The Role of Social Media in Enhancing Personal Political Brand
A Study in President of Republic of Indonesia, President Joko Widodo

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Introduction
The study aims to understand the role of social media in enhancing personal branding of the President of the Republic of Indonesia, Joko Widodo, in order to influence Indonesian young adult citizens on their brand attitude towards President Joko Widodo for the next presidential election. Social media has a vital role in developing and maintaining personal political brand considering the significant number of active social media users in Indonesia.

As the president of Indonesia, Jokowi is well known to have high brand awareness and brand equity. Prior to being elected as the president of Indonesia, Jokowi was an eminent media darling with solid personal brand via numerous publicity and positive news in almost all forms of mass media, including newspaper and television. The significant increase of followers in each month and frequent posts on his social media lately are worth observed and researched, whether or not it derives from the influence of President Joko Widodo’s personal branding perception. Based on the introduction, the main question in the study is “how does social media influence Indonesian young adult’s perception on President Joko Widodo’s Personal Brand?”

Literature Review
Branding aims to deliver marketing efficiencies while building and maintaining customer loyalty as well. Branding pursues to add value to a product or service so that a consumer develops an emotional preference for that choice over the alternatives (Marland, 2013). On the components in brand attitude, cognitive (beliefs), affective (feelings) and behavioral (response tendencies) are the three components of brand attitude. The cognitive component of brand attitude involves the attitude holder’s belief and knowledge about the brand. Feelings or emotional reactions to the brand signify the affective component in brand attitude. Lastly, the behavioral component is the tendency of the attitude holder to respond in a particular manner towards the brand (Best & Coney, 1989).

Personal branding can be defined as the process where people and their careers are marked as brands which differ from reputation management and impression management, seen from the purposes. Personal branding is directly intended to create an asset and brand equity that affects a particular individual. Personal branding strategy is absolutely crucial to achieve long-lasting success in politics (Omojola, 2008).
In the current growth of social media, these platforms are being a vital source of information and perspective mainly for political marketing purposes. The information will be used to cover and enhance politicians’ brand images. On the other hand, some scholars mention social media as a one-way political marketing tool. Online campaigns and social media usage were found to simply replicate the one-way communication pattern established by mass media campaigning (Coleman 2001; Jackson and Lilleker 2011 in Enli, 2017).

Social media also represents a new means of constructing and negotiating a candidate’s personal brand image. Having an agenda-setting impact and constitute, social media platforms are powerful arena for constructing and maintaining a political personal brand image. Certain topic and issues potential to be positive publicity for a candidate, such as candidate’s achievement, can be highlighted to construct a good personal brand image.

**Research Methodology**

To discover the role of social media in personal branding, qualitative method is used in this research. The qualitative technique allows the researcher to share the understandings and perceptions of participants and to discover how people structure and give meaning to their daily lives to answer the research questions about the use of social media in president’s personal branding (Berg & Lune, 2004). Rather than applying other methods in qualitative research, such as focus group discussion or content analysis, interviews are conducted to gain considerable insight in using social media for personal branding from each respondent, which may not be obtained during focus group discussion. The sample size in this research is 12 Indonesian citizens aged 20-24 years old and are actively engaged with social media. The number of sample is based on information saturation. Researcher divided the sample into four groups of respondents. The different groups of respondents are to investigate the distinct characteristics of each group. In a qualitative research, data analysis usually takes the form of either narrative analysis or the more formal coding, with intensive and interpretive memo writing and analysis of data for understanding concepts, interrelationships and themes (Burton & Steane, 2004). For data analysis in this research, all the open, axial and selective coding are used to answer the research questions.

**Results and Discussion**

In data collection, there are twelve respondents interviewed. Respondents are mostly female aged between 20 to 24 years old as this research focuses on Indonesian young adult. They are mostly students both in Indonesia and Australia University. All the respondents actively engage with social media. Almost all of them are active Instagram users, the most popular social media platform for millennials in Indonesia nowadays.
The idea of using social media is mainly to grab millennials as potential targeted voters for a politician. All respondents agree that social media focuses on targeting young generations because of their behaviour. They explained that they could spend a long duration on social media. Indonesian respondents who live and study in Australia think that they still can connect and keep updated with many issues in Indonesia from President Jokowi’s social media accounts. For them, social media is useful and effective since they do not get any exposure from mainstream media in Indonesia. Social media is the only thing they can use to get information even when they are far from Indonesia.

As the president of Indonesia, Joko Widodo has good social media content as well. He uses social media to deliver and share his work-related information. He also tries to enhance his brand image as a president who is close to people, humble, humanist and work-oriented. Several respondents said that they could know more about Indonesia by following President Jokowi’s social media accounts. He sometimes highlights his daily life on his social media platforms. Millennials prefer light contents he shares, such as going to concerts, playing with his grandson, watching Indonesian movie or feeding his sheep. There are two points to answer on how social media can enhance personal political brand: the effectiveness of social media in targeting young people as potential voters and the majority of Indonesia citizen and the engaging social media content.

Brand attitude towards President Jokowi’s personal brand can be categorised as positive. From the three components of attitude, it is shown that respondents mostly present a good attitude. They have varied perception and feelings. However, in the behaviour components, there are positive and negative behaviour. Many factors can cause the differences of behaviour component.

In general, social media has many important roles in personal political brand, mainly to engage with citizens and for promotional campaign roles. Specifically, social media in the president’s personal brand has a number of roles to highlight. The first role of social media in President Joko Widodo is for the national branding of Indonesia in the global world. Meanwhile, in Indonesia, the social media allows Mr. President to strengthen brand positioning, obtain trust and support from public as well as increase his electability level.

Conclusion

This research focuses on discovering the role of social media in enhancing President Joko Widodo’s personal branding. The key findings of this research show that social media has crucial roles. It can be used to enhance the branding by highlighting the effectivity of selected target market which is young people as well as the power of social media content. President Joko Widodo uses professionalism style in his social media. The content is prepared and well-structured to maintain the consistency with his personal branding. Light and trivial topics shown in his social media are the favorites of all the respondents because they can see the humanist side of President Joko Widodo.
President Jokowi’s social media account has a role as the national brand of Indonesia globally. Another role of social media in President Jokowi’s personal branding is more targeted to Indonesian people. Social media can be used as tools to strengthen his brand positioning, obtain trust and support from public as well as to increase President Joko Widodo’s electability level.

There are several limitations in this research, one of them is time. With only around three months, this research still needs improvements. The other limitation is the size of the sample. In this research, the sample size is small, compared with the population. As a result, the findings might not be the representative of Indonesia as a whole. For data collection, phone interview is also one of the limitations because of the internet connection issue. For future research, with longer time, researchers can collect larger sample size and get more representative respondents coming from all areas in Indonesia. Then, researchers can avoid using telephone interview due to the noise and internet connection issues in Indonesia.

References
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