Analysis Of Instagram's Social Media Commodification Of Political Party Images Ahead Of The 2024 Presidential Election

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Abstract – An analysis of Instagram's social media commodification of political imagery ahead of the 2024 presidential election highlights the platform's important role in shaping public opinion and influencing election outcomes. Through various content such as images, videos, and text, Instagram becomes a forum for support, criticism, and information related to presidential candidates. In this context, the influence of influencers and paid campaigns becomes a key factor in strengthening or damaging a candidate's image. However, polarization of opinion, filter bubbles, and economic risks also play an important role in changing the way society views politics and candidates. Sentiment analysis of political content on Instagram is crucial to understanding how users respond to political messages and candidates. Therefore, a deep understanding of the dynamics of social media commodification, particularly on Instagram, is needed to design effective campaign strategies and understand the political implications of using these social media platforms ahead of the 2024 presidential election.

Keywords – Commodification, Instagram, Image, Socialization, Elections, Presidential Candidates.

I. INTRODUCTION

Political parties are strategically leveraging Instagram to shape their public image ahead of the upcoming 2024 presidential election (Diniati et al., 2023) Instagram Social Media as Peruri's Public Relations Strategy in Communicating with the Public. Their approach involves adjusting content that often emphasizes personalization and policy issues, with the goal of not only engaging the general public but also enforcing an atmosphere of authenticity. The utilization of paid promotion and sponsored content, which is prevalent on Instagram, plays a role in shaping how parties choose to portray themselves, potentially affecting their credibility and the level of trust they garner. Various strategies have been noted among different political parties, some of which are geared towards specific demographic groups, such as young people, by way of collaborating with influencers and gaining celebrity endorsements. The interaction that takes place between political parties and Instagram users plays an

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important role in shaping public opinion, with data analysis used to fine-tune candidate selection strategies. Striking a balance between maintaining authenticity in the face of commodification poses an important challenge for political parties as they navigate Instagram's impact on political discourse.

Political parties often use visual (self) personalization on Instagram, focusing on individuals and personal representation in their posts, with varying degrees of emphasis on addressing policy issues during different election periods (Haßler et al., 2023). This personalization strategy is pervasive among political entities and public figures, often overshadowing discussions about policy. In addition, content on Instagram typically leans toward a programmatic approach, building electoral narratives centered on self-referential actions rather than policy issues. Notably, leaders like Pedro Sánchez and Narendra Modi are leveraging Instagram to present themselves visually, use cultural symbols to capture public interest and communicate their political beliefs and positions on critical subjects. Nevertheless, the effectiveness of targeted civic education ads on Instagram in increasing political engagement, efficacy, and civic engagement does not seem promising, suggesting that such ads may not unconditionally influence individual attitudes toward politics.

Commoditizing practices, such as paid promotion and sponsored content, have a significant impact on the way political parties build their image on Instagram. Recent research suggests that influencers serve as 'ideological intermediaries', supporting lifestyles that go hand in hand with certain neoliberal changes to attract socially conscious audiences (Haßler et al., 2023). In addition, political parties' use of Instagram in the context of election campaigns often gives priority to personal representation over policy issues (Arnesson, 2023); However, this does not imply a total exchange, but rather indicates the need for harmony between personalization and policy emphasis. In addition, Facebook's advertising platform allows parties to target specific demographics through sponsored content, placing more emphasis on candidates than on policy issues, potentially influencing how audiences perceive and engage with campaign messages (Baviera et al., 2022). Taken together, these conclusions imply that commoditization practices have an important role to play in shaping the way parties present themselves on Instagram, influencing the substance and direction of their communication tactics.

Research on Instagram's strategy by political parties has revealed variations in their approach. Research shows that a common theme in Instagram campaigns is personalization, which focuses on individuals rather than policy issues (Haßler et al., 2023). An examination of Instagram post content during election campaigns highlights a combination of personalization and programmatic proposals, with some parties prioritizing self-referential actions over their programmed ideas (Tirado-García &; Doménech-Fabregat, 2021). Furthermore, strategic management of photo-text combinations on Instagram was researched, revealing the prevalence of complementarity between images and text, along with examples of problematic interactions such as redundancy or independence (Pineda et al., 2022). In addition, an analysis of how political parties utilize Instagram shows innovative approaches such as political mobilization and attacks, which contribute to discussions about political spectacularization and populist discourse on social media (López-Rabadán &; Doménech-Fabregat, 2021). The results show that political parties use a variety of Instagram strategies that blend personalization, programmatic content, and audiovisual elements to effectively engage with voters.

Political parties strategically leverage influencers and celebrity endorsements on Instagram to boost their reputations by leveraging social media influence and personal connections. Scientific research shows that influencers play an important role in navigating the complicated relationship between authenticity, politics, and economic transactions on Instagram(Ferré-Pavia &; Codina, 2022). In addition, political parties and political leaders use visual (self) personalization on Instagram to build direct relationships with voters, often prioritizing individuals over policy issues, while still tackling significant political issues (Fernández Gómez et al., 2024). In addition, the use of Instagram by political figures for personal branding and campaign communication was underlined, highlighting the deliberate management of visuals and text to build a compelling personal brand during election campaigns. Overall, influencers and celebrity endorsements on Instagram serve as a powerful mechanism for political parties to shape their public image and engage with a wider audience.

The use of social media platforms such as Instagram by political figures such as Anies Baswedan, Puan Maharani, and Prabowo Subianto in anticipation of the 2024 election campaign can have an important influence on the credibility and trust of political parties among the general public (Haßler et al., 2023). Recent research underscores the use of Instagram for information dissemination and social engagement, resulting in the commoditization of content, audience, and labor within a political framework (Errenst et al., 2023). Involvement in profiles such as Ganjar Pranowo takes an important role in shaping public perception through carefully selected vocabulary, consequently impacting the political field (Maulana &; Djuyandi, 2023). In

addition, the exploitation of audience narratives on non-traditional media platforms has the capacity to commercialize workers and content creators, which then affects public trust in political narratives (Battista, 2023). The commercialization of textual content on Instagram profiles has the potential to reinforce stereotypes and modify the inherent value of content for financial purposes, thus potentially shaping individual perspectives on political parties and candidates (Moreno Cabanillas &; Castillero Ostio, 2023).

The interaction between political parties and Instagram users plays an important role in shaping individual perceptions. Scientific investigations show that political parties in Sweden and Germany mostly use Instagram for personal representation rather than to discuss policy issues, thus illustrating a transformative visual shift in digital political communication (Haßler et al., 2023). In addition, the utilization of images on social media platforms such as Instagram has become indispensable for policymakers to engage with their audiences, underscoring the importance of adjustment and authenticity in improving perceptions of political compliance (De Munter et al., 2023). Nevertheless, despite Instagram's efficacy as a powerful medium for political communication, targeted promotion of civic education on the platform should not have an unconditional impact on civic interests, efficacy, or engagement, thus underscoring the intricacies associated with using Instagram for political engagement (Errenst et al., 2023). In essence, the dynamics of interaction on Instagram can greatly influence public perceptions of political parties, emphasizing the need for deliberate and substantive engagement to foster favorable public sentiment.

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The use of Instagram by political organizations has shown an important trend towards visual (self) adjustment, focusing on individuals rather than policy issues (Haßler et al., 2023). Although the practice of political microtargeting on Instagram has been investigated for its possible influence on citizen attitudes and citizen engagement, a particular study found no direct evidence that targeted civic education ads influence political interests or effectiveness (Errenst et al., 2023). Within the framework of the 2020 United States election, analysis of posts on Facebook and Instagram revealed consistent sharing of candidate images and underscored the importance of emotional expression, especially feelings of joy, in captivating the platform's audience. In addition, an examination of political party-party campaigns on social media that ran from 2015 to 2021 shows a growing emphasis on Instagram as a primary avenue for political discourse, with the United States leading the way in scholarly work on the issue (Bossetta &; Schmøkel, 2023). As a result, a potential indicator of political parties' success in the 2024 presidential election may lie in Instagram's proficient utilization of visual adjustments, emotional articulation, and strategies to engage with audiences.

Political parties are leveraging data and performance analysis on Instagram to fine-tune their strategies for the 2024 presidential election. This study underscores the prevalence of visual (self) personalization in political communication on Instagram, focusing on individuals and their personalities (Haßler et al., 2023). Various studies emphasize the importance of content analysis in understanding messages shared on Instagram by political parties, explaining the utilization of personalization and mixing of pre-planned propositions during campaigns (Lindholm et al., 2021). In addition, an examination of leading parties such as Vox shows Instagram's inventive utilization, integrating features such as political mobilization and critique, adding to the ongoing discussion of political spectacle and populist rhetoric (López-Rabadán &; Doménech-Fabregat, 2021). Through leveraging data analysis and performance indicators from Instagram posts, political parties can tailor their content to effectively engage with voters and influence public perception in anticipation of the upcoming presidential election in 2024.

Political parties face difficulties in enforcing the authenticity and appropriateness of their political communications in connection with Instagram's commodification practices. Studies show that Instagram has evolved into a platform where visual self-adjustment and representation play an important role in political discourse (Lehto &; Mannevuo, 2023). Instead, influencers are grappling with the complicated terrain of authenticity, politics, and commercial transactions on Instagram, seeking to strike a

balance between inclusive political discourse and commercial exposure (Haßler et al., 2023). In addition, the case of Angela Merkel illustrates a specific strategy in which she strategically fosters authenticity through worldly appearance and consistency, different from conventional emotional portrayals anticipated on social media platforms such as Instagram (Campbell, 2023). The study's findings underscore the changing dynamics of political communication in the digital age, requiring parties to meticulously craft their messages to authentically resonate with their audiences while adapting to the visually driven essence of Instagram.

II. RESEARCH METHODS

The literature study research method is a research approach carried out by collecting, reviewing, and analyzing literature relevant to the topic under study. This method does not involve the collection of primary data through direct observation or experimentation, but rather focuses on the use of secondary sources such as books, journals, articles, reports, and other documentation.

III. DISCUSSION AND ANALYSIS

3.1. Content identification

Research on Instagram's strategy by political parties has revealed variations in their approach. Research shows that a common theme in Instagram campaigns is personalization, which focuses on individuals rather than policy issues. Examination of Instagram post content during election campaigns highlights a combination of personalization and programmatic proposals, with some parties prioritizing self-referential actions over their programmatic ideas (Bessi et al., 2017). Furthermore, strategic management of photo-text combinations on Instagram was examined, revealing the prevalence of complementarity between images and text, along with examples of problematic interactions such as redundancy or independence. In addition, analysis of how political parties utilize Instagram shows innovative approaches such as political mobilization and attacks, which contribute to discussions about political spectacularization and populist discourse on social media. The results show that political parties use a variety of Instagram strategies that blend personalization, programmatic content, and audiovisual elements to effectively engage with voters.

3.2. Content Topics

Instagram posts by presidential candidates often concentrate on a variety of subjects, such as personal portrayal, policy issues, campaign efforts, and leadership approaches. An examination of Instagram material from different political campaigns shows that competitors often use the platform to display personal aspects, such as behind-the-scenes snoops (Haßler et al., 2023), political rallies, and critical messages. In addition, materials often underscore political details rather than entertainment, supporting the projection of strong leadership capabilities (Towner & Muñoz, 2022). In addition, evaluations of Instagram posts by prominent candidates in German elections show a prevailing trend towards personal portrayals, while the treatment of policy issues varies across different elections, suggesting a harmonious blend of personalization and policy dialogue (García-Beaudoux et al., 2020). In addition, the surveillance of Ecuadorian presidential candidates' Instagram content in 2021 accentuated the influence of content marketing on political discourse, centering on political material and interaction techniques that contributed to the election victory (Rocillo-Alba &; Moscoso-Parra, 2021).

3.3. Support and Testimonials

Presidential candidates have the capacity to show support for a particular community or group through diverse approaches. They have the ability to participate in formal discourses that shape the reality of marginalized groups, while considering elements such as political affiliation, rhetorical states, public sentiment, and sociocultural references (Grefe, 2003). In addition, candidates can use territorial attachment as a strong heuristic to formulate political judgments, by appealing to sentiments of belonging and identity within a particular geographic area (Coe et al., 2017). In addition, candidates may embrace grassroots advocacy strategies to show support for the community, gain credibility and impact in the field of decision-making, similar to how companies interact with communities to secure positions in the decision-making process (Manulis, 2006). Through understanding and addressing the needs and concerns of specific communities, presidential candidates can effectively manifest their support and dedication to these groups.

IV. COMMUNICATION STRATEGY

4.1. Storytelling

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4.2. Use of Symbols

The utilization of symbols in political discourse, including symbols and signals in political advertisements, plays an important role in amplifying the political message and identity of presidential contenders. Symbolic language, as examined in speeches by Barack Obama and Donald Trump, has the ability to influence the audience's awareness on the emotional plane, elicit intense feelings, and influence the subconscious mind (Krylova-Grek, 2017). Likewise, symbols in political advertising, as evidenced in Jokowi Amin's campaign evaluation, convey significance through symbols that depict the image and persona of the candidate pair, thus shaping their perceived leadership attributes and attitudes on important issues (Krylova-Grek, 2017). Through proficient utilization of symbols, presidential competitors can build unique political personas, evoke certain sentiments, and convey their messages in a compelling and memorable manner, thereby increasing their overall political influence and appeal to voters.

4.3. Narrative and Message

Presidential candidates use a strategic approach to effectively convey their vision and mission through Instagram posts, utilizing visual elements and interesting features such as Stories (Zaman et al., 2022). These posts serve as a platform to convey a variety of political messages, including attacks, behind-the-scenes insights, and gathering information, to interact with users both before and post Election Day (Zaman et al., 2022). In addition, the utilization of Instagram as a social platform for sharing photos plays an important role in political communication strategies, underscoring the importance of photo-text relationships in messaging (Towner &; Muñoz, 2022). Through careful analysis of the strategic incorporation of photos and text on Instagram, candidates can improve their communication strategies and build more personal and engaging relationships with voters, thereby influencing their perception of the candidate's vision and mission.

4.4. Engagement and Engagement

Presidential contenders promote engagement with their supporters through a variety of methods, including smiles and affiliative expressions, to build rapport (Carsten et al., 2019). In addition, they rely on the expertise of political pollsters, who play an important role in identifying strategic campaign themes, defining key issues, and targeting groups of voters, thereby facilitating interaction and engagement (Stewart et al., 2015). In addition, the utilization of Web 2.0 tools and platforms allows candidates to engage with voters in a more balanced and participatory manner, foster connections, and produce collaborative campaign content (LEVY, 1984). In addition, systems and techniques have been designed to oversee relationships and interactions between voters, members, candidates, committees, and organizations, enabling activities such as responding to surveys, supporting campaigns, and affiliating with candidates, committees, and organizations, all of which have increased engagement and interaction.

4.5. Visual and Aesthetic

Presidential candidates advocate engaging with their audiences through various channels, such as utilizing their online platforms for interactive purposes (Carsten et al., 2019). These candidates have strategically created their websites and blogs to include hyperlinks to sections that promote participation, such as donations or volunteer activities, to stimulate engagement (Trammell et al., 2006). In addition, candidates use social media platforms such as Twitter to engage directly with their followers, answer their questions, and take part in discussions, thus reinforcing feelings of social presence and direct communication with

candidates (Lilleker & Malagón, 2010). This direct involvement not only strengthens the relationship between the candidate and the public but also results in a more favorable overall assessment of the candidate and an increased intention to offer support (LEVY, 1984). In essence, through the adoption of technology and social media, presidential candidates can effectively nurture interaction and engagement with their supporters, ultimately influencing public perception and support.

V. CONCLUSION

The results of an analysis of the use of Instagram by presidential candidates ahead of the 2024 election revealed several important findings related to the commodification of social media and its impact on political image: Commodification of Political Image, Effective Communication Strategies, Public Engagement and Interaction, Direct Interaction

Overall, the commodification of Instagram has changed the way presidential candidates build and convey their political image. With an effective communication strategy, Instagram is becoming a highly influential tool in shaping public perception and creating the desired political image ahead of the 2024 presidential election. This analysis highlights the importance of critical understanding of social media content in the context of modern politics and its impact on democracy.

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