# FRAMING AND SENTIMENT ANALYSIS OF GERINDRA PARTY POLITICAL COMMUNICATION ON TWITTER (X) TOWARDS THE 2024 ELECTIONS

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**ABSTRACT.** This research investigates the strategic utilization of political communication by the Gerindra Party on the Twitter platform (X) leading up to the 2024 General Election in Indonesia. With a focus on the adoption of the 'gemoy' label by the public, subsequently becoming a framing tool for Prabowo, this shapes a positive image and significantly enhances his popularity. Through a comprehensive analysis of sentiment and engagement displays on social media, this study reveals the effectiveness of Gerindra's political content in capturing public attention, signaling a paradigm shift in the dynamics of political communication in the digital era. The research adopts a quantitative methodology, employing a descriptive approach. Data collection involves direct interviews with the Public Relations Division of the Gerindra Party and utilizes netnography, combining online observations and content analysis of user interactions on Twitter (X) with the official Gerindra Party account. The results of the study demonstrate evolving emotional response dynamics over time, highlighting the adept use of framing strategies by the party. This research provides valuable insights into the transformative impact of social media on political communication, offering a deeper understanding of how political narratives are shaped and influence public opinion leading up to the general election.

**Keywords:** Political Communication; Gerindra Party; Sentiments and Framing

## ANALISIS FRAMING DAN SENTIMEN KOMUNIKASI POLITIK PARTAI GERINDRA DI TWITTER (X) MENUJU PEMILU 2024

**ABSTRAK.** Penelitian ini menyelidiki pemanfaatan strategis komunikasi politik oleh Partai Gerindra di platform Twitter (X) menjelang Pemilihan Umum 2024 di Indonesia. Dengan fokus pada penerapan label '*gemoy*' oleh publik yang kemudian diadopsi menjadi sebuah framing untuk Prabowo, hal ini membentuk citra positif dan secara signifikan meningkatkan popularitasnya. Melalui analisis komprehensif terhadap sentimen dan keterlibatan tampilan di media sosial, studi ini mengungkap efektivitas konten politik Gerindra dalam menarik perhatian publik, menandakan perubahan paradigma dalam dinamika komunikasi politik di era digital. Penelitian ini mengadopsi metodologi kuantitatif, dengan menggunakan pendekatan deskriptif. Pengumpulan data dilakukan dengan wawancara langsung dengan Humas DPP Partai Gerindra dan menggunakan metode netnografi, menggabungkan observasi online dan analisis konten dari interaksi pengguna di Twitter (X) dengan akun resmi Partai Gerindra. Hasil penelitian menunjukkan dinamika respons emosional yang berkembang seiring waktu, menyoroti penggunaan strategi framing yang cekatan oleh partai. Penelitian ini memberikan wawasan berharga tentang dampak transformatif media sosial pada komunikasi politik, memberikan pemahaman yang lebih mendalam tentang bagaimana narasi politik dibentuk dan memengaruhi opini publik menjelang pemilihan umum.

**Kata Kunci:** Komunikasi Politik; Partai Gerindra; Sentimen dan Framing

## INTRODUCTION

In facing the significant political year of 2024 for Indonesia, the conduct of general elections (elections) becomes a crucial prerequisite for a democratic country. The General Election Commission (KPU) will play a crucial role in organizing general elections for the People's Consultative Assembly (DPR RI), Regional Representative Council (DPRD), as well as the presidential and vice-presidential elections. Political communication, as a key element in the democratic process, plays a vital role in building positive perceptions, conveying visions, and crafting narratives that support the platforms and policies of political actors. The dynamics of political communication with the advent of the Internet show rapid and responsive developments. Signs are evident in the growth of political communication activities on social media during the election campaign period (Mukarom, 2022). Social media, as a digital platform, holds significant influence, playing a crucial role for users in creating social networks that connect one individual to another (Tayibnapis et al., 2023). Political parties use social media to achieve their political goals because through social media, the opinions of various audiences can be influenced. In the digital era, social media, especially the Twitter platform (X), has become a crucial instrument in political campaigns.

Political parties, including the Gerindra Party, leverage social media to disseminate messages, influence public opinion, and interact with potential voters. Social media also serves as a platform for discussions that expand political participation, especially among young voters. This phenomenon was clearly observed in the 2014 Presidential

Election, where young voters tended to be more responsive to campaigns run through social media due to its efficiency, accessibility, speed, direct interaction with communicators, and the ability for everyone to actively contribute and freely express their opinions (Munzir, 2019). With the proliferation of social media, the realm of democracy can be said to have entered a new stage in political communication. Social media is considered a tool that can support the development of democracy and political communication in various countries. According to information from We Are Social, the number of social media users worldwide increases every year. In January 2021, the recorded number of users reached 4.2 billion, indicating an increase of 13.2% compared to the previous year. Meanwhile, research findings from Datareportal indicate that in January 2022, the number of social media users in Indonesia reached 191.4 million. There was an increase of 21 million users, or a 12.6% rise in one year. The report also mentions that this percentage is equivalent to 68.9% of Indonesia's total population. For comparison, Indonesia's population as of January 2022 reached 277.7 million people (Liberty Jemadu, 2022).

In this context, the Gerindra Party, as a political party active on social media, has recorded continuously increasing popularity with 687K followers in October 2023. The Gerindra Party's ability to design creative campaigns on this platform has helped them achieve effectiveness in conveying political messages. Thus, the role of political communication and the utilization of social media, especially Twitter (X), by the Gerindra Party becomes strategic in influencing public opinion and garnering voter support leading up to the 2024 elections. Political communication through social media not only reflects adaptability to technological developments but also serves as a foundation for broader participation in the democratic process. The media serves not only as a means of conveying information but also as a party's engine that facilitates the establishment of a digital network in the interactive political communication between the party and its constituents. With increasing engagement on social media, this party is able to bridge information gaps and enhance public involvement in the country's political dynamics.

Based on data processed by CNN Indonesia as of July 21, 2022, regarding social media accounts, the Gerindra Party occupies the top position with the highest number of followers, including Instagram, Twitter, and Facebook (Astari, 2022). An interesting aspect of Gerindra's Twitter (X) social media account is the presence of a unique communication pattern. The Gerindra Party's admin consistently strives to interact with the public, especially the younger generation, who are the primary target. The communication involves providing optimal service by adhering to evolving language etiquette and choosing appropriate words to address complaints, feedback, and responses. Additionally, the Gerindra admin offers highly flexible services and responds promptly to queries from netizens. Sometimes, the admin also engages in light-hearted banter with other accounts, creating an image for the party that is not perceived as rigid.
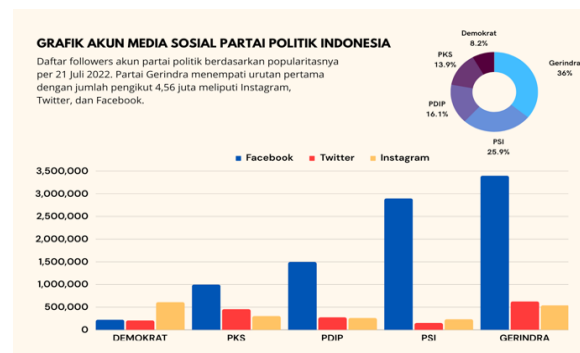


Source: CNN Indonesia, and Processed by Researches
**Figure 1. Party graph along with its number of followers.**

In the context of this research, Twitter (X) is the primary choice as a relevant social media platform to analyze the political communication of the Gerindra Party. The selection of the Twitter (X) social media platform for this research is based on its popularity as one of the social media platforms in Indonesia. According to Cindy Mutia (2023), research from the databoks site in April 2023 indicates that the number of Twitter (X) platform users in Indonesia is 14.8 million. This figure ranks sixth globally after the United States (64.9 million), Japan (51.8 million), Brazil (16.6 million), the United Kingdom (16.1 million), and India (15 million). Furthermore, based on data from Kompas.com in January 2023, the Twitter (X) platform

**Tabele 1. Follower data of political party social media accounts in Indonesia in October 2023**

| No | Party Name | Youtube | Instagram | Tiktok | Twitter (X) |
|----|------------|---------|-----------|--------|-------------|
| 1. | PDI Perjuangan | 91K | 310K | 921,6K | 306K |
| 2. | Gerindra | 143K | 607K | 72,5K | 687K |
| 3. | PKB | 15K | 481K | 22,2K | 147K |
| 4. | Nasdem | 24,7K | 147K | 27,2K | 158K |
| 5. | Golkar | 9,14K | 92,8K | 69,8K | 4,64 |

Source: Processed by Researchers

ranks sixth as the favorite social media in Indonesia with a user percentage of 60.2% (Saskia, 2023). The high popularity of Twitter (X) has led to its utilization for various purposes, including political communication.

The uniqueness of Twitter (X) lies in its microblogging format, limiting the length of messages to 280 characters. This encourages active user participation in conveying political messages, opinions, and arguments concisely and directly. Additionally, Twitter (X)'s ability to create and follow hashtag trends provides an opportunity for the Gerindra Party to create political momentum, frame issues, and gain widespread visibility among Twitter (X) users. Furthermore, Twitter (X) has a special appeal to young voters, which can have a significant impact in the context of elections. The engagement of young voters creates a unique dynamic in responding to the political messages of the Gerindra Party on this platform.

Meanwhile, the significant difference between Twitter (X), Instagram, and TikTok lies in their content focus. Twitter (X) is more text and opinion-oriented, while Instagram and TikTok emphasize visual elements, images, and videos. Twitter (X)'s focus on text provides effectiveness in expressing opinions, disseminating ideas, or commenting on current issues. Thus, the choice of Twitter (X) as the focus of this research is justified by its uniqueness and relevance in the context of the Gerindra Party's political communication leading up to the 2024 elections.

The framing analysis becomes a crucial aspect in this research as it encompasses the way the Gerindra Party presents political messages on Twitter (X). Through framing, political parties can manipulate public perceptions of specific issues, which, in turn, can influence voter support. In the context of the 2024 elections, a profound understanding of this framing is considered highly relevant to dissect the political communication strategies of the Gerindra Party. Sentiments, on the other hand, serve as an important metric to measure the public's responses and reactions to the messages conveyed by the Gerindra Party on Twitter (X). Subsequently, sentiment analysis will provide insights into how supporters, critics, and potential voters respond to and perceive the content generated by the party in the online world. By combining framing and sentiment analyses, this research aims to contribute to a deeper understanding of how social media, particularly Twitter (X), can shape political dynamics leading up to the 2024 elections.

Based on previous research, social media has become the primary platform for political candidates to directly interact with potential voters, making it a priority in modern political campaigns. Audience engagement on social media not only facilitates interaction but also serves as a crucial indicator to measure the persuasive effects of campaign framing. Framing based on morality or emotional elements (both positive and negative) contributes to increased audience engagement. As elections approach, there is a significant rise in sentiment, with political actors demonstrating increased activity on social media before or after key events. Meanwhile, individuals who frequently send tweets generating neutral sentiment scores and garner substantial support in the form of likes tend to be more favored by the public and exhibit a tendency to emerge as winners (Sahly et al., 2019; Schmidt et al., 2022; Kusen et al., 2018; Budiharto, 2018).

Furthermore, individuals living in the screen era are likely unable to avoid choosing a leader they perceive as familiar. In the 2019 elections, political parties competed to utilize Twitter as a campaign platform, with the public actively expressing their opinions on the platform. Partai Gerindra, as one of the political parties actively using Twitter, adopted a casual and informative communication style. This strategy was in response to the dominance of young voters on the platform. Partai Gerindra also engaged in political education through their Twitter accounts with the aim of encouraging more active political participation from the public. These actions indicate that the more frequently political parties post content, the greater their influence on voter segmentation and the popularity of figures in determining campaign success (Bratslavsky et al., 2019; Adiati, 2019; Putri, 2019; Tamim, 2023; Widayat et al., 2022).

However, there is still no in-depth explanation regarding how the pattern of public sentiment evolves over time and how the level of political engagement from the public influences the content posted by political parties, especially in the context of utilizing political party framing. Additionally, there is a lack of understanding about how issue trends or the uniqueness of communication adopted by a party may underlie the popularity of actor support among potential voters. Therefore, the aim of this research is to investigate how the pattern of public sentiment develops over time, whether it tends to be positive, negative, or neutral. Furthermore, the study will detail how issue trends impact the utilization of political party framing and whether this also affects public perception, particularly in relation to the Gerindra Party leading up to the 2024 elections.

## METODE

This research adopts a quantitative methodology with a descriptive approach. This research

aims to analyze the framing and sentiment of communication by the Gerindra Party on Twitter (X) leading up to the 2024 elections. Furthermore, the researcher collects primary data through a netnography approach and interviews with the public relations officer of the Gerindra Party's central executive board. Netnography is a method that adopts the principles of ethnography to study communities and cultures in the online world (Kozinets, 2010). The researcher will utilize netnography data collection techniques, involving online observations and content analysis of user interactions on Twitter (X) with the official account of the Gerindra Party on Twitter (X). This technique allows the researcher to deeply understand communication patterns, attitudes, and sentiments that emerge in the virtual environment of Twitter (X), enriching the case study results with relevant online dimensions. The netnography study is conducted on the Twitter (X) platform, involving direct observation and analysis of tweets, messages, and interactions on the official account of the Gerindra Party. The researcher manually categorizes tweet data into Microsoft Excel based on sentiment or specific themes. This data is filtered by the researcher within a time limit of six months, starting from June to November 2023.

Additionally, in data imputation, the researcher pays close attention to comments on a particular tweet by the Gerindra Party and establishes limitations on excluded account categories. This is done to avoid the inclusion of "buzzers," ensuring that the obtained data remains unbiased. Through the combination of netnography and interviews with relevant figures, this research aims to provide a holistic overview of how the Gerindra Party employs framing and sentiment in its communication on Twitter (X) leading up to the 2024 elections. Meanwhile, secondary data in this research will encompass information from literature related to political communication, framing theory, political sentiment, and the context of the 2024 elections. Journals, articles, news, and other data sources will be used as references to enhance the understanding of research results. By integrating secondary data, this research is expected to provide a stronger theoretical framework and support a more comprehensive interpretation of research findings.

## RESULT AND DISCUSSION

### Sentiment and Content Analysis

The result in this study was obtained by applying Pang and Lee's (2008) sentiment analysis theory as a basis for categorizing Gerindra Party tweets into three main sentiment categories: positive, negative, and neutral. Through manual collection and analysis, 325 tweets were obtained from June to November 2023. The data collection process began with the manual selection of these tweets, which were then inputted one by one into Microsoft Excel. Users' emotional responses on Twitter (X) to the political communication generated by the Gerindra Party showed a variation in positive, negative, and neutral sentiments that evolved over time approaching the 2024 elections.



Source: Processed by Researchers

**Figure 2. Gerindra Party's sample tweet data related to sentiment, issues, and views engagement.**

During the period from June to November 2023, data analysis revealed intriguing patterns in emotional responses. In the positive sentiment category, there were 160 tweets, which successfully elicited positive responses, possibly due to the clever framing and use of jokes by the Gerindra Party. Negative sentiments, totaling 80 tweets, were also detected, possibly originating from users who disagreed or were dissatisfied with the content or framing adopted by the Gerindra Party. On the contrary, the majority of tweets received neutral responses, totaling 85 tweets, indicating that some content may not provoke strong emotional reactions from users.
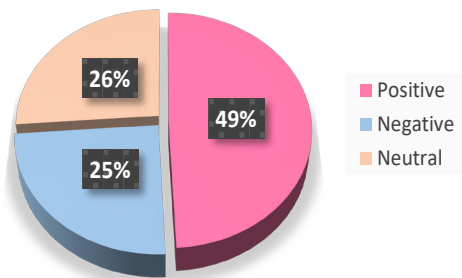


**Figure 3. Diagram of Sentiments in Gerindra Party tweets**

In this research, the categorized themes of tweets encompass five main categories, namely jokes, environment and social issues, religion and culture, politics and campaigns, and education. The researcher categorizes issues into the same category based on their relevance, reasoning that some issues are closely interconnected. For example, social and environmental issues are often intertwined due to their impact on society and the environment. The consolidation of these categories aims to comprehend the complex relationships among these issues, which are the focal point of the Gerindra Party. By merging these categories, analysis can be conducted more efficiently and focused, avoiding overly detailed divisions that may be challenging to implement or require larger analytical resources. Additionally, Gerindra consistently integrates social and environmental issues in its communication, reflecting an awareness of their interconnectedness. The merging of religious and cultural issues into a single category is also done to enhance analytical efficiency, given the frequent association of these issues in a political context. Similarly, combining political and campaign issues into one category is justified since political campaigns are generally designed to address specific political issues, creating a natural connection. This approach allows research to be more focused on analyzing political messages and framing within the campaign context. However, jokes and education categories are considered separate because tweets in these categories cannot be integrated into a unified context. Both have distinct communication goals, making it preferable to analyze them independently.

In the context of the number of tweets, the political and campaign category stands out as the category with the highest views, reaching 169 tweets. The content of this category involves political education, information about political support, political meetings, campaigns for elections, and announcements of presidential candidates. This phenomenon reflects the Gerindra Party's primary focus on political aspects, which can be interpreted as efforts to support campaigns and election preparations. Meanwhile, the social and environmental issues category consists of 84 tweets, making it the category with the second-highest engagement. Issues such as poverty, water scarcity, conflicts in regions, and assistance to the community are included in this category. The significant number of tweets indicates Gerindra Party's concern for social and environmental issues relevant to the community, affirming their commitment to these issues.

The jokes category includes 46 tweets focused on humor and jokes, especially those following the trends of young generations. This reflects the Gerindra Party's strategy to engage with young voters through a casual and humorous approach. On the other hand, the education category, with 17 tweets, covers issues such as educational progress and scholarship assistance. This reflects the party's attention to improving the quality of education and supporting the community in this field. Finally, the religion and culture category consists of 9 tweets covering issues related to religion and culture. This includes reminders for prayer, acts of kindness, Eid al-Adha celebrations, and information related to traditional puppets (wayang) or batik. Through this category, the Gerindra Party appears to make efforts to strengthen religious and cultural identity in the political context, indicating their concern for these values in their political perspective.

According to the statement from the Public Relations of the Gerindra Party's Central Executive Board (DPP), the Political & Campaign category dominates as the issue with the highest number of views. This aligns with their main goal, which is to provide political education while conveying political messages to the public. Meanwhile, regarding the Social and Environmental Issues category, this focus is reinforced by the efforts of the Public Relations of the Gerindra Party's Central Executive Board to publicize various activities carried out by party cadres at various levels, ranging from the DKI level to the regional DPRD level. They understand that their duty is to convey information about real actions taken by the party to serve the community in their respective regions, in line with the struggles and specific needs of each area. For example, in Sulawesi, where the need for good roads is crucial for efficient

transportation, Gerindra cadres work to ensure the availability of such infrastructure. Regarding the issue of drought, the Gerindra Party is actively involved in distributing water tanks along with its cadres. Additionally, Mr. Prabowo often directly participates in inaugurating several water points as a long-term measure to address the problem. Prabowo emphasizes that water sovereignty is an essential part of national sovereignty, which needs to be understood by the public.

The importance of informing the public that Gerindra cadres and Prabowo work consistently during their terms is a primary focus. This is evident through the continuous activities publicized on social media. In addition, the Gerindra Party is responsive to pressing issues, such as the conversion from gas cylinders to electricity. They are also actively listening to and responding to public complaints, such as the grievances of honorary teachers in Yogyakarta who are not appointed as civil servants. The Gerindra Party, which has significant representation in the DPR RI and thousands of members in the regions, advocates for the rights of the people and supports emerging needs. As for issues like jokes, religion and culture, and education, Gerindra follows the trending topics without binding themselves to constant weekly regulations. This approach allows them to remain relevant and responsive to the desires and changes in society.
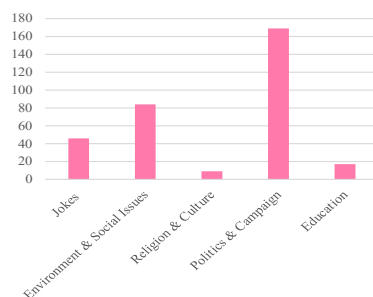


**Figure 4. Diagram of the Issues Raised in Gerindra Party Tweets**

There is one tweet in June that has a humorous tone with a very high engagement of 3.2 million, which reads, "Padahal, 08 itu adalah kode sandi nama panggilan Pak Prabowo semasa aktif di militer dulu. □" This tweet is a response to another Twitter user suspected of presenting potentially misleading information. In response to this, the Gerindra Party provides further clarification that the code 08 is a military radio code used by Mr. Prabowo in his youth or during his service in Kopassus. He appreciates 08 because of its design, simple and eye-catching. There is no other intention, especially related to his status as a presidential candidate. Then in the context of the Political & Campaign theme, it can be observed that this theme has generated the highest views engagement, with one tweet reaching

a views engagement level of 812.6K. The tweet that reads, "Selamat pagi Pak @prabowo Selamat pagi Mas @gibran_tweet Selamat beraktivitas, tetap semangat dan salam #IndonesiaRaya," has captured the public's attention, and the response to it indicates a tendency towards positive sentiment. The community has responded to this tweet with a fairly open attitude, creating creative abbreviations such as 'Selamat Pa-Gi...Prabowo Gibran,' and incorporating youth-style jokes that provide a relaxed and positive atmosphere. The importance of positive sentiment towards this post can be interpreted as an indicator of the success of the Gerindra Party in creating friendly content and fostering positive interaction with its followers on social media platforms. The presence of creative elements and humor, such as the creation of abbreviations and jokes, adds a strong dimension of relatability, building a closer connection between the party and its potential voters.

One of the tweets that achieved another high views engagement, reaching 790.9K, is as follows: "Mas, ini kamu dari tahun 2019 udah ngomongin Pak Prabowo, loh. Buktinya sampai hari ini masih bisa ngomongin Pak Prabowo, 'kan? Enggak ada yang hilang selain akal pikiran Masnya." In this tweet, the Gerindra Party responded to a previous tweet from Twitter user (X) @Miduk17 through the quote tweet feature, and the tweet itself appeared sarcastic. This response seemed to elicit various reactions from Twitter users (X). Some accounts responded casually with jokes, while others asked the Gerindra Party admin to consider it trivial. Meanwhile, others provided comments unrelated to the posted content. Nevertheless, some comments also appeared to take @Miduk17's argument seriously as a fact. Overall, the response to this Gerindra Party post reflects a variety of sentiment shades from Twitter users (X). Despite the variation in responses, the dominance of positive reactions can still be identified.

Then, according to the Gerindra Party's public relations (DPP), they stated, "Let's not create a narrative of fear, if you want to compete, do it in a sportsmanlike manner." It is acceptable to be a buzzer, but use a polite approach to support each candidate, highlight their achievements, and engage in a battle of ideas without the need to vilify. Furthermore, everyone fundamentally has emotions. If we are upset, just leave it. If there are hate comments towards the Gerindra Party, they consider it as passing wind and take it in a relaxed manner.

In another case, a tweet with views engagement of 764.7K titled "Nih, yang dari kemarin penasaran mau baca buku-bukunya Pak Prabowo. Baca aja di sini, bisa diunduh juga PDF-nya." illustrates the positive policy of the Gerindra Party in providing Mr. Prabowo's digital book (Paradoks Indonesia,

Kepemimpinan Militer, dan Strategi Transformasi Bangsa) for free to the public. The positive response and enthusiasm shown by followers of the Twitter account (X) @Gerindra indicate the effectiveness of this strategy in building a positive relationship with voters and supporting open access to the political insights promoted by the party.

The recorded number of views engagement per month shows significant fluctuations during the research period:
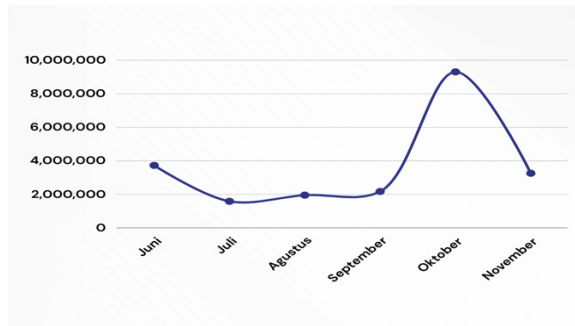


**Figure 5. Diagram of Views Engagement for Gerindra Party's Twitter Account Tweets**

In June, there were 3,729,306 views engagement, indicating a high public interest in the content posted by the Gerindra Party on Twitter (X). July witnessed a decrease to 1,583,784 views, which can be interpreted as a stabilization phase following the high activity in the previous month. However, in August and September, there was a noticeable increase with consecutive views engagement numbers of 1,952,474 and 2,168,648. A significant lspike occurred in October, where the views engagement figure reached 9,308,394. This can be attributed to important events in national politics, namely the announcement of presidential candidates and the registration of candidates for the 2024 elections. Political and campaign themes may be key factors contributing to the high public interest in content related to the election process. Despite a decline in November, with a total views engagement of 3,256,781, this figure is still relatively high and reflects a sustained strong interest from Twitter users (X) in the political communication of the Gerindra Party. Overall, the analysis of views engagement indicates that political and campaign content has a significant impact in capturing public attention and engagement, especially during the crucial period leading up to the 2024 elections.

**Framing Analysis**

The trend of sentiment over time also provides an overview of the evolution of emotional responses from Twitter users (X). Initially, in June-July, there was a relatively balanced variation in sentiment, indicating that the Gerindra Party might be building momentum and introducing early framing strategies to the public. In August-September, the number of sentiments began to rise, accompanied by increasingly creative framing usage. Specific issue also emerged as triggers for the highest sentiments, such as the question "Gemoy? What is gemoy?" in October with 1.9M views, significantly impacting the emotional responses of Twitter users (X). Thus, the emotional responses of Twitter users (X) to the political communication of the Gerindra Party show evolving dynamics over time, reflecting the party's efforts to leverage momentum and effective framing strategies in constructing a positive political narrative leading up to the 2024 elections.

Furthermore, Entman's framing theory (1993) is applied to analyze how the Gerindra Party eventually responded to the label '*gemoy*' from the public. The term '*gemoy*' is actually one of the expressions used by the community, referring to a funny and adorable expression. '*Gemoy*' itself is a play on the word '*gemas*,' which carries a positive meaning. The Public Relations Department of the Gerindra Party explains that the '*gemoy*' framing initially emerged after a journalist made a statement to Mr. Prabowo. This occurred because Prabowo appeared more frequently in the media, which then captured the other side of Prabowo, including the '*gemoy*' dance moments. Essentially, this dance is a habit that Prabowo has had since he was a commander of special forces because soldiers must be happy and relaxed, especially since Prabowo is said to be a fan of the Gatot Koco character.

Furthermore, '*gemoy*' has become the public's judgment of another side of Mr. Prabowo after the year 2019. The reason the Gerindra Party follows the '*gemoy*' framing trend is based on the fact that young voters are the primary target in the 2024 elections. The younger generation is considered dynamic, and it is crucial to use a language they understand to approach them more easily. In this case, '*gemoy*' is seen as a phrase acceptable to the younger generation, and the Gerindra Party seeks to create a positive image of Prabowo in their eyes. This framing aims to bring Prabowo closer to the audience, create emotional connections, and attract voters through a portrayal of a more familiar persona, including through AI cartoons presented due to an awareness of the young generation as the target. Compared to conventional billboards, cartoons are considered more attractive due to their funny impression and rare usage, thus creating a new segment in politics. According to Gerindra, politics should also understand opportunities and markets. In this context, creating a more friendly image of Prabowo and following the '*gemoy*' trend is considered a smart move to reach and win the hearts of young voters. Reflecting on the 2019 elections, Prabowo Subianto was often seen as a firm and highly military figure. This was evident

in his straightforward and assertive speaking style, as well as his consistently neat appearance with a tie. However, as the 2024 elections approached, Prabowo began to frequently showcase his humorous side, the '*gemoy*' aspect. This is evident in his more relaxed and humorous speaking style, as well as his more casual and laid-back appearance. This image is believed to garner support from younger voters who tend to prefer leaders that are friendlier and more approachable. This change in image is seen as Prabowo's effort to increase his voter support, especially from the younger generation, which constitutes a large and potential voting group.

**Figure 5. Adorable cartoon animation featuring Prabowo and Gibran.**

The positive impact of this '*gemoy*' framing is evident in the increase in survey indicators. A survey conducted by Kompas Research shows that the electability of Prabowo-Gibran has reached 39.3%, placing them at the top of the survey. This data reflects that the shift in Prabowo's image towards a more '*gemoy*' direction has successfully increased support, especially among the younger generation (Tatang Guritno & Krisiandi, 2023). The General Election Commission (KPU) notes that the majority of 2024 election voters come from the Generation Z and Millennial groups, comprising 56% of the total electorate (Muhamad, 2023). Meanwhile, public responses to the '*gemoy*' framing of Prabowo remain diverse. Some welcome it positively, some negatively, and some remain neutral. Those who view it positively argue that the '*gemoy*' framing of Prabowo can help change the perception of Prabowo, who is seen as rigid and unfriendly. The '*gemoy*' framing of Prabowo is also seen as potentially garnering sympathy from the younger generation, who are potential voters. On the other hand, those with a negative view of the '*gemoy*' framing of Prabowo see it as an attempt to deceive the public. There are also those who hold a neutral stance on the '*gemoy*' framing of Prabowo, considering it a trivial matter that should not be exaggerated. Thus, it can be

concluded that the '*gemoy*' framing of Prabowo has not been widely accepted by the public. However, it is also not entirely rejected. There is still a possibility that the '*gemoy*' framing of Prabowo could influence his electability in the future. Nevertheless, the effectively implemented political communication strategy has increased Prabowo's popularity and appeal within the community.

## CONCLUSION

This study conducted sentiment and content analysis on tweets from the Gerindra Party using the sentiment analysis theory by Pang and Lee (2008) as the basis for categorizing sentiments into positive, negative, and neutral. Data were collected and analyzed from June to November 2023, encompassing 325 tweets. The results of the analysis revealed variations in Twitter users' emotional responses to Gerindra Party's political communication, with a dominance of positive sentiments (160 tweets), followed by negative sentiments (80 tweets), and neutral sentiments (85 tweets). Thematic categorization of the tweets was classified into five main categories: jokes, environment and social issues, religion and culture, politics and campaigns, and education. The politics and campaigns category recorded the highest number of tweets (169 tweets), indicating Gerindra Party's primary focus on political aspects, especially leading up to the 2024 elections. The social and environmental issues category followed with 84 tweets, reflecting the party's attention to these concerns.

Framing analysis identifies the evolution of sentiment over time, with an increase in framing creativity in August-September. This framing emerges from an issue that has become a trend among the public. The use of the 'gemoy' framing to depict Prabowo's humorous side was adapted to appeal to young voters, successfully enhancing the electability of Prabowo-Gibran, particularly among the younger generation. Although some segments of the public responded to this framing positively, negatively, or neutrally, the effective political communication strategy succeeded in boosting Prabowo's popularity within the community. Engagement views analysis showed significant fluctuations during the research period, with the highest peak in October related to the announcement of presidential candidates and candidate registration for the 2024 elections. Political and campaign content had a substantial impact in capturing public attention, especially in the lead-up to the elections. Overall, this analysis depicts the successful political communication strategy of the Gerindra Party in creating friendly and engaging

content, particularly in response to current issues and in addressing the political dynamics leading up to the 2024 elections. Therefore, further research is needed to assess the extent to which the impact of social media campaigns can alter voter preferences in the real world.

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