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Personal Branding on Instagram: Visual Framing Analysis on the West Java Governor Candidates Online Campaign

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ABSTRACT

In 2018, it was one of the most important years in Indonesia, all Indonesian people celebrate the moment of the election, in every aspect. They can choose Governor, Mayor, and Regent. One of the areas that participate in this moment, is West Java. This area is one of the most important and crucial in the election process because West Java has the highest votes compare to other area in Indonesia. West Java run the election for choosing the Governor position in 2018, and this become a unique point of interest because West Java has unique candidate, and becomes magnet to the people in that area that participate in the election event. One other consideration why this event becomes more interesting because west java has an important role in Indonesian Government, because this area has the largest population. Apart from political lobbying behaviour, and political interference, each Governor candidate that runs in this election event, should has a unique set of strategic communication in their goals to rise their awareness and electability in front of the west java's audience. To get a better result in electability variable, they should have a good personal branding to communicate the positive value to their supporters and the audience. According to Montoya, personal branding can set or help the audience build a perspective to someone combine with a organic storytelling and the perspective was built naturally inside the mind of the audience (2002;27). One of many ways to build perception is to framing they self with the image that they want to deliver in front of the people so they can have achieved the political campaign goals. visual framing is crucial when it comes to managing key audiences' impressions, gaining legitimacy and securing competitive positioning (Meyer et al., 2013). One of the platforms to help achieve a good visual framing is through social media, Instagram. Instagram as one of the most popular media in Indonesia, hold major key role in moulding a good perception and perspective in people's mind about each candidate in West Java Governor Election. With this framing and analysis content approach in each Instagram Visual, as the results is the themes about visual framing that want to be communicated as part of strategic communication personal branding from four candidate West Java Governor election, such as Ridwan Kamil, Sudrajat, Deddy Mizwar and Tubagus Hasanuddin

Keywords: *Personal Branding, Political Branding, Visual Framing*

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1. OVERVIEW

The competition map for the election of the 2018–2013 West Java Governor candidates can be said to be crucial in mapping the national and presidential elections since the West Java region is the largest voter base in Indonesia. In the 2018 election, there were four new candidates who had never served as governor. Due to the tight competition to win the hearts of potential voters, candidate branding is crucial

in addition to the presentation of information on the programs to be offered to prospective voters. Thus, the personal branding of a governor candidate needs to be communicated from the beginning so that the candidate is easily recognized, trusted, liked, and accepted by prospective voters.

In the process of building personal branding, establishing a brand identity is the initial step in packaging emotional added value offered to prospective voters. In their campaign, the four candidates, i.e., Ridwan Kamil, Deddy Mizwar, Sudrajat, and TB Hasanuddin, were competing to form their identity in the eyes of prospective voters through visual communication display, such as photos and images, in the media as part of their personal branding. Online media, especially Instagram social media, is one of the important platforms for campaign communication utilized by every candidate since this platform is accessed by the majority of voters in Indonesia aged 17-35.

1.1 Research Questions

From the visual posts in Instagram feeds, the emerging visual identification of each candidate can be revealed and the personal branding of each candidate is formed and perceived by voters. From the explanation above, the research questions are:

1. What brand identity that Ridwan Kamil, Deddy Mizwar, Sudrajat, and TB Hasanuddin want to convey through the visual display of Instagram feeds during the campaign period from 12 February to 24 June 2018?
2. What personal branding that Ridwan Kamil, Deddy Mizwar, Sudrajat, and TB Hasanuddin want to establish in the 2018–2023 West Java Governor election campaign?

1.2 Research Objectives

The research objectives to be achieved are:

1. Finding out the tendency of brand identity used and personal branding conveyed by each candidate through the visual tendency of Instagram feeds uploaded during the campaign.
2. Become a reference for further research and development of personal branding for politicians.

2. THEORITICAL REVIEWS

2.1 Personal Branding

In political campaign, establishing reputation and image through personal branding is crucial in addition to party. In the context of online media, online personal branding in politics is used to promote the qualifications and uniqueness of politicians to individual voters through social media (Kaputa, 2005). Furthermore, online personal branding can be defined as *"how someone presents oneself and how this self-representation becomes the digital footprint that characterizes that person"* (Lampel & Bhalla, 2007, p. 441). Branding activities are not only producing names, but also producing visuals through advertisements. They aim to build the presence and uniqueness of the candidates and attract customers (Aaker & Fournier, 1995; Escalas, 2004).

2.2 Brand Identity

Brand identity is crucial to build awareness since it creates emotional added value for public (Balmer, 2012; de Chernatony, 1999; Goodyear, 1996; Melin, 2002). A good brand identity will be able to bring out one's uniqueness and characteristics as well as distinguish him/her from other competitors (Balmer & Stotvig, 1997; de Chernatony, 1999; Kapferer, 2012; Melin, 2002). A distinct, unique and clear brand identity is the basis of all communication activities including political campaign. In elaborating the

concept of brand identity, Kapferer (2012) describes a hexagonal Brand identity Prism including six factors, namely Physique, Personality, Relationship, Culture, Reflection, and Self Image.

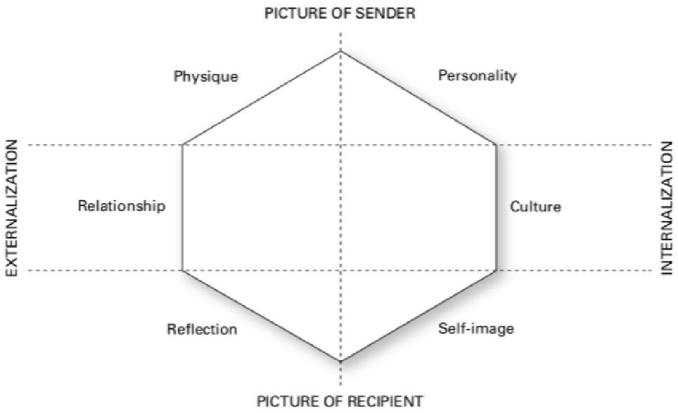

Figure 1: The Brand Identity Prism
(Source: Kapferer, 2012)

2.3 Visual Framing

Visual is an effective framing tool since it is able to be captured faster than text and requires very little cognitive ability. According to Hertog and McLeod (2011), the power of visual framing has symbolic messages originating from the use of myths and metaphors that become a narrative. Additionally, these messages also carry "excess meaning" related to groups of ideas and thoughts, so they become shared meanings that can be accepted by public. Visual framing analysis was used as an operational tool for categorizing/classifying data into a brand identity framework.

3. METHODS

To find out the personal branding of each West Java Governor candidate through the visual display of Instagram feeds, the author conducted the research in four stages. The first stage began with collecting data from the visual display of Instagram feeds. Then, it continued with data processing in the form of categorization and mapping, followed by analysis using brand identity prism as the operational tool. Finally, it is followed by the results and conclusions related to personal branding

4. ANALYSIS & RESULTS

4.1 Ridwan Kamil, a Creative and Romantic Politician

There were 744 posts in February 12nd to June 24th period with various topics ranging from campaign activities, communication with public, visit, his passion in design, architecture and soccer, his wife, family, and his own activities as a speaker. Ridwan Kamil's Brand Identity Prism based on the uniqueness and emotional added value of his Instagram feeds is:

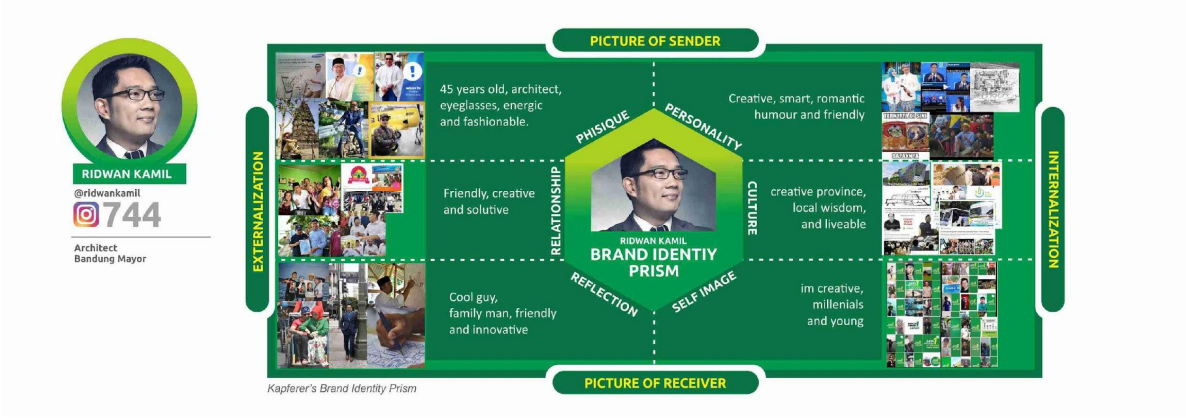

Figure 2: Ridwan Kamil Brand Identity Prism

From the Physique Aspect, Ridwan Kamil is always presented as a bespectacled, young figure; a creative worker, especially in the field of architects; an energetic person who wears casual and fashionable outfit. From the Personality Aspect, he is always presented as a creative (in posts of his design sketches), smart (in various posts of him as a speaker at prestigious activities), romantic (in various posts related to his wife's praises or humor), humorous (in various humorous posts), and friendly (in various posts of interactions with people to self-pictures) figure. From the Relationship Aspect, he is always presented as a friendly (in posts of interactions with people), creative (in posts related to his ideas in images), and knowledgeable (in posts related to planning for solutions that have been and will be implemented) figure. From the Culture Aspect, he is always presented as a figure who is able to make West Java as a province that is creative, loyal to regional values in terms of culture and religion, and comfortable for its people. From the Reflection Aspect, based on his posts, the audiences would perceive Ridwan Kamil as a "cool" person, family man, someone who is very friendly to anyone and figure who puts innovation in his work. From the Self Image Aspect, based on his posts, the audience consider themselves as 'present', creative, and young supporters.

4.2 Deddy Mizwar, A Nationalist and Father Figure

There were 130 posts in February 12nd to June 24th period with various topics ranging from campaign activities, communication with public, visit, consolidation with community organization/community, family, and religion. Deddy Mizwar's Brand Identity Prism based on the uniqueness and emotional added value of his Instagram feeds is:

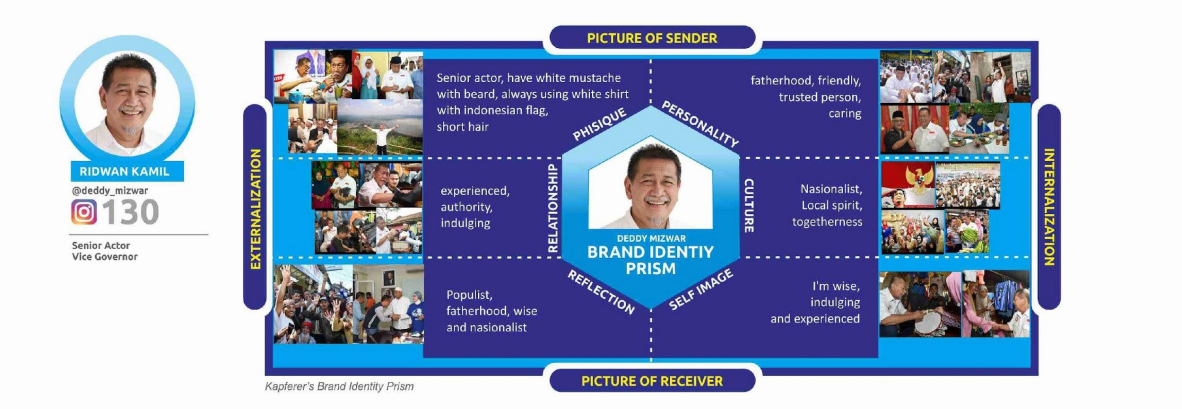

Figure 3: Deddy Mizwar Brand Identity

From the Physique Aspect, Deddy Mizwar is a senior actor in Indonesian film who is recognized by his white beard and short hair. He wears a white shirt with a red and white flag most of the time, and always smile in every campaign activity. From the Personality Aspect, Deddy Mizwar is presented as

a friendly, caring, trustworthy, and fatherly figure. This could be seen in posts showing his friendly and protective gestures when he participates in meetings and interacts with people. From the Relationship Aspect, Deddy Mizwar wants to be presented as a figure who is protective, open, and experienced in managing regional problems (in posts related to his personal interactions with people). From the Culture Aspect, Deddy Mizwar wants to be presented as a figure who makes West Java as a province holding the nationalism value based on its region and mutual cooperation (in posts with all public elements, regional community, Indonesian flag, Pancasila emblem). From the Reflection Aspect, based on his posts, the audiences would perceive Deddy Mizwar as a populist, wise, fatherly, and nationalist leader figure. From the Self Image Aspect, based on his posts, the audience consider themselves as experienced, wise, and protective supporters.

4.3 Sudrajat, A Loyal and Religious

There were 41 posts in February 12nd to June 24th period with various topics ranging from campaign activities, communication with public, visit, consolidation with community organization/community, and religion. Sudrajat's Brand Identity Prism based on the uniqueness and emotional added value of his Instagram feeds was:

Figure 4: Sudrajat Brand Identity Prism

From the Physique Aspect, Sudrajat is a military veteran who served as a major general in the army. He always wears a rimless cap and a white safari shirt and do the bro/homie handshake. From the Personality Aspect, Sudrajat is presented as a religious (in posts of activities with Islamic figures and leaders), communicative (in posts of visit and consolidation activities), and loyal (in posts with supporting party leaders and seniors in the military) figure. From the Relationship Aspect, Sudrajat wants to be presented as an Islamic leader who embraces people from all walks of life. From the Culture Aspect, Sudrajat wants to be presented as the leader of West Java who is Islamic (in posts of religious or Islamic-related activities), caring about public elements (in posts related to Sudrajat's interactions with people), and trustworthy (in posts of him with religious leaders). From the Reflection Aspect, based on his posts, the audiences would perceive Sudrajat as a leader who is Islamic (in posts of his visual appearance wearing a rimless cap), friendly (in posts of his interactions with people), as well as tough and loyal (in posts that show his closeness with military-based party leaders). From the Self Image Aspect, based on his posts, the audience consider themselves as supporters who are tough and care about Islamic values

4.4 TB. Hasanuddin, A Public Speaker and Bold Person

There were 135 posts in February 12nd to June 24th period with various topics ranging from campaign activities, party consolidation, communication with public, and public speaking activities.

TB Hasanudin's Brand Identity Prism based on the uniqueness and emotional added value of his Instagram feeds was:

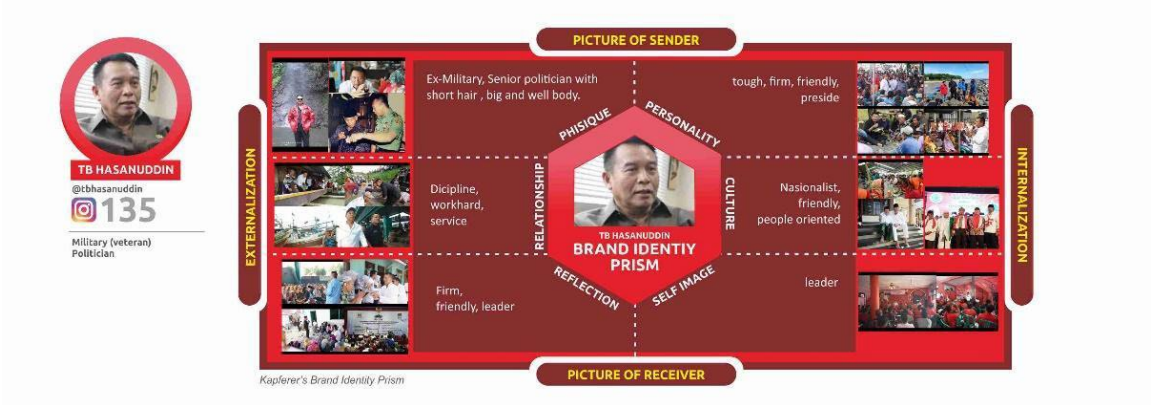

Figure 5: TB Hasanuddin Brand Identity Prism

From the Physique Aspect, similar to Sudrajat, TB Hasanuddin is also a military veteran who served as a major general in the army. He is short haired and wears a white shirt (similar to President Jokowi) most of the time. From the Personality Aspect, TB Hasanuddin is presented as a strong/resilient, leading (in posts of activities where he leads a group and interacts with people), and friendly (in posts of his interactions with people) figure. From the Relationship Aspect, TB Hasanuddin wants to be presented as a leader who is discipline, hardworking, and serving (in posts of industrial center activities and him helping people). From the Culture Aspect, TB Hasanuddin wants to be presented as a West Java leader figure who is nationalist (in posts of national activities and red and white symbol), friendly (in posts with public elements), and prioritizing public interests. From the Reflection Aspect, based on his posts, the audience would perceive TB Hasanuddin as a leader who is decisive (in posts of his appearance), friendly (in posts of his interactions with people), and voicing public interests (in posts of public speaking activities). From the Self Image Aspect, based on his posts, the audience consider themselves as supporters who are always close and voicing mutual interests.

5. CONCLUSION AND FINDINGS

From the explanation of brand identity prism through the visual feeds of each candidate, several conclusions related to personal branding are described below:

All candidates built similar basic images as a leader who is friendly and caring about public, as well as a figure of Muslim leader. This matter was of great concern given that public prefers a leader who is close to his people and in line with the majority religious adherents in Indonesia, which is Islam.

Each candidate has his own uniqueness on the visual posts, for example Ridwan Kamil has a very strong image as a creative, intelligent, and romantic figure. In contrast, Deddy Mizwar has a very strong image as a fatherly and nationalist figure. On the other hand, Sudrajat has a very strong image as a religious and loyal figure. On the contrary, TB Hasanuddin has a very strong image as an assertive figure and public speaker.

The West Java Governor election was won by Ridwan Kamil. In relation to the research, it could be concluded that intelligent and creative/innovative leader with a romantic harmonious family became an additional formula for strengthening personal branding besides a leader who is friendly, caring, and having Islamic values.

Candidate Sudrajat was an interesting phenomenon in relation to the research. Considering the number of Sudrajat's posts was the least compared to all candidates, he could be the runner-up in the election by strengthening religious, Islamic, and loyalty side. Apart from the strength of his solid grass

root campaign team and loyalty of his permanent voters, it is interesting to study how personal branding is related to Islamic values in further research.

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First Author conduct a data collecting, analysis dan results. Second Author conduct data classification dan findings results.

CONFLICT OF INTEREST

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