verbal communication counts on mutual performance between the teacher and the students as a result of vocal and visible behaviour. (A.Wahyuni, 2018).

When teachers use verbal communication, total interactive performance is required which cannot be separated from non-verbal communication such as how they position their body, use

various gestures, focus their seeing, and sometimes use hand movement politely (Jones & Baron, 2002). Contra. Non-verbal communication in teacher talk refers to talk without words in which the teachers use signs from their body for affirming the verbal communication by using expressions, gestures, and actions during interaction. Actually, using nonverbal communication in daily activities is more dominant and effective for delivery messages than verbal communication, but many people do not know that (Sutiyatno, 2018) (Nuraeni & Wahab, 2020).

Political Attractiveness: Political Figure

Politics is a fundamental concept in social life. Politics need is related to the selection of a leader of state at all levels, from head state to local, resident head. Politics, political life, and politization are terms familiar to society's life. That political easy meet in society and can't be separated from society. In society, we need leaders, and leader are products of process politics. In politics, related to head, leader, demarcation, campaign, strategy, and marketing. In the digital, media, social era, 1 decade of political end, politics was growing fast with social media. Between politics and media, be a part of social life in the digital era. Politics grows fast in parallel with society's life. Social media makes political life real, update on any time and place

In the era of digital, social media was growing fast based on the Internet. Jokowi's political figure or style makes him a prominent icon in political Indonesia. Fact: Jokowi always wins from one election to another up to the (Acerbi, 2019). presidential election. The Jokowi's style in politics, see 'popular or famous', pleasant style, make many people hope and happy(-Happiest-), 'Jokowi Mania', and name 'ProJo Movement'. Activities in Jokowi many times and places show very attractiveness. Attractiveness: Jokowi's political style makes many people like, pleasant, solute, and supportive all out. Supporting Jokowi as candidate head resident Solo, Jakarta Gouverneur, and President can't be separated by Figure, style Jokowi itself.

Jokowi is a well-known political figure in Indonesia in the internet-based digital era. Indonesian politics is different thanks to Jokowi's branding, which respects and fosters self-spirit. Therefore, Jokowi is a genuine political brand in the real world. (Johnson, 2017) discusses personal branding, the process in which a person intentionally attempts to control how others view their experiences, talents, and abilities. Building personal branding requires self-awareness and understanding one's strengths and weaknesses in order to promote oneself effectively.

METHOD

This research is a qualitative study. Researchers do not intend to generalize, but describe, as objectively as possible, as naturally as possible, the object to be studied. Naturalistic research, this research method is often referred to as qualitative methods, namely research methods used to examine the state of natural objects (as opposed to experiments, where the researcher is the key instrument). The data collection technique was done inductively. The results of qualitative research emphasize meaning rather than generalization (Anggito & Setiawan, 2018).

In qualitative research, the natural setting is intended to interpret the phenomena that occur; here, the researcher becomes the key instrument (main research tool). Collection of data sources based on explorative research to objectives (purposive) and snowball (snowball), collection techniques with combined triangulation, inductive qualitative data analysis with research results that emphasize meaning rather than generalization (Mudjiyanto, 2018).

The ontological and epistemological points of view that were previously the ontological and epistemological points of view that were previously described are grounded (naturally) in our comprehension of the outside world. In order to arrive at a single conclusion, or "truth," the epistemological approach to the universe can be measured universally, and the ontological concepts are dynamic and quantified by various interpretations of what constitutes truth. The truth is a process, and that consequently, researchers should be the key toll (Wang, 2018).

The data is taken from observations, literature reviews, documents, and new media online; observe photos, videos and compare with relevant figures. From the data taken, then analysed inductively from general to specific. The data will be described and analysed as objectively as possible and to find answers based on the research objectives. The purpose of research is no different from the purpose of all scientific activities, namely to explore, describe, and explain.

Research will continue to be carried out until is able to answer the problems based on the existing research objectives (based goal research) Chart 1. Steps of research, observation, review of relevant literature, viewing documents (off and online); photos, videos, comparing related figures, analysing, discussing, discussing, and finally compelling reports. See below;

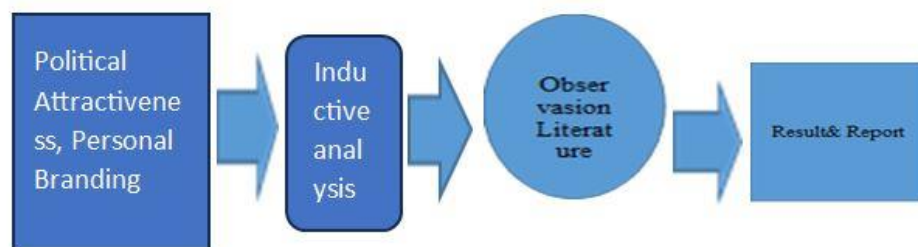


Chart 1

Chart 1: Step of Research

To get reliable and validated results, observations are made, comparing repeatedly to find answers. This activity will be repeated again until get an answer that really fits the research goals. In descriptive qualitative research, the role of the researcher is to determine whether the research is complete or not. If the researcher considers complete, then the research is complete.

RESULT AND DISCUSSION

Jokowi's Political Figure

In society, the presence of political Jokowi's figures as personal brands has own style. The attractiveness of political style as personal branding seems to be growing massively, especially in line with the development of an internet-based online society. Internet-based online society has resulted in the rise of social media and personal branding. Social media is growing very much, including; Facebook, Instagram, Twitter, and many others.

The attractiveness of Jokowi's Political figure and personal branding that is spread virally through social media is increasingly widespread. Internet-based social media offers the advantage that the message to be conveyed can be fast, actual, up-to-date, widely spread, and immediately available to the public. In addition to the advantages, of course, social media also has weaknesses. Weakness the proliferation of fake news, hoaxes, the spread of hate speech, the spread of incitement and provocative slander, and the spread of messages without realizing the consequences or impacts. For more details, see the figure of an attractive political leadership style and personal branding.

Jokowi, as the Regional Head, took direct steps "Blusukan"(go direct to society)—event to the point of checking directly into the sewers. What Jokowi does is different from some regional heads/regional heads elsewhere. What this does is see firsthand these culverts as an interesting style that is different from the others. The activity was immortalized and went viral on social media.

At the 2013 'Jakarnaval', Jokowi displayed in street Carnival a very attractive. Several previous periods there were no regional heads riding horses and wearing traditional clothes. What Jokowi 'Branding' has done raises awareness of the need to revive and preserve culture in society. Some people become sympathetic and interested in making similar efforts at various levels. Jokowi became the centre of attention even though some might not like him. In the cultural parade, it 'opens' the eyes of a leader who is willing to act and act out of the ordinary. Jokowi's attractive actions and Branded are spread on social media and become a lot of motivation and create new awareness about how leader, personal branding, and culture are (Ferdinand, 2013).

To do Carnival and perform in front of attractive people, it is not easy to be innovative, not shy, and have a strong spirit. The activity then went viral on social media and became the subject of discussion and its own assessment of Jokowi's figure. And this activity inspired the birth of a movement, a community that supports Jokowi. Jokowi is considered very understanding and puts culture in its place.

Political Attractiveness and Branding

Jokowi's attractiveness figure as personal branding have long been practiced and have become the archetype of Jokowi's style. Jokowi's using various election campaigns are different from the others. Jokowi doesn't seem to be running out of ideas to do that. What Jokowi idea also became the basis for public assessment of Jokowi's figure. Not all public figures are able, and can do attractiveness styles and have personal branding with all their heart. Jokowi's actions, trained based on mature life experience and clear goals, will get there.

The figure of Tri Rismaharini often creates interesting political ideas and has personal branding. In certain times and conditions, they will display a certain style that is different from the average person and/or people in general. Mrs. Risma's nickname as a leader is as if she is used to acting with style, words, speech, and maybe her attractive clothes. Her attractive style and personal brand with all her soul, energy, and efforts with a mature mind made Mrs. Risma admired and liked by many people. Mrs. Risma is a person who often 'violates' the policies she takes. Mrs. Risma often goes to the field "Blusukan," reprimands, and sometimes'rebuked' if something goes wrong. This shows that Mrs. Risma carries an attractive political style and has personal branding (Taman Kota Surabaya Rusak, Risma Marah-Marahan ke Demonstran, 2020).

The attractive style of Ganjar Pranowo, the Governor of Central Java who brought his wife's lunch from home, attracted the attention of many people and went viral on social media. Ganjar Pranowo's attractive behaviour is increasingly felt, especially since he is the first person in Central Java. This behaviour is widespread and will be judged by the wider community as a positive thing and a good example in dealing with the 'Pagebluk' (difficult life society) period due to the COVID-19 pandemic. The attractiveness of political style where any personal brand makes some people want and encourage Mr. Ganjar to run for the next president. His attractive political style and personal brand made the public also get carried away with emotions and seemed to be involved in the event. An attractive political style and personal branding unify socially, psychologically, and mentally between the leader and the people (Rachmawati, 2021).

Impact on General Elections

In 2024, many elections will be held in Indonesia, from president to province, regional, and resident. In that election, many politicians on all levels used political style as branding. Social media have a prime role in that political process, especially in the digital era. To win in political contestation, you need political leader determinants. And Jokowi's be the figure ideal to follow, winning in political competition.

The attractiveness style as personal branding of several political actors present has a wide impact on life Table 1. Attractiveness of political style as personal branding in the public sector, society, political economy, culture, and behaviour patterns in society, see the table below. Here's an interesting political style as personal branding:

Table 1 TABLE ATTRACTIVENESS POLITICAL FIGURE: PERSONAL BRANDING			
Head	Pointer		
	Actions, behaviour	Accessories, vehicles and equipment	Things, interesting, 'fun', out of the Box
Actor	From those whoes really care others, avoid hurting others, think for many people in society	From those whose feel it is very important to wear it, differences	From being innovative, out of the box, to not requiring change, especially self-defeating
Time	Relatively long planted, it takes planting, education, training and the right environment	go to temporarily, depend on condition	Sometimes Incidental
Condition	From the pattern of education, education's, home schooling, very good, excellence	From the pattern of education, education, private -home schooling-, very good to very low	new things, changing and out of the box until versus maintaining safe, comfortable conditions
Quality & Competence	Very good to bad/evil	From charming, awesome to downright unattractive	Cultivated and trained in new things to the point of being afraid to go out of the ordinary

An attractiveness political figure as personal branding Indonesia can present well, and it requires self-training, the role of parents, and a relatively good education. Positive or negative attractive political styles are also strongly influenced by the bitterness of life, complete life

experiences, and clear life goals. The more you do not have a clear purpose in life, the more attractive the political style will be without a clear direction.

Parenting and educating parents, as well as homeschool, self-taught, and private education models, will be more supportive towards a positive, attractive political style and personal branding. And conversely, life without clear goals, without intensive parenting (private) tends to be negative. The positive and viral political style and personal branding on social media is not a single and independent process, but a gradual, complex process that involves self, various products, and innovative life safeguards. Without it, it will be difficult to adopt a positive attractiveness political style as personal branding.

The attractiveness of the of the political style of a leader at various levels makes feelings, emotions, psychology, and social relations with the people close, even inseparable. The attractive political style as personal braiding extends and becomes an assessment, the footing of decisive action, including, of course, in the determination of the leader itself. Sincerity and purity of a leader will also be seen in the positive and wholehearted attractiveness style of what is called a leader.

CONCLUSION

An attractiveness political figure as personal branding Indonesia can present well, and it requires self-training, the role of parents, and a relatively good education. Positive or negative attractive political styles are also strongly influenced by the bitterness of life, complete life experiences, and clear life goals. The more you do not have a clear purpose in life, the more attractive the political style will be without a clear direction.

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