Implementation of Kpopfication in the campaign of presidential candidate Anies Rasyid Baswedan

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A R T I C L E   I N F O

A B S T R A C T

The digital era makes the existence of social media a tool used to spread and get information about many things that happen from one individual to another with a wider scope. This is also the basis for the entry of many cultures from other countries through posts spread through social media. The Korean cultural wave, also known as Hallyu, is a term used in the process of spreading Korean culture through products from South Korea. With a successful team, Anies Rasyid Baswedan utilized interest generation with a K pop design platform similar to the idol concept to communicate with his fans. Through the main X (Twitter) account @aniesbubble, he forms a positive image with the information shared. The research method used in this research is descriptive qualitative. The study aims to of this research entitled Implementation of Kpopfication in the Campaign of Presidential Candidate Anies Rasyid Baswedan is to find out the implementation of Kpopfication in the campaign of Presidential candidate Anies Baswedan and find out the impact of using Kpopfication in the campaign strategy. The results of this study show that the implementation of Kpopfication used in the campaign of Anies Baswedan's presidential candidate is by using the X application which is designed according to the fansite account of the bubble application which reports a lot of information using Korean. In addition, the @aniesbubble account also utilizes the habits of Kpopers such as live reports of activities, production fan projects, and distributing free goods. The impact of kpopfication carried out by the @aniesbubble account is that many people are interested in following and deciding to elect Anies Baswedan as president for the next period. From the creative campaign strategy Anies Baswedan received 24.95 votes.

1. Introduction

Election General 2024 is the party democracy's big implementation. At the election year, This is the election simultaneously the second to be held. On occasion besides determining president and vice president existing society fulfills the condition For becoming voters given a chance To determine member legislative, both at the level of national (DPR), provincial (Provincial DPRD), or district/city (City/ Regency DPRD) (Wilma Silalahi, 2022) . According to data that has been

obtained by the Commission General Election, the total number of voters in the 2024 election increased compared with Election 2019. Improvement This is caused by an increasing amount the generation young people who are 17 years old. Improvement voters This makes challenges separate for partner candidate president, candidate legislature, and party politics involved in struggle chair leadership. Many generations young don't have an interest in politics one challenge big they for educate at a time to make them interesting the generation young Because Want to However Later voice generations will need to determine success acquisition chair and be people's representatives in the cabinet. Lots of it generation is still young and considers trivial politics in Indonesia makes all teams successful candidate for president and the vice president need a breakthrough new that can interest the attention generation (Nur Hayati, 2022) .

In the digital era like Now, makes existence social media is a tool used to spread and get information about lots of things that are happening from One individual to another with more coverage (Tong, 2022). The presence of social media in the middle public Of course just gives rise to impact like it's easy to access information and disseminate it in various types of forms, from narrative educative to creative videos. This matter makes social media a means of Strong and extensive communication used For individuals, party politics, and candidates' legislative candidates to introduce their vision mission, and image before the public (Salman Farid, 2023) . Campaigns via social media have become part of modern political strategy, social media offers wide and fast access to society, making it possible to campaign to reach more audience big with a relatively cost low (B. Park et al., 2020). Campaign creativity supported by the use of media can become a method for communicating in a way better with voters, understanding their needs with kindness, and being committed to doing your best for more people came along as well as in the political process (Shneor et al., 2022). This shows that a creative campaign Can help people understand rights politics and also be a method for them to study more Lots about politics (Nazma & KN, 2024) .

Utilization of social media in activity society also triggers its breadth range Of information from various sources. This is also a fundamental entry to Lots culture from other countries via distributed posts through social media. Wave culture Korea also known as Hallyu (Korean Wave) is a designation used in the deployment process of Korean culture through products from South Korea. One of the South Korean products that are loved by the public is Korean Pop music (Park, 2020). Korean Pop also known as K-pop is an easy music flow accepted by the community teenagers, aside from that their music brings it contains interesting concepts (Jeong et al., 2017). Fan K-pop or the usual ones known as K-Poppers besides interacting in ways Directly, K -Poppers are also very fond of it in use social media networks to learn about their idol (Oktaviani & Pramadya, 2021). This is also supported by a survey conducted by Kumparan, that 56% of K-Poppers can use up time as much as 1-5 hours to look for know about all information about their idol media social

media, and as many as 28% spend more than 6 hours on social media For see activities carried out by the idol (Sidik & Rizky, 2022) .

See opportunity This team-winning candidate president Anies Baswedan has a sufficient campaign strategy unique for the interesting generation young for visit platform his social media. With the team, the winner Anies Baswedan utilizes the young interest generation the young with K pop design platform his campaign is similar to the middle idol concept to communicate with his fans. Through X's main account (Twitter) @aniesbubble, he forms image positive with sharing related information with vision, eg, credibility, work program, and various information. Apart from account X, Anies Baswedan also took advantage platform's lots of tiktoks loved public (Dolly Indra, 2021). Through their account TikTok he often broadcasts directly discussing various good things related to the vision mission he discusses trivial things asked by current users who watch the broadcast directly (Nazma & KN, 2024) .

Study This later will show How the implementation of the application was carried out by candidate president number sequence 01, Anies Baswedan on the platform his social media. In researching this, the researcher will focus on account X as well as accounts-related tiktoks with campaign him. In addition, in the research, this researcher will discuss the impact of implementation application on the campaign candidate president Anies Baswedan. Study This is done Because there exists uniqueness in campaign strategy candidate president Anies Bawedan is the profiteer who drafted Deep K-pop as his campaign. The purpose of the research entitled Implementation Kpopfication in the Presidential Candidate Campaign Anies Baswedan is known for implementing Kpopfication in a campaign of candidate president Anies Baswedan. Know the impact of application in campaign strategy. After reading the journal This expected reader can get an understanding related to campaign strategy politics.

2. Theoretical Framework

Application

South Korea is one the countries with its own culture and industry entertainment, which is popular among people tenagers moment. This matter started in 1994, South Korean President Kim Young-sam took office at the time it, declares globalization become A vision national target in development strategy. Plan Then realized by the Minister of Culture of South Korea Shin Nak-Yun with set the 21st century as the "century of culture". Spread This South Korean culture emerged Meaningful Hallyu term Korean wave. The term Hallyu was first introduced by the mass media in China. that term of course used to explain the phenomenon of the more popular products from South Korea in China. One of South Korea's products is Korean Pop. Korean Pop or normal is called K-Pop designation flow music from South Korea. K-Pop is very popular among people teenagers,
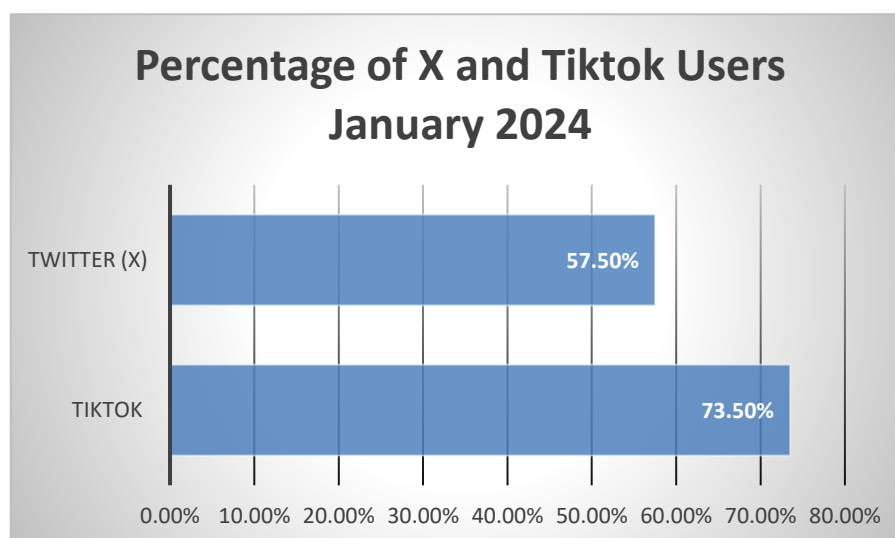
regardless of whether the music is easily accepted by the community teenagers, as well as the concept offered by K-Pop Alone (Sidik & Rizky, 2022) .

Community K-Pop fans are divided into various fandoms accordingly to boy band or girl band. Fandom is a term used for interpreting A group of fans from several groups, various related matters, and activities with fans and hobbies (Anderson et al., 2020). In general, fans are a group of people who feel love and admiration for someone who they like. In the world of K-pop, fans play a role big in determining idol popularity (Huang & Li, 2022). In support of their idols, K-pop fans make Lots of effort, including following vote songs when they release albums, buying albums and related items with their idols (merch), attending concerts, and attending official events from agencies (fan meetings) (Sadrabadi et al., 2018). Apart from that, they are also supportive with follow (following) all social media accounts groups, and accounts personally (Puspitarini & Nuraeni, 2019). There are many ways that parties can do this certain one can bring together all fans to get information (up to date) on social media, ie account group fan (fanbase) (Kulup & Nursafitri, 2020). A fanbase account is a social media platform that provides information about idol activities. The role of this fanbase account is very much needed to upload idol activities to social media, for example in uploading idol activities on social media, such as upload video recordings (fancam) of their idol's moment concerts and fan meetings activities (Meliana & Jannah, 2023) .

Kpopfocation is the designation For the behavior of K-Pop fans who make things outside the K-Pop world possible as it should happen in the K-Pop community Alone. Phenomenon kpopfication which will discussed in the research This is a dragging phenomenon Name candidate president Anies Baswedan through account social medium ie @aniesbubble account on X which appeared in December 2023. According to someone who is behind the X account, account This was made Because of the behavior Frequent Baswedan broadcast directly through the platform TikTok official him. This matters in a way at a glance nanpak is similar which is also done by Korean Idols who often use broadcast directly as a place For chatting with their fans (Flight Attendant, 2024) .

Social Media

Development of very fast technology make development user social media in Indonesia. Scattered information through social media makes it shifts the role of print media and television. Now with only One, the user's smartphone can access all information easily (Sampogna, 2023). By understanding social media ie online media, where users can easily take advantage of them To fulfill their needs the communicate. Another concept says that social media is a supportive online media interaction. The implementation is social media use technology that changes communication into an interactive dialogue (Yusuf et al., 2023) .

Percentage of X and Tiktok Users January 2024

TWITTER (X) — 57.50%
TIKTOK — 73.50%

0.00% 10.00% 20.00% 30.00% 40.00% 50.00% 60.00% 70.00% 80.00%

Fig. 1. Percentage X and Tiktok users January 2024
Source: Annur (2024)

According to data presented by We Are Social, a survey was conducted on internet users in Indonesia in January 2024 with survey criteria for internet users aged 16-64 years application TikTok and X are many applications used. According to the survey, 73.5% of people use the application TikTok the data is the largest data number 4, and the X application itself has its users amounting to 57.5% (Annur, 2024) . In research, This researcher will focus on the two social media used by the team-winning candidate President Anies Baswedan ie TikTok and Twitter.

TikTok

TikTok is an application made in China that was launched in September 2016. App This is an application that can Load short videos supported with background music behind. In the first quarter of its launch, TikTok can equal the popularity of applications big that had been there previously. The content published on TikTok is also diverse. We can find various like the latest trends through shared posts (Prakoso, 2020) .

TikTok also delivers various types of features that can support creator interaction with his followers. One of the features lots of TikTok uses is feature broadcast direct. In the account of his TikTok, Anies Baswedan utilizes the feature This used as a medium for communicating with his followers (Xu et al., 2019).

X (Twitter)

Platform X or earlier Twitter's name is one of lots of social media used. Amount X users reached 421 million accounts in 2023 which application is one of the incoming social media to in the ranks of the most popular social media used in Indonesia, namely was at 57.5 % million user active. this platform gives convenience for its users For each other to interact through a column called message with Post Formerly known as Tweets. X was first created in 2006 by Jack Dorsey, Noah Glass, Biz

Stone, and Evan Williams and launched in the same year. Then this platform moved hands to Elon Musk in 2022 and changed its name to X in 2023 (Yurcel et al., 2024) .

Fig. 2. X Logo Differences
Source: Petrovskaya (2024)

Communication Political

Communication politics consists of two words that can stand own and their meaning Alone. Communication word originates from the Latin word communis, which means two people or more united, in fact etymology of the word communis originates from the word communico which means ' to develop '. Communication ser It means is the delivery process of information from one person to another (Kustiawan et al., 2022) . Politics, originated from Greek which is polis which means state. In general can be said that politics is business For setting possible rules accepted by the majority of citizens use herding the public to live side by side in a way harmonious. Fight for Good Life covers various activities, including the definition of systematic goals, and methods For reaching objectives.

Communication politics involves communication messages containing politics, party politics, power government, as well as policy government. Communication political normal called as One part most importantly in A democracy. According to Rusadi (Kustiawan et al., 2022) communication politics is one just from as much seven existing functions in a system of politics. Communication political Alone means something that works For connect system live politics deep, fine thought internet groups, agencies, associations, etc sector life political government.

Meriam Budiardjo (1982) understands communication politics as one of the functions of party politics, that is distributing diverse opinions and aspirations public as well as arranging it like that appearance to fight for policy politics. According to Maswadi Rauf, said that communication politics is the study of knowledge politics Because the messages conveyed in the communication process are characterized by politics, which is related to power state politics, government, and activities communication in position as I'm sensitive activity politics. Communication politics is shared in two dimensions that are activity politics, delivery message characterized message politics by katir-actors political to party other. Second, activities scientific, activities are political in the political system (Shahreza, 2018) .

Communication political consists of several elements, namely :

1. Communicator politics, yes also called a political actor. Composed of people who own it authority To give information related to politics. The president, minister, council members, and groups influence the way the government is.

2. Message politics, verbal statements conveyed can be in the form of writing, speech verbal, hidden or its contents are clear about politics. For example speech politics, news-related politics, etc

3. Political channels /media can form What is just what communicators use politically To convey message politics?

4. Political goals /targets, namely expected society can give support in the form of giving voice or candidate in election general.

5. Influence/effect communication expected politics is the creation of understanding towards the government system, knowledge related to party politics, activeness public in activity politics that impact giving voice in election general (Wahyuni, 2007) .

Campaign Politics (Political Campaign)

In countries with a system of government democracy, campaign politics become a very important thing in the process of introducing candidates/candidates to the public to win candidates/candidates. With objective the so every candidate/candidates must There is specific planning and strategy.

Understanding campaign based on Law Number 1 of 2015 concerning Election Members of the People's Representative Council, Regional Representative Council, and Regional People's Representative Council in article 1 number 26 is " activities ." participant election For convince voters with offer vision, mission, and participant programs election ". In Law article 1 paragraph 26 no. 10 of 2008 states that a campaign is an activity carried out by participants' election To convince voters of offer vision, mission, and programs offered by the candidate participant election.

Campaign politics is a structured business with strategies for influencing groups in the retrieval process decision. The campaign is the delivery of messages political use of verbal symbols with various types of shapes, like advertisements, flyers, etc discussion to get it attracting the public.

3. Method

Before Research methods used in the study this is descriptive qualitative. Research methods Qualitative is method research based on the philosophy used to examine the conditions scientific (experimental) where researcher instruments, techniques data collection, and analysis emphasize meaning. Research methods is a method to examine the status of a group of humans, an object,

conditions, a system of thought, or a class of events in the present to make a description, Overview, or paint in a way systematic, factual, and accurate about facts, traits, as well as the connection between the phenomenon, investigated (Hawi & Samaha, 2017). Concluded that method study descriptive qualitative is research conducted For a research object, group human, or circumstances in a way natural To create an overview or accurate and factual description.

Research Subjects

The research subjects in this study are social media accounts that actively share content related to the research topic. The researcher selected three accounts from the "X" platform, namely @aniesbubble, @ollppaemi, and @sweetnies, as the primary subjects. These accounts were chosen because of their active involvement in discussing the topics that are the focus of the research. In addition, the researcher also utilized several accounts from the TikTok platform that are relevant to the research topic as secondary data sources.The selection of research subjects was based on several criteria, including:

1. Relevance to the research topic, where the accounts consistently post or discuss information related to the phenomenon being studied.

2. Number of followers and high engagement, indicating that the content posted has influence and is followed by many other users.

3. Consistency and quality of content, where these accounts present accurate information that aligns with the context of the research.

4. By selecting these research subjects, the researcher aims to gain deeper insights into the dynamics of interaction and public perception regarding the analyzed phenomenon.

Data Sources

Based on the source, data types can be classified into two categories: primary data and secondary data: (1) Primary Data, Primary data is the data obtained from original sources. The original source refers to the first source from which the data is collected. In this research, the researcher selected the application "X" using the accounts @aniesbubble, @ollppaemi and @sweetnies as the primary sources of information. (2) Secondary Data, Secondary data is data obtained indirectly through intermediary media or other parties. The researcher selected the TikTok and X application as an additional source of information, focusing on accounts that present related content.

Data Analysis Techniques

The data analysis techniques are carried out through several stages with the following steps: (1) Data Reduction, Data reduction is the process of simplifying the data collected during the research. This process is conducted in the field by summarizing, categorizing, and focusing on the relevant

information. (2) Data Presentation, Data presentation includes various descriptive explanations, diagrams, and tables. All these elements are designed to systematically and regularly compile the information so that it is easy to understand, view, and interpret (Silalahi, 2009: 340).

Validity Test

The validity test ensures the accuracy and reliability of the data. Triangulation is a method that involves using multiple data sources or data collection techniques to verify the findings obtained (Pradistya, 2021). In this study, the researcher combine data from various social media platforms, such as TikTok and X, to gain a more comprehensive and in-depth perspective on the phenomenon being investigated. This approach is expected to enhance the validity and reliability of the findings produced.

4. Result and Discussion

Korean pop culture has become highlighted public over several year final. Phenomenon This Not only includes music but already spread to several aspects of life, like style life, fashion, trends entertainment, and others. Along with walking time the term "application" describes the implementation element of Korean pop culture in some situations outside the world of entertainment. The application trend Already started to penetrate among Indonesian artists and is still being discussed. One of the artists treated worthy of K-Pop Idol is Sworddut's famous Nassar. An example of behavior kpopfication which is conducted by Nassar fans is making various types of versions of lightsticks brought when Nassar had timetable come on stage. Apart from the light stick they also mentioned singer man as oppa which originates from Language 251orean, a name For more men. Behavior This too later happened in campaign candidate president number sequence 01 in the 2024 General Election, Anies Baswedan.

Before entering into the phenomenon of application that occurred in the campaign of candidate president Anies Baswedan There We know several terms used by K – poppers in the community. Our K-Pop community will be familiar with various terms among others:

Table 1. Various Term in K Pop

No.	Term	Understanding	Implementation in campaigns
1.	Biased	Bias is terms used for mention member from the K-Pop group that became favorite for somebody.	In the campaign candidate pair president this, which is treated as a K-Pop Idol and as a bias is Anies Baswedan.
2.	Fandoms	Fandom is terms used by identifying fans self as fan of one group or a particular artist.	Humanies, as the name of the fandom owned by Anies Baswedan
3.	Fanbase	The fanbase is place For a fandom gets together, usually form social media accounts in it discuss about group certain. Usually has a huge fan base and has organized activities.	The fanbase owned by Anies Baswedan This spread in various social media. Some are active can We look at X ie @olpproject account and @aniesbubble account

Source: Processed by the researcher (2024)

Table 2. VARIOUS TERM IN K POP

| No.	Term	Understanding	Implementation in campaigns
4.	Bubbles	K-Pop idols who have platform special for greet his fans. Bubble is application normal payment used an idol/actor for communicate with his fans. Many features are offered by the application such as chat, posting, and broadcast direct.	In this campaign, the team winning Anies Baswedan adapt method Work *bubbles* for report related matters with activity campaign Anies Baswedan through account especially on the X platform called @aniesbubble
5.	Fanproject	Fanproject is a typical project done by some fanbases for celebrate or commemorate special day for his idol. Usually fanproject walk from the proceeds originating donations from fans.	Fanproject carried out by Humanies among other things, making lightstick, send food truck, handing out freebies, on site campaign Anies Baswedan

SOURCE: PROCESSED BY THE RESEARCHER (2024)

Fig. 3. Broadcast direct Anies Baswedan on Tiktok
Source: X/@swettnies (2024)

An application that occurred during the campaign of candidate President Anies Baswedan started from lots of people broadcasted straight away he's on the platform TikTok personal. Broadcast Direct Prime gets more than 4,000 viewers and various types of comments are also provided to him during do broadcast direct. Broadcast direct This is one method he for interesting attention voters, especially generations young. Anies Baswedan broadcasts straight away viewers For dialogue and asks questions about many things that can be discussed together with him Not only discusses related matters with the campaign he also discusses various topics that are trending among people generation. With existing broadcasts directly discussing things that are trending invite Lots party for upload repeat the short video containing the clip the moment do broadcast directly.

The short video promotion that was distributed to various platforms and social media produced results and sufficient results satisfaction, marked by increased followers he's in kun TikTok as much less than 1.7 million followers. How to campaign Anies Baswedan on TikTok This uses campaign strategies inviting interactive interaction between candidate politics and voters. This matter is one thing that is profitable Because creation profitable relationship between both of them. Through interactions shown in the account Anies Baswedan can increase image positive, this thing Then influences support politics obtained by Anies Baswedan in the election general 2024.

Activity This Then is one effort Anies Baswedan build an image in front of the public. With existing broadcast directly that discusses *universal* things is inviting Lots party For upload repeat the short video containing clip the moment do broadcast directly. One of the active accounts sharing snippets of his videos is the @aniesbubble account, account This is an active X account sharing a short video clip of Anies Baswedan after he carried out a broadcast directly. This account declares itself as an account that will share information-related activities carried out by Anies Baswedan. X is one social media in it Lots used by K-Pop fans. In X, many K-Pop fans make use of one known feature *hashtags* also known as hashtags, function from hashtag This is compartmentalizing topics or opinions to make them easy to find.

The @aniesbubble account has a unique way Of attracting the attention of K-Pop fans, using a hashtag special account, and adapting application *bubbles* to deliver information related to Anies Baswedan's account this is also a treat Anies Baswedan is worthy of an idol. This account triggers the *animal* sign Bird Ghost as Ikun specifically embedded in each upload. Election bird ghost Because bird ghost Can symbolizes a figure who is intelligent, wise, and full the calm that represents personality from figure Anies Baswedan. Starting account active on December 29, 2023, often uploads information using Korean language. On uploading his first account This success gets more than 4,350 likes, 738 posts repeat, and 40 replies from translation Korean language short video clips originating from broadcast direct TikTok Anies Baswedan. This account Lots gets comment positive from voters from various circles specifically those who are also K-Pop fans because of packaging unique information.
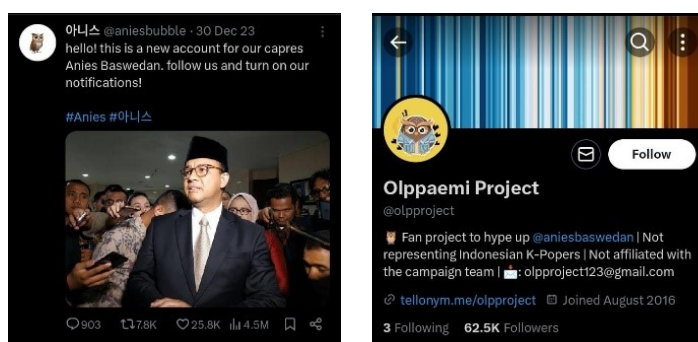
Fig. 4. X accounts @anniesbubble and @olpproject
Source: X/@anniesbubble & @olpproject (2024)

Apart from sharing related information with candidate president Anies Baswedan @aniesbubble account collaborates with another account later own task To handle Lots carried out fan projects.

This partner account is named @olpproject, account This is named based on Anies ' animal sign Baswedan which is bird deep ghost Language English is *Owls*. Apart from spreading information related to the campaign Anies Baswedan's account also has tasks mainly raising funds, preparing projects, and much more Work behind screens To help enliven campaign candidate president Anies

Baswedan. There are several projects carried out by the team humanities such as the LED Videotron project and Anies' birthday project Baswedan. Apart from the account Currently, many volunteers initiate projects for enlivening campaign Anies Baswedan.

Fig. 5. Projects carried out during the campaign taking place
Source: X/@olppaemi project (2024)

This project is also implemented from Kpopfication because this project is a typical project performed by *Kpopers* For enliven promotion Album promotional *comeback*. Several projects were carried out to distribute photocards*, banners, and freebies* every campaign Anies Baswedan in various places.

Fig. 6. Artificial lighsticks and freebies Humanities
Source: X/ @olppaemi Project (2024)

In @aniesbubble's post-January 11 2024, it appears Anies Baswedan took a photo with bring *lightstick* artificial his so-called fans with Olpbong in an urgent event anies in town Samarinda. Apart from operating @aniesbubble, Kpopers also support Anies Baswedan Work The same with various parties To make a website called HaveAniesDay. This website serves appearance form picture clickable interactive. When visitors press the picture specifically this website will direct visitors to the vision, mission, candidate programs, and various information related campaign and candidate number sequence 01.
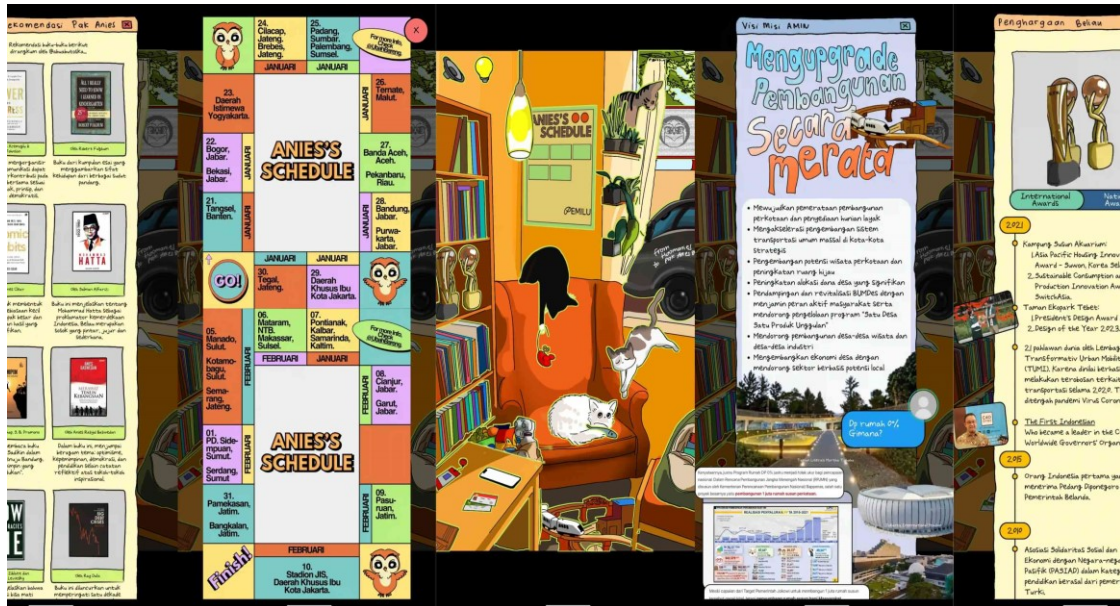
Fig. 7. Haveaniesday.com website
Source: kompasiana.com (2024)

Kpopfication carried out in the campaign candidate president Anies Baswedan is something new to use in campaign strategy, campaign This can categorized in campaign strategy creative. By adopting K-Pop elements in his campaign Anies Baswedan can hook the interest generation specifically voters beginner and make politics a fun thing Not something boring. Through accounts spread across X and TikTok Anies can convey messages political with easy language accepted by voters beginner. Creativity team winning Anies Baswedan in managing account social media is capable interesting interest Lots circles No only voters beginner through strong narrative, good effects and comfortable seen. The success team winning hooks voters new No means they get guaranteed acquisition of enough sound To win the 2024 Election.

Commission General Election (KPU) released the results of voice Permanent General Election on a count scale on March 20, 2024, results recapitulation This has been recorded completely from all polling stations in Indonesia and abroad. The KPU released results voice General Election with the acquisition of Prabowo Subianto and Gibran Rakabuming Raka with an acquisition voice of 58.59%, Anies Baswedan and Muhaimin Iskandar got it voice of 24.95%, as well Reward Pranowo and Mahfud MD got it voice amounting to 16.47%.

5. Conclusion

Copfication on the campaign Anies Baswedan on social media in particular Tiktok and this X is a campaign strategy inviting new interaction between candidate politics and voters. This matter is one thing that is profitable Because creation good relationship between both of them. Through interactions shown in the account, Anies Baswedan can increase their image, this thing Then influences support politics will obtain Anies Baswedan in the election general 2024.

communication style on the @aniesbubble account is an adapted bubble-making application Lots party interested in visiting account the. Not a few previous voters are Confused will anchoring choices in the 2024 elections They want to choose Anies Baswedan as president. This matter was marked by an increase amount followers X and TikTok accounts supporter Anies Baswedan and an increase in accounts that also joined active spread content-related campaign. Sadly increase in the number of followers on the account campaign Anies Bawedan is Not Yet Enough To guarantee its height results the sound will be obtained from Anies Baswedan in Election 2024. So can concluded that the campaign strategy of Anies Baswedan who adopted the *kpopfication* trend is an interesting strategy attention of Lots of parties, this matter can marked by lots of people's response to the phenomenon of a new product brought by the team winning Anies Baswedan, but this no can become benchmark that all over interested public will donate his voice for Anies Baswedan.

Future researchers are encouraged to conduct a more in-depth analysis of the long-term effects of social media interactions on voter behavior. This research could examine how engagement and interaction on social media influence voters' decisions on election day, rather than just focusing on the number of followers or likes. To achieve more comprehensive results, future studies could apply mixed methods, combining both qualitative and quantitative approaches. This would allow researchers to not only describe the phenomenon but also statistically measure how digital campaigns impact voter preferences.

Acknowledgment

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