

## Pentad Analysis of Presidential Elections 2024 on Social Media

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### ABSTRACT

This article aims to analyze Ganjar Pranowo's posts on social media. Ganjar Pranowo is one of the presidential candidates who has great potential in the 2024 presidential election because he is one of the candidates from the winning party (incumbent) in the previous election. As a presidential candidate, Ganjar realizes the importance of social media in socializing himself and building a positive image as a presidential candidate. One social media platform that is well managed is Instagram. On his Instagram account, namely @ganjar\_pranowo, Ganjar posts all his activities as part of political communication in an effort to attract the attention of the Indonesian people ahead of the election. The research method used is a qualitative method with pentad analysis consisting of 5 elements: act, scene, agent, agency and purpose). The research results found that Ganjar plays as the main actor and rhetorical communicator (act); applies election and social media (scene); roles as a political actor with a humanist and simple figure (agent); nationalist-religious (agency); and he attracts public attention, public sympathy and winning elections (purpose).

## **Introduction**

Election is a contestation for selecting a leader that takes place every 5 years. In Indonesia, this democratic party has always been a stage colored by political drama for politicians (Arswendi, 2018). The dramatism of elections in Indonesia reflects the complex political dynamics and intensity of political struggles that occur between political parties, candidates and voters. Elections are the moment most eagerly awaited by the people, because at that time they have the power to determine the future direction of the country for five years.

The competition is getting tighter along with the use of technology and social media as a means of political campaigning for candidates to win elections. The presence of social media provides an opportunity for the public to obtain wider and faster information, but it cannot be denied that social media also provides challenges in the spread of hoaxes, fake news related to elections and dramas that are deliberately created by politicians to influence and attract attention public. Social media has become the main channel for political parties, candidates and their supporters to spread political messages (Moekahar et al., 2022), garner support (Ardha, 2014) and influence voters (Anshari, 2013). Various social media platforms that are widely used are: Twitter (Jungherr, 2016), Facebook (Suratno et al., 2020); (Auter & Fine, 2018); (Stier et al., 2018), Instagram (Lestari et al., 2018)(Dhara et al., 2020), dan Youtube (Wirga, 2016). Social media is a means to form public opinion and mobilize the masses (Abdillah; & Zulhazmi, 2021). Social media is an effective promotional tools (Kertanegara, 2023). Social media has become the most popular media in society.

This article will interpret the symbols contained in Ganjar Pranowo's post as a 2024 Presidential Candidate on the Instagram social media account (@ganjar\_pranowo). Ganjar's official account has 7,109 posts, 5.6 million followers. As one of the politicians in Indonesia, Ganjar is a very active person on social media and realizes the importance of social media as a means of political communication (Rahmah, 2021). Through dramatism studies using the pentad analysis method, the author wants to know the meaning of the symbols contained in political campaign posts on Ganjar's Instagram account ahead of the 2024 election. In the context of dramatism, a political campaign is a drama played by Ganjar in order to win the 2024 presidential election. This drama requires various tools to achieve the goal of a victory. Dramatic studies focus on humans as creatures that use symbols. These symbols are capable of reflection, representation, selection and deflection of reality (Suparno, 2011). Social media is a means for humans to be able to use certain symbols to achieve their goals. Dramatism discusses the act of communication between the text and the audience for the text, as well as the action within the text itself (Novitasari et al., 2015). Burke said dramatism has five elements as an analytical tool, including: Act, Scene, Agent, Agency and Purpose. Scene, defined as a place, a setting where the actor performs his actions. Scenes can be in the form of places, scopes, circumstances or conditions of actors in an activity. Second, Act, is a concept of action that originates from the actor's character and thoughts. Third, agents, are people who display actions that can come from self-concept, motivation, subjectivity, passion and desire (Suparno, 2011). Fourth, agency, a tool

used by actors to achieve certain goals. Fifth, purpose, the desired end result as a result of the efforts that have been made.

The figure of Ganjar is presented through social media as a leader that the Indonesian people should choose. Because various acts of communication through certain symbols are displayed so that Ganjar's appearance is proper and able to play drama in various places and conditions with the tools prepared so that the desired goals can be achieved.

### Review of Literature

Political communication research includes an examination of election campaigns. The dramaturgy that Kenneth Burke started is quite intriguing to see in this research. The theory, which splits five components into Pentad Analysis, includes the following: 1) *The Act* - What was done in the act? is the naming, showing, and performance of the characters' patterns and activities. 2) *The Scene* - When did the activity occur? Give the background information for the action. 3) *The agent*: Who carried out the action? is a person who demonstrates an action. 4) *The Agency* - The method through which the Agent executes the activity. refers to a different activity the Agent employs to carry out that action. 5) *The Purpose*: Why should this be done?. One of studies using pentad analysis is "The Future is in Good Hands": A Pentadic Analysis of President Barack Obama 's Farewell Address (Dunn, 2018). President Obama uses purpose as a motivator at first, then emphasizes agency, and lastly focuses on the agents who can achieve the mission in order to give the audience a sense of empowerment and help them identify with earlier American heroes. Obama's parting speech serves as an example of how important it is for presidents to influence future politics, in this case by encouraging people to participate in democratic processes. Other research with this theory is film analysis. The film "They Live" contains scenes that illustrate how consumerism affect people's lives (Satjakoesoemah et al., 2020).

### Method

The Kenneth Burke theory of dramatization includes pentad analysis as a key component. Dramatism is a methodology and approach that focuses on the origins, constraints, and paradoxes of the usage of certain symbols, particularly in connection to human motivations in communication acts (Suparno, 2011). This research belongs to a qualitative method that explores, contextual and multidimensional phenomena. The writer uses five elements in pentad analysis namely Act, Scene, Agent, Agency and Purpose. These five elements were analyzed in the context of Ganjar's political campaign through posts on his Instagram social media on the official account: @ganjar\_pranowo in the span of a month before the declaration and a month after the declaration as a presidential candidate (21 March - 21 May 2023). During that time there were a total of 240 posts which resulted in varying numbers of comments in each uploaded post. Researchers pay attention to the context of language use as the primary thing from one's attitude.

Therefore, each individual will use certain strategies in every communication that is made. This is also done by Ganjar in every post on his social media to create the impression he wants.

According to Burke's dramatization, the five components of pentad analysis are used to demonstrate each component how the planned symbols function while also include the symbolic action's motivations. Each component provides dramatization a purpose. Therefore, researchers use adaptable processes to switch between posts that are relevant to a given scenario. Every significant topic covered by the news and viewpoints expressed in the postings during the course of the two months is examined by the researcher.

## Findings and Discussion

### Instagram @ganjar\_pranowo

Social media is the important media for politicians to convey political messages to the public currently. This was also carried out by the presidential candidate politician Ganjar Pranowo. Ganjar actively uses social media Twitter, Instagram, and Youtube. This research only focuses on the Instagram platform because social media provides an opportunity to be able to read messages in complete visual and text form so that analyzing elements of pentad drama in this study can be carried out properly. Ganjar's Instagram account has the address at @ganjar\_pranowo and has been verified as a real account (blue tick). Ganjar started using Instagram on October 22, 2021. In the bio on that account, there is an important note that has always been the tagline in Ganjar's leadership: *Tuanku ya Rakyat, Gubernur cuma Mandat*. Ganjar said the sentence was a value, soul, spirit, and guide for Ganjar in leading the government. The impression that Ganjar wants to show is that a leader is a servant of the people who is given the trust of the community.

This study analyzes Ganjar's posts over a span of 2 months, namely a month before Ganjar declared himself president candidate and a month after the declaration. The new 2024 election will be held in February 2024, therefore the political map in Indonesia is still very dynamic. The support of political parties for Ganjar is also uncertain, until now there are 4 parties that have joined, namely PDIP, Hanura, PPP, and PSI. Political party elites are still negotiating and lobbying for the interests of both parties. However, this research only focuses on the drama created by Ganjar through Instagram social media ahead of the 2024 election. The number of posts is 240 posts. Of these, the researchers divided 4 categories of posts with the same theme (Table 1).

**Table 1.** Post Categorization in Ganjar's Instagram

Theme	Amount
Religious	81 posts
Nasionalist	134 posts
Family	14 posts
Politic and Election	11 posts

Table 1 is the result of the researchers' categorization of posts on Ganjar's Instagram. The

most posts during the research time were on nationalist themes. This category is part of Ganjar's role as a leader. This category of posts contains content about Ganjar's activities as a leader in visiting various regions, for example: visiting damaged roads and collapsed bridges, and meeting disabilities and local entrepreneurs from various regions in Central Java. The second is the theme of religiosity. This content ranks second most because at that time it was the month of Ramadan and Eid al-Fitr so the video content that was often uploaded through his posts was about Safari Ramadhan & Eid al-Fitr, as well as meetings with various leading religious figures in Indonesia. The third is the family theme of 14 posts. Ganjar and his wife often show their intimacy with their family to the public. The fourth is 11 posts on the theme of politics and elections. Posts related to politics and elections actually have the least amount compared to other themed posts. Most of these themed posts were made on April 21, 2023, namely when the president's declaration was with PDIP.

The study of dramatism as described above pays attention to the problem of symbolism which provides the basis and general concept for the ways in which humans use it. Humans create symbols, use them and even misuse them by selecting, representing, reflecting and deflecting reality (Christy et al., 2020). These situations become a scene. While in the scene there are events and actors involved who carry out acts of communication. What they state in a variety of different situations can be a source of data for analyzing these cases so that it will be seen who is moralizing and who is being sacrificed through their communication actions. In the contest for the 2024 presidential election, social media Instagram is a means for political actors to carry out political dramas so that they can achieve victory through political campaigns.

### Pentad Analysis (Act) in Instagram @ganjar\_pranowo



Figure 1. Ganjar's Post, May 20, 2023

Ganjar is engaged in visiting many areas of Indonesia as part of his political campaign. On May 20, 2023, he posted about his travel to Manado. As usual, Ganjar wrote in Javanese and said nothing more than that the local specialties, dodol and porridge, were excellent. The image demonstrates Ganjar's enjoyment of dining and socializing informally at the seller's home. The human character predisposes himself to act in particular ways, but in reality, he just reacts to a

continually changing environment, according to the theory of dramatism. Act is a motivator for action that derives from reasons rather than being a behavior, event, or physical activity. The actual action itself cannot be represented. Ganjar strives to be a natural performer when communicating. Every impact created by these elements of language, such as rejection, acceptance, validation, separation, fear, hatred, wrath, joy, suggestion, or resistance, is reflected in the art of delivery in the aspect of language. This aspect of action is embodied in character and mind. There is always someone doing the activity, and while that action, he is in a certain setting or context. Ganjar's delight of the food he is eating and the seeming simplicity of his actions suggest his acceptance and approval of the drama in that situation.

#### **Pentad Analysis (Scene) in Instagram @ganjar\_pranowo**

The term "scene" refers to a variety of ideas about the background or setting in general. The term "scene" simply refers to the numerous contexts in which actors engage in activity (Satjakoesoemah et al., 2020). Scene may be thought of as a container for activity. The scene's theme was evolved and diverged from its initial conception of materialism. According to the materialist viewpoint, every reality in the universe may be viewed as something that can be explained by the presumption that there is matter or a body, which is considered to have an everlasting existence, cannot be pierced, and which is simple to move or alter depending on relative location. All things are made of material.

These guidelines are aspects of the scene idea that may be developed to demonstrate the element's motivating qualities. This indicates that the universality that surrounds human existence cannot be divorced from human existence as a material body. Since humans are part of the cosmos and other existent objects, the universe serves as the backdrop to their existence. The idea stresses the externalization of references to human existence or other things as sources of motivation for action, explaining the internal in terms of external circumstances. He contends that the idea of a scene may be described in terms of a number of different phrases that illustrate the span or interconnected conditions. This idea can be broadened or focused; for instance, it can be used to explain the context, motivations, and conduct of the actors. As President Candidate, Ganjar used social media to political campaign. It's to be medium to communicate with people in another place.

#### **Pentad Analysis (Agent) in Instagram @ganjar\_pranowo**

An agent is the person or people performing the action. Under the term agent, one can place personal attributes that accompany motivational values such as ideas, desires, fears, envy, intuition, imagination and other expressions of personality. All forms of action characteristics cannot be separated from the characteristics of the actor or personal as the perpetrator. Through this explanation, Burke shows the characteristics possessed by agents such as ego, self-concept, super ego, awareness, will, subjective, mind, spirit, and expression. All of them are aspects that are attached to the agent. Agents can not only be viewed individually or personally, but can be super persons such as church, race, nation and ethnicity for example.



Figure 2. Ganjar's Post, May 19, 2023

Ganjar's post on May 19, 2023 above is a manifestation of Ganjar's actions in building diversity in Indonesia. As a Muslim, Ganjar has displayed it perfectly with various symbols attached to him, for example white *koko* clothes, black caps, Islamic boarding school environment, and interactions with Muslim scholars in Indonesia. The interweaving of these concepts gives complete meaning to the representation of one's piety in the context of Islam, which is the majority in Indonesia.

In a simpler sense, the agent can refer to the attributes attached to a person both in the form of structure and status they have. With this kind of understanding, agent can reflect intellectual and psychic capacities, but can also refer to other physical attributes. Such attributes and characteristics will be useful in explaining the agent-act relationship. The actions of a person in making a decision to wage war, for example, can be explained based on the characteristics and attributes of the actor making the decision. For example, someone has a strong nature, commander in chief, and does not tolerate the opposing party.

#### **Pentad Analysis (Agency) in Instagram @ganjar\_pranowo**

Agency is closely related to purpose. Agency is an instrument to achieve goals. In relation to the purpose (purpose), the agency is a function of the goal. With this explanation, it is clear that the relationship between agency and purpose is a relationship based on the principles of usability and the principles of desire. In other words, agency transcends goals. Through the principles of usability, language can be seen as an agency used to transcend goals (Suparno, 2014).

In all the relationships that may occur between the Pentad Analysis elements, it is possible to create a unique pattern and understanding. Machines for example are clearly instruments or tools that are generally used to achieve goals. However, the accumulated machines that they form can constitute a scene, namely an industrial scene that provides a setting for human work and action. The machine is no longer seen as an agency but is transformed into a scene.

War can be seen as an agency because it is a means to an end. But war can also be seen as an action (act) because it is a collective action of the perpetrators. For Ganjar as a politician,

Pic.3 is a scene created to continue to represent his political goals as a candidate for the 2024 presidential election.

### Pentad Analysis (Purpose) in Instagram @ganjar\_pranowo

This purpose is described openly or covertly. In this study, the drama performed by the characters does not explicitly convey its goals, but the symbols conveyed in a scene-act can be interpreted as having a clear direction. Someone has an image that they want to display, identify, formulate and design in the message campaign (Anindita Tito, 2023). As a person, Ganjar presents himself as a humanist, friendly and contemporary figure. This person is attached to his position as Governor of Central Java. Leaders like this are the people's dream in Indonesia. On the other hand, Ganjar also conveys his personal character through his posts, for example his closeness to his wife, his friendliness in mingling with the community, and Ganjar's consistent nationalist attitude in responding to national issues regarding the state. It is also clear that he has a firm position. Based on results, This is a model of research:

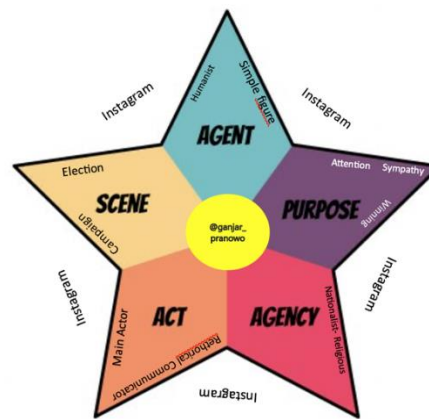


Figure 3. A Pentadic Model of Ganjar

### Conclusion

In the contest for the 2024 presidential election, social media Instagram is a means for political actors to carry out political dramas so that they can achieve victory through political campaigns. Ganjar's Instagram is the perfect stage for Ganjar to communicate political ideas, show implied messages through posts and build a positive image in the eyes of the Indonesian people. The results that as an actor, Ganjar to be the main actor and rhetorical communicator; it's role has a strong relation to political party figures; personality and humanity as agent. The agency used as nasionalist-religious's leader; while purpose in campaign activities (scene) carried out is to gain attention, public sympathy and to win the 2024 presidential election. All of elements form a strong relationship of determination.

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