



# Ridwan Kamil's Political Publicity Through Instagram in Context to the 2024 Election

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## ABSTRACT

Publicity Politics for a public official has an important and strategic role in maintaining popularity and existence in the community. As one proof of the transparency of the performance of public officials elected by the people of West Java, Ridwan Kamil tries to share his daily activities with the public, one of which is through Instagram media. This media is optimized by Ridwan Kamil as a means to maintain popularity and existence, moreover Ridwan Kamil is predicted to be one of the Potential Presidential Candidates in 2024. This study aims to describe the political publicity carried out by Ridwan Kamil using Instagram as a medium. This study uses a qualitative approach with a descriptive method. Data collection was obtained from documentation.

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## 1. Introduction

The global development of information and communication technology (ICT) has triggered the massive growth of communication in cyberspace, both among governments, legislators, socio-political institutions, and the public. The development of communication is marked by the use of new media as a medium of communication (new media). New media is the third generation in political communication that allows anyone to become a producer as well as a consumer of information (Heryanto, 2018). Communication, which was initially limited to face-to-face personal interactions, has now grown online via the internet. One of the most widely used internet-based communications is social media. Social media is an online media where users can easily participate, share, and create content including blogs,

In addition, the crisis of public space and political communication presented by conventional media, makes new media technology increasingly reveal its transformative character. This means that new media is the right answer to revitalize public space and political communication that has been colonized by capital interests (Simarmata, 2014). The presence of social media and innovation on the internet has brought changes to the practices of public relations that have been carried out so far (Nasrullah, 2015). Nowadays, social media has become a valuable asset for political actors, especially in Indonesia. Social media can be said to be one of the largest and most effective communication media in Indonesia. Almost all activities carried out in the world of work, especially in the field of communication, are related to social media.

The use of social media as a medium to establish relationships with the public is also known as Social Media Relations. Social media relations aims to build good relations by conveying information needed by the public through social media. The provision of the required information is the beginning of the formation of trust and support from the public. Digital media relations or social media relations has become a necessity along with the existence of a new culture in the community in the form of digital communication behavior. Digital media is also referred to as a modern communication strategy along with technological advances. Approaches switch from conventional to contemporary or modern approaches. No exception in terms of publicity that uses social media as a means. Social media is a place

to gather freely. Free in the sense, free in aspirations or other things that are still responsible (Febriansyah & Muksin, 2020).

According to DataReportal, the number of Instagram users in Indonesia reaches 99.15 million people or the equivalent of 35.7 percent of the total population during 2022. These Instagram ads reach 52.3 percent of female users, while the remaining 47.7 percent are male users. Thus, the use of Instagram as a medium for publicity can be said to be more effective in this digital era. This is what Ridwan Kamil realizes and uses by always using his Instagram for publicity.

Since opening an Instagram account in April 2012 until now, Ridwan Kamil's Instagram account has grown and has 18.5 million followers or followers. Of course, this number is not only obtained from West Java, but also from other regions in Indonesia and even from several other countries. This figure also makes Ridwan Kamil the governor with the most followers, beating Ganjar Pranowo and Anies Baswedan, although still far behind President Jokowi, who has 47.5 million followers. With a fairly large number of followers for a political actor, how Ridwan Kamil's Political Publicity with his Instagram media is interesting to study.

Ridwan Kamil's publicity activities through his personal Instagram are actually a hobby that has become Ridwan Kamil's routine activity since before it was popular as it is now. However, this activity continued until he became a public official and was actually liked by many people as evidenced by the number of followers that could be considered quite a lot for a public official. Apart from his pretty good achievements during his tenure as Mayor and Governor, because of his popularity, Ridwan Kamil has always been predicted to be a potential leader for Indonesia in the future, either as a presidential or vice-presidential candidate. This can also be seen from the results of surveys from several trusted survey institutions that always place Ridwan Kamil in the Top of Mind of people's choices, at least always in the top 5, competed with other figures such as Prabowo Subianto, Ganjar Pranowo, Anies Baswedan and Sandiaga Uno. With the number of followers now reaching 18 million and of course it will continue to increase, the publicity that Ridwan Kamil does through his Instagram can also be used as his political publicity in preparation for the 2024 election contestation.

The purpose of this study is to describe the Political Publicity carried out by Ridwan Kamil through Instagram. Academically, this research is expected to provide scientific contributions related to the study of Communication Science, especially in terms of Political Publicity by political actors. In addition, this research is also expected to be used as a form of contribution in the form of practical guidelines for implementing Political Publicity for political actors, organizations, political parties and also the government through new media such as Instagram.

Political communication is a communication activity that is considered political communication based on the consequences (actual and potential) that govern human actions in conflict conditions (Nimmo: 2010). Meanwhile, according to Cangara (2009) "political communication is a communication process that has implications or consequences for political activity". On the other hand, political communication is not only communication from political actors to voters with a view to achieving certain goals, but also communication addressed to politicians by voters and newspaper columnists, as well as communication about political actors and their activities. as in news, editorials, and other forms of media political discussion (McNair, 2003).

Several definitions of publicity put forward by experts such as Herbert Baus state publicity as a message that is planned, executed, and distributed through certain media to fulfill the public interest without paying to the media. Otis Baskin and colleagues define publicity as a term that refers to the publication of news about organizations or individuals that do not pay for time or space, while Doug Newson sees publicity as information about organizations packaged as editorials, not advertisements on the publication or news medium. Although there are several meanings and ways of determining publicity, in general it can be said that publicity is the planned dissemination of messages using certain media to achieve organizational interests without making payments to the media.

Publicity carried out through mass media is very effective in shaping public opinion. News that is displayed or exposed by the mass media is an effective way of forming public opinion or the general public. It is certain that every news topic published by various mass media contains opinion formation. In the world of politics, publicity is needed to increase the popularity of candidates or political

institutions. The more popular a person is, of course, the greater the opportunity for that person to achieve his political goals. The purpose of publicity is to gain attention, appreciation, and of course popularity.

According to Heryanto (2018), there are four types of publicity, namely (1) Pure publicity; Pure publicity is a publicity activity that takes advantage of ordinary everyday events, such as saying good morning, happy holidays, or appeals. Usually pure publicity can be seen on the roadside, such as banners or billboards saying holidays from candidates or political actors; (2) Free publicity; is a publicity activity that takes advantage of the presence of other parties, such as seminars, recitations, social gatherings, or other prominent figures' activities to boost popularity. The nature of this free ride is still the same as pure publicity, namely an ordinary event or activity. The difference is that this event is carried out by a third party outside the political communicant; (3) Tie-in-publicity, is publicity that takes advantage of extraordinary events, for example, providing social assistance to victims of natural disasters. This activity is like diving while drinking water because it takes advantage of an extraordinary event to gain popularity because an incident like this certainly invites journalists to cover; (4) Paid publicity, namely publicity that is done by paying the media for the publicity of the perpetrators. For example, by creating a special talk show or collaboration to cover each person's activities within a certain period of time or by carrying out special collaborations. (4) Paid publicity, namely publicity that is done by paying the media for the publicity of the perpetrators. For example, by creating a special talk show or collaboration to cover each person's activities within a certain period of time or by carrying out special collaborations. (4) Paid publicity, namely publicity that is done by paying the media for the publicity of the perpetrators. For example, by creating a special talk show or collaboration to cover each person's activities within a certain period of time or by carrying out special collaborations.

Several previous studies related to Publicity or Instagram, namely: (1) Impact of Negative Publicity of Cyber Abuse Through Tinder on Teenagers in the City of Surabaya; Annisa Dwi Safitri, Zainal Abidin Achmad, Heidy Arviani et al, *MetaCommunication: Journal of Communication Studies*, Vol 7 No 1 March 2022. This study concludes that negative publicity raises awareness among Tinder users that crime can take place through online dating applications. (2) The Effect of Publicity on the Image of the Heroes College of Social and Political Sciences 12; David Primary; *Studia Komunika JOURNAL OF KOMUNIKASI SCIENCE*, E - ISSN 2747-2892, Volume 4 No 1, June 2021. The results of this study show that publicity does not have a big effect on the image of STISIPOL Pahlawan 12 Sungailiat Bangka. (3) Advertising Effect, Publicity and Sales Promotion on the Decision to Use the Grab Application in Manado; AGG Rawis., SL Mandey., F. Roring; *Journal of EMBA* ISSN 2303-1174 Vol. 10 No. January 1, 2022, p. 308-319. The results of this journal research show that simultaneously advertising, publicity and sales promotion have a significant effect on the decision to use the Grab application in Manado, and partially advertising, publicity and sales promotion affect the decision to use the Grab application in Manado. (4) Political Publicity & Propaganda Strategy (Study on Presidential & Vice Presidential Candidates, Jokowi-KH. Ma'ruf Amin); Mariam Fatima Barata, Melvin Bonardo Simanjuntak; *JOURNAL OF COMMUNICATIONS AND MEDIA STUDIES* e-ISSN: 2407-6015 Vol. 23 No. 2 (July - December 2019) Page : 135 - 154. The result of this study is a publicity strategy carried out by the incumbent by exposing ideas, ideas, track records, achievements, and positive things by emphasizing that telling the truth is a form of education for every community and does not lead to hatred. (5) Instagram Social Media as Parenting Education Information Media; Dian Nurvita Sari, Abdul Basit; *PERCEPTION: Communication Journal* Vol 3No. 1, 2020, 23-36. The results of this study show that the use of Instagram social media as an educational medium, especially learning about parenting, to find information about parenting by followers of the @parentalk.id Instagram account produces a cognitive (information), affective (emotional) and behavioral (action) response in accessing, viewing, and look for posts on the Instagram account @parentalk.id.

The similarities between this research and the previous research mentioned above are using the theory of publicity, and the use of Instagram media. However, this journal describes more about how Ridwan Kamil's political publicity is in the context of preparation for the 2024 election by using Instagram as a medium. By identifying conventional publicity habits, such as through press releases inviting mainstream media, the use of Instagram as a medium for political publicity becomes interesting to study.

## 2. Method

The approach used in this study is a qualitative approach which is expected to be able to obtain data based on findings in the field that cannot be achieved by statistical methods (Wiratna, 2014). This is done to dig up as much information as possible from the field, which in this case means Ridwan Kamil's official Instagram account regarding the use of Instagram as a media for Political Publicity.

The method used in this research is descriptive qualitative using the phenomenological paradigm, namely qualitative research or descriptive research that aims to describe a phenomenon with various characters that surround it (Nassaji, 2015).

This research was conducted in the period from April to June 2022. The data collection method used in this research is documentation. The documentation method is the method used to trace historical data (Kriyantono, 2014). In this study, what is called content search documentation in the form of photos, videos, and also copywriting posted on Ridwan Kamil's official Instagram. The content selection technique uses purposive sampling, namely by selecting content that is considered viral so that it has an impact on mainstream media publicity and is most in line with the relevant theory in the research period.

The data analysis technique in this study is content analysis according to Holsti (in Moleong: 2017) which is any technique used to draw conclusions through efforts to find the characteristics of the message and is carried out objectively and systematically.

## 3. Results and Analysis

Dr. H. Mochamad Ridwan Kamil, ST, MU D or often called Kang Emil, is an Indonesian architect, lecturer and politician. Apart from being an architect, lecturer, and politician, Ridwan Kamil is also an actor in several films and soap operas in Indonesia. At least, there are about 10 films and soap operas that have starred Governor of West Java the.

Kang Emil made his debut in politics on September 16, 2013 as Mayor of Bandung and continued as Governor of West Java for the period 2018-2023. At the time of the regional head election contestation, Ridwan Kamil, who was then the Mayor of Bandung, paired with the Regent of Tasikmalaya Uu Ruzhanul Ulum, succeeded in defeating another candidate, namely the Deputy Governor of West Java, Deddy Mizwar, who was paired with the Regent of Purwakarta Dedi Mulyadi, the former TNI officer Sudrajat who paired with Deputy Mayor of Bekasi Ahmad Syaikh, and chairman of Commission I of the DPR-RI who is also a former TNI officer, Tubagus Hasanuddin, who is paired with a former Police Officer who also served as Head of West Java Police, Anton Charliyan. Kang Emil's victory was allegedly not only due to the party machine factor, but more believed to be the strength of the figure of Kang Emil who had previously been popular and was considered successful as Mayor of Bandung. During his tenure as Mayor of Bandung and Governor of West Java, Kang Emil has led the City of Bandung and West Java to win 300 awards at the provincial, national and international levels. In addition, Kang Emil is known to often get closer to his citizens in addition to directly, also online by using social media Instagram.

As a public official who is known to be slang, modern and considered close to millennials, Kang Emil always shares his daily activities through Instagram. The number of Ridwan Kamil's Instagram followers recorded in June 2022 jumped to 18 million people, where this number increased from the previous 11.1 million people. This is because Kang Emil is known as a witty public official. He also not only uploaded some of his activities during his time as Governor, but there were also some uploads that were considered entertaining. This is one of the magnets for people to become followers on their Instagram.

The significant increase in the number of Kang Emil's followers in a relatively short time was also allegedly a form of public sympathy for Kang Emil related to the sad news of Emmeril Kahn Mumtadz, Kang Emil's eldest son who died in the Aare River, Switzerland. Even though he is still in an atmosphere of mourning, Kang Emil is still uploading posts that entertain the public. This also makes netizens sometimes confused, want to cry or smile. Like when he told me there was a mother who came to mourn at the Pakuan Building, but congratulated Eid, not condolences. Kang Emil also responded casually,

maybe the mother thought we were halal bil halal, so happy Eid. That's how Kang Emil responded to various responses and interest from residents towards himself and his family.

In addition to having a social media team that works to regulate the content posted on his Instagram, Kang Emil has also been directly involved several times in replying to comments from his followers regarding the content he creates. Kang Emil didn't even hesitate to reply to comments from followers or give giveaways. Like when a netizen asked what the requirements were to be a son-in-law, Kang Emil jokingly replied, "You have to have an IG profile photo. Sorry you didn't pass."

The content that Kang Emil posted on his Instagram in addition to updates following religious and national holidays such as independence day, Eid al-Fitr and others, also always follows developments that are viral in the community. For example, when NOAH's video clip was going viral, Kang Emil also posted a video clip of himself with a characteristic that entertains netizens, namely being a pickpocket while walking in his version of the video clip. This certainly attracts netizens to discuss it, even several national private television stations have shown the video because it is considered as entertainment.

Until now, Kang Emil's Instagram has posted more than 7 thousands of content either in the form of photos, videos, or sometimes in the form of quotes. If analyzed based on the form of publicity in theory, in general, Kang Emil's posts on his Instagram are included in the form of Pure publicity, namely publicity activities that take advantage of ordinary everyday events, such as saying good morning, happy holidays, or appeals. Examples of posts that are included in pure publicity on Kang Emil's Instagram include: when the moment to congratulate Eid al-Fitr and Eid al-Adha, Pak Jokowi's birthday, national children's day and appeals such as having to make time for children as much as possible at the moment of their child's school graduation.

In addition to the majority being included in Pure Publicity, there are also several uploads of Kang Emil that are included in the form of Free Ride Publicity, namely publicity activities that take advantage of the presence of other parties, such as seminars, recitations, social gatherings, or activities of other figures to boost popularity. An example is the post when attending the invitation of the General Chairperson of Golkar Airlangga Hartanto and also the General Chair of the PAN Zulkifli Hasan, which of course is also packed with entertaining jokes. In addition, there was also a post when Kang Emil accompanied President Jokowi's working visit to the Cisarua market, which is one of the regions of West Java.

There are interesting things related to another form of publicity, namely Tie In Publicity, which is taking advantage of extraordinary events, for example, providing social assistance to victims of natural disasters. This of course can be a debate, but it must be admitted that when Kang Emil's upload got a disaster about his son, Emeril Kahn Mumtadz or Eril, he received great attention from the public. We can see that before this unfortunate incident, Kang Emil's followers were still at 11 million and increased dramatically to 18 million when Kang Emil diligently posted the development of Eril's disappearance in the Swiss Aare river, until finally he was found dead. The publicity that Kang Emil got at that time was very large and attracted national attention and even became trending on several National Television shows.

Kang Emil's electability survey is currently in the top 5. Based on this, in the political arena, Kang Emil is very strong in the position of a presidential or vice presidential candidate for 2024. However, with publicity through Instagram that is consistently effective for the next two years, coupled with more intensive socialization and directing Ridwan Kamil's image to become big father for the Indonesian nation who is friendly, humorous, populist, cross-generational and becomes a figure or image that is loved and idolized, it is not impossible to increase Kang Emil's electability during the 2024 election.

#### **4. Conclusion**

Political publicity is a planned dissemination of messages using certain media to achieve organizational interests without making payments to the media. In the world of politics, publicity is needed to increase the popularity of candidates or political institutions. The more popular a person is, of course, the greater the opportunity for that person to achieve his political goals. The purpose of publicity is to gain attention, appreciation, and of course popularity.

Ridwan Kamil understands the importance of popularity in politics. As a public official, he is known to be very active in sharing his daily activities through Instagram. However, what has caught the public's attention is that the content and captions uploaded by Ridwan Kamil are known to be humorous and relaxed and do not reflect the impression of being a public official. In forming an image through various uploads on his Instagram, Ridwan Kamil makes himself a person who is humorous, friendly, kind, close to the people, family man, relaxed in every post and the image of a trustworthy leader. This is the hallmark of Ridwan Kamil and attracts the attention of the public to become followers on his Instagram. The number of followers of 18 million for a political actor is a very large capital for a long political journey. If used properly, of course, this is what will differentiate Ridwan Kamil if he is later chosen by one of the coalition axes that will carry him as a candidate for president or vice president in the 2024 election.

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