

Research Article

Ganjar Pranowo's Political Communication on Twitter; 2024 Presidential Victory Strategy

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This research analyzes Ganjar Pranowo's strategic focus in the 2024 Presidential election on three sub-themes of the Human Development Index, namely Health, Education, and Economy via Twitter. This research aims to understand how Ganjar Pranowo uses the Twitter platform to highlight Health, Education, and Economic issues in the context of the 2024 Presidential election. The study has academic relevance because it provides insight into how a political candidate uses social media to convey political message. Meanwhile, this research can practically offer political candidates' and campaign teams' preferences in designing communication strategies via social media. The methodology used in this research is qualitative with the Qualitative Data Analysis (QDA) Miner approach. Content, network, and cloud analysis was performed using the Nvivo 12 Plus software. The findings were that Health was the main topic, with a discussion percentage of 47.11%, followed by Education with 34.71%, and Economics with 18.18%. This reflects Ganjar Pranowo's emphasis on access to quality health services and commitment to education issues. This finding means that it provides insight into the focus of his political strategy. The research concludes that Ganjar Pranowo's strategy in using Twitter in the context of the 2024 presidential election focuses on Health and Education issues as an attraction for voters. However, economic discussions and articulation of economic policies must be improved to ensure voters understand Ganjar's plans for facing future economic challenges. The practical implication of this research is that political candidates can consider the importance of emphasizing Health and Education issues in their communication strategies via social media. In addition, this research also underscores the need for improvements in economic policy communication to increase voters' understanding of candidates' financial plans.

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1. Introduction

This research carefully explores the political communication strategies implemented by Ganjar Pranowo via the Twitter platform, with a particular focus on the way he manages and communicates regarding issues related to the Human Development Index, especially in its three main dimensions, namely Education, Economy, and Health, in his efforts to achieve victory in the 2024 presidential election in Indonesia. In the digital era influenced by social media, political communication through platforms such as Twitter plays a crucial role in shaping public opinion, mobilizing support, and shaping the image of potential leaders. Thus, this research will carefully describe the political communication strategies applied by Ganjar Pranowo in interacting with voters, as well as how he deals with Human Development Index issues that concern the public, such as improving the quality of education, economic growth, and health services. This research will provide deeper insight into the complexity of political strategies involving HDI issues, which are relevant in preparation for the 2024 presidential election in Indonesia.

This article is essential because it reflects the strategic steps taken by the Indonesian Democratic Party of Struggle (PDIP) by announcing Ganjar Pranowo as its presidential candidate for the 2024 presidential election. This decision has the potential to have a significant impact on Indonesian politics. The election of a presidential candidate is one of the critical stages in the democratization process of a country, and the PDIP's decision to nominate Ganjar Pranowo as a presidential candidate is a strategic step that has the potential to change political dynamics in Indonesia. Candidates promoted by the main political parties often have a great chance of winning elections, so the election of Ganjar Pranowo as a presidential candidate is a crucial political step in shaping the political future of this country.

This research also reveals the role of social media, especially Twitter, in influencing public opinion and building a candidate's political image. Social media has become a significant tool in communicating and influencing voters in the digital information era. With its broad reach and potential to make information go viral, Twitter significantly shapes the public's perception of a candidate. Therefore, this article explores how political communication strategies on the Twitter platform support candidate Ganjar Pranowo and how this may influence the 2024 presidential election. Thus, this article provides essential insights into the role of social media in contemporary political processes and how digital dynamics influence Strategic political decisions.

This research is based on a solid literature base on the use of social media in politics, political communication strategies, and the concept of the Human Development Index.

In several previous studies that have been conducted, such as research conducted by (1) (2) (3) (4) (5), it was found that social media has a vital role in the political arena. Social media, especially Twitter, has become a powerful tool in shaping public opinion, mobilizing support, and promoting political agendas. This research builds on these findings and will investigate further how social media, especially Twitter, is used as a strategic tool in political communication by Ganjar Pranowo in the context of the 2024 presidential election.

Apart from that, this research is also rooted in understanding the concept of the Human Development Index, expressed in previous literature. The Human Development Index is an essential indicator in assessing the development and welfare of society, with its main components including education, economy, and health. Previous research has highlighted the role of the Human Development Index as an essential benchmark in politics and how it influences voter selection. Therefore, this research will take this understanding further to understand how Ganjar Pranowo and his campaign team used Human Development Index data to win the 2024 presidential election and create a positive image of their candidate. Through this research, it is hoped that there will be a more profound contribution to understanding the role of the Human Development Index in politics and its impact on presidential elections.

Although the literature has provided valuable insights into the use of social media in politics and underscored the importance of the Human Development Index as an essential indicator of development, a gap remains to be addressed. Literature related to candidates' political communication strategies, especially in the context of the 2024 presidential election in Indonesia, still needs to detail how the Human Development Index concept is integrated and utilized in political communication on platforms such as Twitter. This research aims to fill this knowledge gap by investigating in more depth how candidates, in this case, Ganjar Pranowo, use Human Development Index indicators, especially from the aspects of Education, Economics, and Health, to build arguments and communication strategies that can inspire voters and form a positive perception of himself as the most competent potential leader.

By bridging the gap in the literature, this research can provide sharper insight into how the Human Development Index concept is applied to political communication strategies in the digital era, especially on the social media platform Twitter. With a deeper understanding of how Human Development Index indicators are used to support political campaigns, this research has the potential to make a valuable contribution to understanding the role of essential factors in determining candidate victory in the 2024

presidential election in Indonesia and the extent to which this approach has an impact in contemporary politics.

The research problem proposed in this research is how Ganjar Pranowo's political communication strategy on the Twitter platform, focusing on the Human Development Index concept, will impact his potential to win in the 2024 presidential election in Indonesia. This research aims to provide an in-depth understanding and comprehensive analysis of the political communication strategies implemented by Ganjar Pranowo in his efforts to gain voter support. The context of this research takes place in competitive presidential elections, where the role of social media, especially Twitter, has become very significant in modern politics. Therefore, the unit of analysis for this research is political messages and activities spread via the Twitter platform, hoping to reveal how political communication strategies on social media influence political dynamics and the results of the 2024 presidential election in Indonesia.

This article will have a writing structure consisting of several vital parts. First, the introduction will present the background of the research by explaining why this topic is essential and setting out the research objectives. Second, the literature review section will review related literature, which includes the use of social media in politics, political communication strategies, and the concept of the Human Development Index. This section will provide an understanding of the theoretical framework and research context. Third, the research methodology will explain the approach and analytical tools used to collect and analyze data. Fourth, the main findings section will present the research results, describing significant findings that reveal the impact of Ganjar Pranowo's political communication strategy on Twitter about the Human Development Index in the 2024 Presidential Election. Finally, the conclusion will summarize the contribution of this research in filling gaps in the literature and present the implications and practicality of research findings for modern politics and presidential elections in Indonesia. With this structure, this article will provide comprehensive insight into the relationship between political communication strategies, social media, and the Human Development Index concept in the context of the 2024 Presidential Election.

2. Methods

Twitter has experienced rapid development into a communication platform that allows its users to form connected communication (6) (7). Through continuous communication

on this platform, various storylines from the user's perspective can be formed and discovered in tweets (8). This research uses qualitative methods to analyze how Ganjar Pranowo uses Twitter social media (9). The primary data in this research is content posted by Ganjar Pranowo's official Twitter account, namely the @ganjarpranowo account. This data includes tweets with political messages, images, videos, and information related to political campaigns. This primary data was obtained from Twitter in real-time during the early 2022-June 2023 period. This research's secondary data is content analysis that already exists on Twitter and other social media platforms. This includes public responses and interactions to content posted by Ganjar Pranowo. Secondary data also includes data from literature and previous research used for the context of analysis.

Qualitative methods were used in this research to analyze primary and secondary data. A qualitative approach is used to understand and explore the meaning of political messages and interactions on Twitter. Structured techniques in qualitative data analysis (QDA) are used to categorize, characterize, and relate phenomena in the data. This includes content analysis, network analysis, and analysis of emerging patterns in the social media environment (10).

To investigate data from social media, it is necessary to use appropriate analytical tools (11). In the context of this research, the analysis tool we chose is Nvivo 12 Plus. Nvivo 12 Plus is a software developed to help researchers process and understand qualitative data better; according to research conducted by (12), Nvivo 12 Plus is also one of the popular software programs for qualitative data analysis that uses Computer Aided Qualitative Data Analysis (CAQDA) tool, as mentioned by (13). In carrying out data analysis, Nvivo 12 Plus uses features such as word frequency analysis, group analysis, and text analysis of research data, as explained by (14). This research collects data from the Google N-capture program, a product developed by QSR International. After the data is collected, Nvivo 12 Plus is used to carry out further processing of the data that has been generated.

The unit of analysis in this research is political messages and interactions that occur on Ganjar Pranowo's official Twitter account (@ganjarpranowo). Every tweet, response, and public interaction related to Ganjar Pranowo's political content becomes a qualitative analysis unit.

This research uses the Human Development Index concept as an analytical framework for understanding Ganjar Pranowo's political communication strategy on Twitter. The Human Development Index has three main dimensions: Economy, Education, and Health. The data analyzed will relate to how Ganjar Pranowo's communication strategy on Twitter influences and supports sustainable development in these three dimensions.

3. Results and Discussion

The use of social media has been proven to increase public participation in political and policy processes (15). In the context of policy communication, Twitter has the potential as a tool for disseminating policy information and facilitating two-way interactions between government and society (16). First of all, using social media positively impacts increasing public participation in political and policy processes (17) (18) (19). This means that through social media, people can be more involved and feel connected to political issues and public policies. Social media allows the public to easily connect and interact with the government or public institutions to provide input and respond to implemented policies.

Twitter plays a central role in carrying out its duties as a practical policy communication tool and an essential two-way interaction forum between government and society. In the context of policy communication, Twitter allows the government to disseminate policy information in a transparent, timely, and accurate manner to the public. This allows the public to gain a better understanding of the steps and policies taken by the government. Apart from that, Twitter also allows for more open dialogue between the government and society. Through this platform, the government can listen to people's aspirations, concerns, and views directly, which in turn can help them make wiser decisions.

With Twitter, people can be more actively involved in political and policy processes. They can shape public opinion and influence government policy's direction through online discussions and campaigns. In this case, Twitter is a bridge that allows closer collaboration between government and citizens, making effective two-way communication the basis for better policy formulation and implementation change. In this way, Twitter and social media have opened the door to broader public participation and strengthened the relationship between government and society, positively impacting the political process and policy development in this digital era.

3.1. Account profile

Ganjar Pranowo, a politician who once served as Governor of Central Java and is currently supported by the Indonesian Democratic Party of Struggle as a presidential candidate in the 2024 simultaneous elections, is active in the world of social media with his personal Twitter account, which can be found with the username @ganjarpranowo, which already exists since January 2010. His Twitter account has gained popularity with 3.3 million followers, and he follows 3604 other reports. Through this platform,



Source: Twitter data is processed by the Author, 2023

Figure 1: Account Profile View.

Ganjar Pranowo can communicate his political views, inform about social activities and campaigns that support his goals, and establish closer connections with people who are sympathetic to his vision and mission in public service and his efforts to achieve the presidency. His Twitter account has become a significant platform for strengthening his support base and communication reach in the growing political competition.

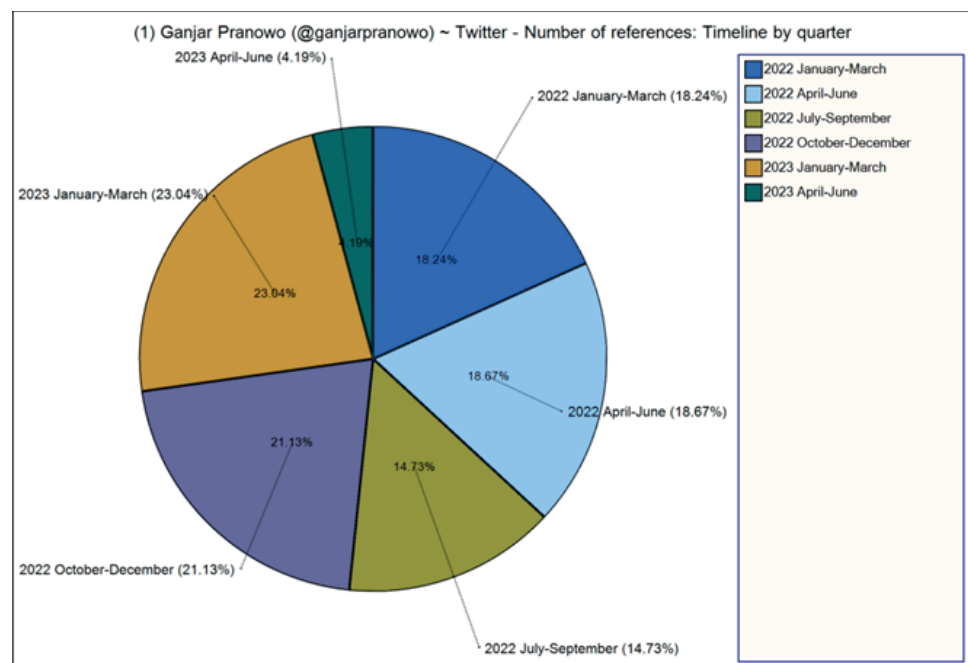
Ganjar Pranowo actively utilizes social media Twitter for various purposes and purposes. Through his personal Twitter account, Ganjar Pranowo uses this platform to communicate directly with the public and form connections with his followers. He uses this social media to convey the latest information regarding the activities he is currently working on and to announce policies and initiatives relevant to his position or public role. In addition, Ganjar Pranowo also uses Twitter as a platform to interact with the public, listen to input, and answer questions. Questions or requests from followers. He actively participates in discussions and public debates on important issues, whether related to politics, government, or social issues currently of public concern.

Ganjar Pranowo has used Twitter as an essential tool in describing his social activities and in efforts to promote campaigns and events related to the goals he is fighting for. Through this platform, he can connect himself with a broader audience, create awareness, and motivate others to participate in initiatives supporting the issues he champions. In this case, Twitter is not only a promotional tool but also an inspirational tool that allows him to share his thoughts and views to stimulate positive societal reactions. Thus, Twitter is a forum enabling Ganjar Pranowo to interact with the public directly, establish inclusive communication, and gather more significant support for his goals.

Through social media, Twitter, Ganjar Pranowo can also create public awareness about important and relevant societal issues. By sharing information, thoughts, and social activities, he helps better understand society’s problems. In addition, involving the public in various online discussions and campaigns creates a space for more active participation, allowing people to feel more involved in solving social and political problems. Thus, Ganjar Pranowo’s role in using Twitter is limited to self-promotion and helping to build public awareness and participation on important issues, resulting in positive societal changes.

3.2. Tweet intensity per quarter

This research focuses on the Twitter account @ganjarpranowo in a period of two years, namely, 2022 to 2023. In this study, all Twitter activity from the @ganjarpranowo account in that period is recorded or “N-capture.” The main reason for conducting research in this period was to get a comprehensive picture of @ganjarpranowo’s Twitter activities, especially after he was designated as a presidential candidate by the Indonesian Democratic Party of Struggle (PDI-P). This period was chosen because it is necessary to see how the account is used in a political context, how social media can affect the public image, and how it communicates with its followers and the public in general after the designation.



Source: Processed using Nvivo 12 Plus, 2023

Figure 2: Quarterly Tweet Intensity.

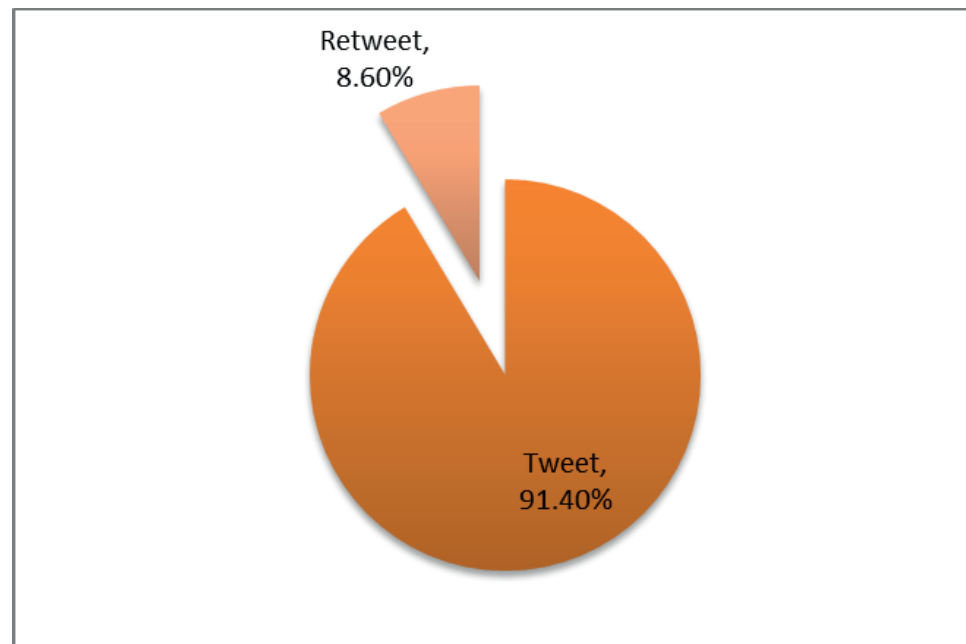
Generally, the intensity of @ganjarpranowo's tweets in 2022 is distributed relatively evenly in each quarter, except in July-September, which has the lowest tweet intensity (14.73%). October-December showed the highest tweet intensity of the year, with 21.13%. In 2023, there was a significant increase in the intensity of @ganjarpranowo's tweets in the January-March quarter to 23.04%, reaching the highest number. This upgrade reflects a change in @ganjarpranowo's communication strategy or activities. The intensity of @ganjarpranowo's tweets in the April-June 2023 quarter was only 4.19%. In that quarter, Ganjar Pranowo only posted a few times per week or even a few times per month. This shows a significant decrease compared to the previous period. Quarterly Tweet Intensity.

It was found that the intensity of tweets from @ganjarpranowo decreased after he was appointed as a candidate for President from the Indonesian Democratic Party of Struggle in the April-June 2023 quarter. There are several possible reasons for this decrease. Firstly, Ganjar Pranowo may be focusing on preparing his campaign for the presidential election, which can consume a lot of time and energy, thereby reducing the time available for social media. Second, the campaign team could implement a new communication strategy, which decided to reduce the frequency of posting on Twitter, or it could be a combination of the two.

However, it is essential to note that a decrease in tweet intensity does not automatically translate to a decrease in engagement or influence. Ganjar Pranowo still has many followers on Twitter, and his tweets still get much interaction. Therefore, even if the frequency decreases, the impact of the communication may still be quite significant. Finally, while the decrease in the intensity of these tweets is interesting, it is only one aspect of Ganjar Pranowo's political communication strategy. To fully understand how he communicates and interacts with the public, we must look at the different platforms and types of communication he uses and consider how they interact and complement one another.

3.3. Tweet and Retweet intensity

91.4% of his activity data is in the form of tweets; this means that Ganjar Pranowo chooses to produce most of his content rather than retweeting or sharing content from other users. As a politician endorsed by PDIP as a potential presidential candidate in 2024, creating his content allows Ganjar Pranowo to control the narrative and ensure that his message is delivered the way he wants. This high proportion of original tweets



Source: Processed using Nvivo 12 Plus, 2023

Figure 3: Tweet and Retweet intensity.

reflects that Ganjar Pranowo values direct communication with his followers and the public, and he considers it essential to speak for himself.

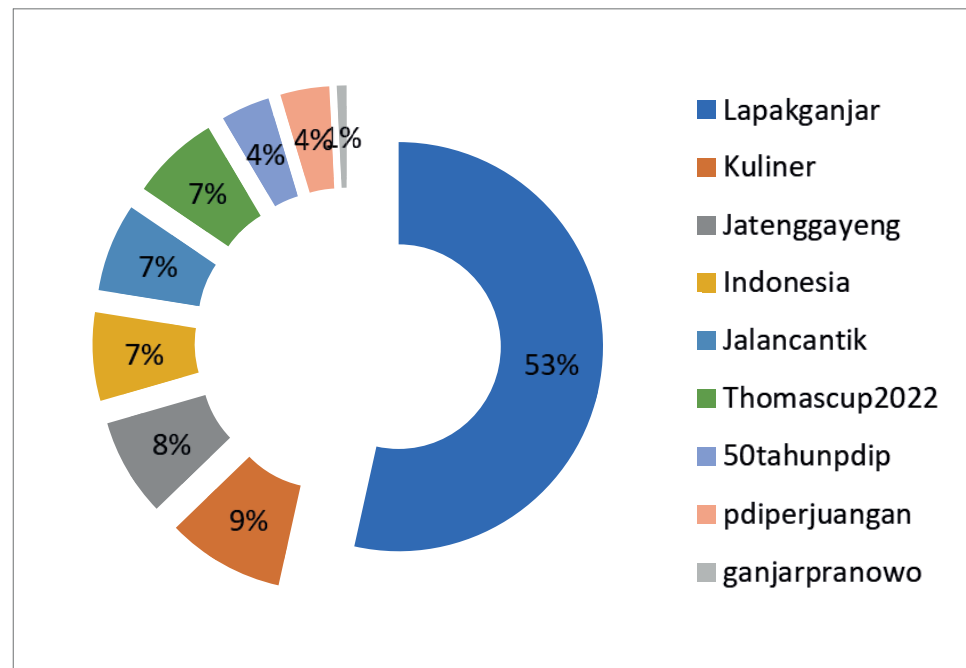
While activity in the form of retweets is only 8.6%, this shows that Ganjar Pranowo rarely shares content from other users compared to creating content himself. Nonetheless, retweets are still an essential part of Ganjar Pranowo's activities on Twitter.

Overall, these data provide an overview of how Ganjar Pranowo uses Twitter. The fact that he makes his tweets more often than retweets. This suggests that he prefers to use the platform as a tool to convey his messages and thoughts rather than as a tool to share or amplify the messages of others. This may reflect his priorities, strategy, and communication style as a public figure and politician.

3.4. Hashtag intensity

The following is an analysis of how the intensity of using this hashtag can be related to Ganjar Pranowo's winning strategy for President in 2024:

#lapakganjar (36.70%): The intensive use of this hashtag shows Ganjar Pranowo's efforts to build a positive image or personal "brand." In a political context, "branding" can involve everything from developing vital political messages and building an image as a reliable leader to adopting and promoting specific values. If #lapakganjar refers to a program or initiative demonstrating leadership ability, innovation, or commitment to



Source: Processed using Nvivo 12 Plus, 2023

Figure 4: Hashtag intensity.

society, this can strengthen Ganjar Pranowo’s image as an effective and caring leader. Using this hashtag consistently can also be part of a strategy to strengthen public support. In politics, public support is critical to achieve election victory. If the public sees and recognizes #lapakganjar as something directly related to Ganjar Pranowo and the values or initiatives he stands for, they may be more inclined to support him. This can be an effective strategy for mobilizing support, especially if #lapakganjar becomes popular or widely recognized. In the digital era, hashtags are essential in building online visibility. Using #lapakganjar consistently, Ganjar Pranowo may increase his social media visibility. This allows messages or initiatives associated with the hashtag to reach a wider audience, which can increase public awareness and recognition of Ganjar Pranowo and his campaign.

#kuliner (6.38%): Talking about culinary can be a way to connect with the broader community and show concern for local industries and culinary traditions, which can increase their attractiveness in the eyes of voters. #jatenggayeng (5.32%): If this is a slogan related to Central Java Province, this could indicate an attempt to galvanize local support and strengthen its identity as a leader who cares for the area of origin.

#indonesia (4.79%): Using the hashtag #indonesia in tweets can show that Ganjar Pranowo is involved in discussions or conversations that impact or are relevant to the whole country, not just the region (Central Java). This could include issues with national

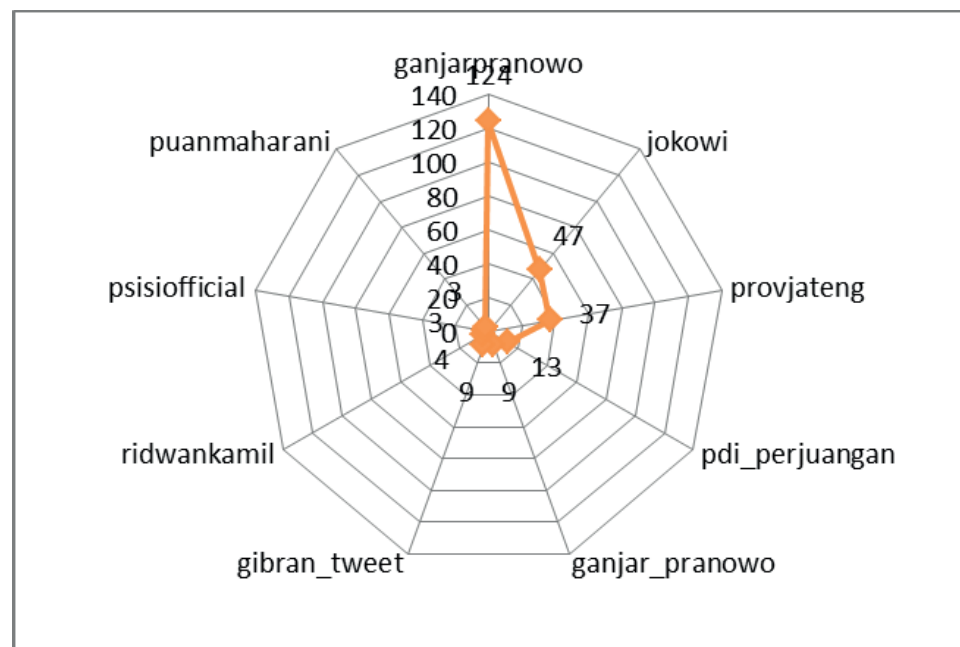
impact, national policies, or significant events in Indonesia. Also, if #indonesia is used in the context of initiatives or programs launched or supported by Ganjar Pranowo, it could indicate that he is trying to make a difference or impact nationally. This could show his ambition to play a broader role in Indonesian politics, not just as a regional leader. Using #indonesia could also be part of Ganjar Pranowo's strategy to enhance his image and reputation as a national leader. Participating in conversations and initiatives that have a national impact, he or she may seek to be seen as a leader whose views and influence extend beyond their home region. This could be especially important in a presidential election, where voters across Indonesia will judge his credibility as a national leader. In a more emotional context, using #indonesia could also indicate that Ganjar Pranowo feels connected to and cares for all of Indonesia. This can help build an emotional connection with the electorate, an essential factor in an election.

#thomascup2022 (4.79%): In a sporting context, the Thomas Cup is a prestigious international badminton tournament. The use of this hashtag by Ganjar Pranowo can show efforts to connect with the sports community, especially the badminton community. This can be a way to build relationships and broaden the base of support, especially among badminton fans. Using this hashtag, Ganjar Pranowo showed his support for this activity, which can be seen as a form of support for athletes and national sports. It could also show that Ganjar Pranowo understands and participates in broader issues or events, which helps build an image as a leader with a global outlook. Using popular or trending hashtags like #thomascup2022 can also help increase engagement and visibility on social media. This can help Ganjar Pranowo's message and profile reach a wider audience.

#50tahunpdip (2.66%) and #pdiperjuangan (2.66%): These two hashtags indicate their affiliation with PDI-P and could be part of a strategy to strengthen support from the party's voter base. This shows his commitment to PDI-P through the hashtag; Ganjar Pranowo can strengthen support from the party's voter base. This is important because voters loyal to the party usually tend to support candidates from their party. These hashtags can also help establish Ganjar Pranowo's political identity as a PDI-P member. This can help voters understand their values and principles as long as they align with what the PDI-P is fighting for. Using a hashtag like #50tahunpdip capitalizes on an important anniversary in the party's history, which can be used to celebrate achievements and build a narrative about the party's long-term commitment to the country. This could be part of a strategy to remind voters of the stability and experience of the party.

#ganjarpranowo (0.53%): Using hashtags with your name on social media is usually for self-promotion or creating a personal “brand.” However, the fact that Ganjar Pranowo rarely uses hashtags under his name could suggest that he prefers to focus on specific issues and initiatives rather than promoting himself. This could mean he focuses more on content and action and less on building a personal image through social media. Focusing on issues and initiatives rather than individuals can be part of a more narrative approach in social media and communication strategies. This means that Ganjar Pranowo may be trying to build and share a story or narrative through his tweets rather than just focusing on himself as an individual.

3.5. Mentions activity



Source: Processed using Nvivo 12 Plus, 2023

Figure 5: Mentions activity.

So far, there seems to be no clear pattern that can be linked directly to the strategy to win the presidential seat in 2024. However, in general, the mentioned activity on Twitter can have several strategic implications related to the efforts to win the presidential seat in 2024 carried out by Ganjar Pranowo. Several potential considerations that can be linked to the above data as a political strategy are as follows:

Increasing Visibility and Interaction: By mentioning certain accounts such as @jokowi, @provjateng, and @pdi_perjuangan, Ganjar Pranowo is trying to increase his visibility

on social media platforms. By frequently mentioning accounts with large follower bases or official Government accounts, he can attract the attention of more Twitter users and interact with various groups in society.

Building Support and Connections: Mentioning accounts of political parties and politicians, such as @pdi_perjuangan or @puanmaharani, can be an effort to build good relationships. Ganjar Pranowo has received strong support from PDI Perjuangan. This is an essential matter in political strategy, especially in presidential elections. Gaining the support of a political party can strengthen a candidate's legitimacy and widen their reach of influence. The importance of an effective political strategy in presidential campaigns. While political party support is essential, there are many other factors to consider, including communication strategies, understanding essential issues to voters, and the ability to respond to people's needs and wants.

Participating in Public Discussions: Mentioning related accounts like @gibran_tweet or @ridwankamil, Ganjar Pranowo may want to engage in public discussions or relevant activities involving political or other public figures. This can help strengthen his position as an influential and active public figure on various issues. **Demonstrating Regional Identity:** Mentions to the @provjateng and @psisiofficial accounts reflect Ganjar Pranowo's efforts to demonstrate regional identity and strengthen support in the Central Java region.

1. (a) **Issue focus**

This research has a precise aim, namely to explore the three key components that are indicators of the Human Development Index, namely Health, Education, and Economy, in the context of Ganjar Pranowo's political campaign on social media, especially on the Twitter platform, ahead of the 2024 presidential election, on a specific Twitter account belonging to official Ganjar Pranowo, namely @ganjarpranowo, which has a large and significant follower base in spreading information and campaign messages. In its analysis, this research will explore how Ganjar Pranowo and his campaign team used social media, especially Twitter, to voice health, education, and economic issues, as well as the impact of this communication on public perception and support for this presidential candidate ahead of the 2024 presidential election. This research will provide valuable insight into the role of social media in the political process, its influence in shaping public opinion, and how politicians such as Ganjar Pranowo use it as an effective campaign tool.

The analysis results on all tweets posted by the Twitter account @ganjarpranowo in a certain period revealed a very prominent pattern, namely the main emphasis on

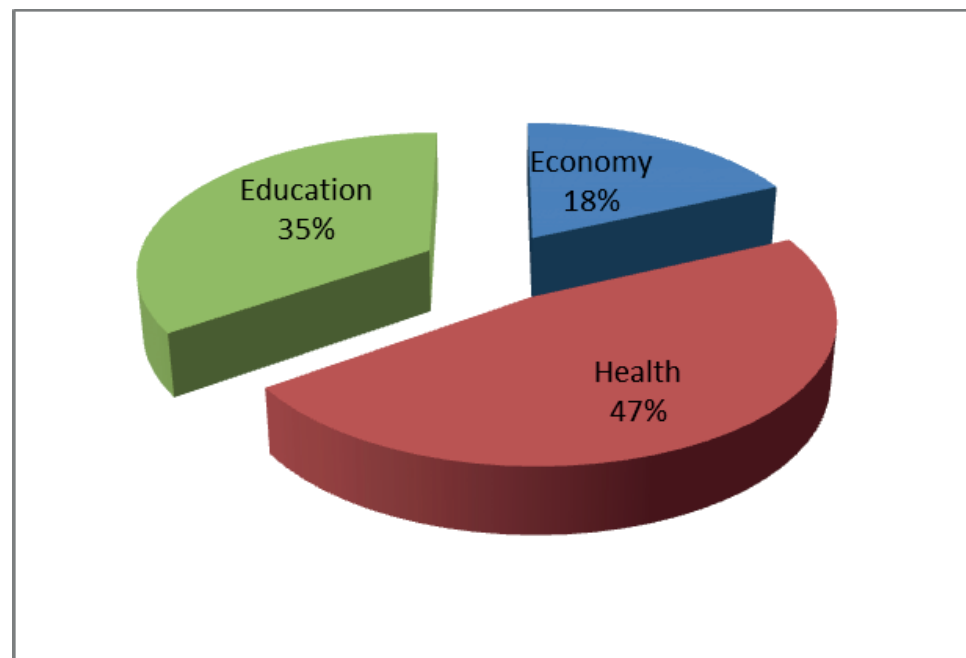
aspects, such as the role of education in shaping the character of the younger generation, the importance of providing access to quality education to all children in Indonesia, and the need for innovation in the education system. In a political context, this emphasis on education issues is a strategic step to position himself as a leader who cares about the future of Indonesia's young generation and the quality of their education. The in-depth discussion about education also reflects Ganjar Pranowo's understanding of the importance of building solid foundations for future generations through investment in education. In a continuously developing country like Indonesia, efforts to improve the education system and ensure that every child has fair access and opportunity to receive quality education is a crucial step in overcoming complex social and economic challenges. Thus, this approach strengthens Ganjar Pranowo's image as a caring and visionary leader and creates a solid strategic foundation in preparations for the 2024 presidential election.

It should be noted that the sub-theme related to economics is the least discussed by the @ganjarpranowo account. However, this does not mean that economic issues are not integral to his political platform. This may indicate that Ganjar Pranowo has chosen to highlight and explore other aspects of his campaign platform in his public communications on Twitter. This could be a deliberate strategy to prioritize health and education issues that are more directly related to young people's social well-being and future. The lack of in-depth discussion about the economy on the @ganjarpranowo Twitter account may also reflect an understanding that economic issues may require more detailed analysis and more profound debate than can be conveyed via social media in its limited characteristics. Most financial problems are complex and need deep understanding and well-thought-out policies to address them. Therefore, Ganjar Pranowo may prefer to establish more in-depth and detailed communication about economic issues through other platforms or special forums, allowing for more in-depth and layered discussions. In this case, focusing on health and education issues on social media can be considered a wise communication strategy to reach a wider audience and focus attention on issues that are considered more easily understood and relevant by the public via the Twitter platform.

The pattern of discussion of these three sub-themes on the Twitter account @ganjarpranowo can provide an overview of Ganjar Pranowo's priorities in his campaign and how he uses social media to influence public opinion. In the context of Ganjar Pranowo's winning strategy in the 2024 presidential election, a focus on health and education issues can help build Ganjar Pranowo's image as a leader who cares about people's welfare and the future of the younger generation, which can be a pull factor

for many voters. Meanwhile, the relatively small number of discussions on the Economy could indicate that this strategy needs to be reviewed, considering that the Economy is a critical issue for the people and can affect the election results.

3.6. Sub-theme intensity percentage



Source: Processed using Nvivo 12 Plus, 2023

Figure 7: Sub-theme intensity percentage.

Sub-theme intensity percentage data taken from the Twitter account @ganjarpranowo revealed that the Health sub-theme dominated the conversation, reaching 47.11%. This illustrates the high awareness and focus on health issues in Ganjar Pranowo's political communications, reflecting an understanding that community welfare is his main priority. The election to prioritize health issues can be a strategic element in efforts to win the election, strengthening Ganjar Pranowo's image as a leader who cares about people's welfare, especially in the context of the Covid-19 pandemic, which has had a significant impact on people's lives. In focusing on health issues, Ganjar Pranowo projects himself as a candidate committed to taking public health challenges seriously, which could be a significant added value in political competition.

The Education sub-theme is in second place with a percentage of 34.71%. This illustrates how vital education is in Ganjar Pranowo's vision and mission. This alignment with the education sector can attract specific segments of voters, especially groups of

young people and parents who are very concerned about their children's education. However, this strategy must also be balanced with concrete policies and effective communication regarding what Ganjar Pranowo has done and will do in the education sector.

Meanwhile, the Economy sub-theme only got a percentage of 18.18%. This could indicate that economic issues have yet to become a top priority in Ganjar Pranowo's communications on Twitter. This can be a weakness in the context of presidential elections, considering that economic issues are often a very influential factor in voters' decisions. In response to this, Ganjar Pranowo needs to consider increasing the intensity of the discussion on economic issues, as well as crystallizing his economic platform clearly and comprehensively, so that it can give voters an idea of how he will handle the economic issues currently being faced by the country.

In discussing this research, the empirical findings are essential to the broader literature on political communication strategies via social media. This research fills a gap in the literature by showing how social media, particularly Twitter, can effectively promote health and education issues as part of political campaigns. In addition, these findings provide new insight into how political candidates can utilize social media to build an image as leaders who care about the welfare of society and the future of the younger generation. This has a significant impact on understanding the role of social media in influencing public opinion towards political candidates.

However, these findings also underscore the challenges of communicating complex economic issues via social media, with a relatively low focus on economic issues. This raises the importance of explaining economic policies requiring in-depth analysis via short messages on platforms like Twitter. In the 2024 presidential election context, these findings have direct implications for winning strategies, emphasizing expanding the discussion of economic issues to meet the needs of voters who view this issue as a determining factor in the election. Therefore, these findings enrich our understanding of the role of social media in politics and provide deeper insight into political communication strategies and the influence of issues in political campaigns on public opinion.

4. Conclusion

In the conclusion of this research, the findings show that Ganjar Pranowo, who has the potential to become a presidential candidate in the 2024 presidential election, firmly emphasizes health and education issues through his Twitter account. The intense

focus on these two issues reflects the top priorities in his political agenda, creating the image that he is a leader who cares deeply about the welfare of the people and the future of the younger generation. This indicates the great potential of using social media, such as Twitter, as a very effective tool in promoting health and education issues during political campaigns. With social media's ability to reach a broad and diverse audience, Ganjar has utilized this platform to communicate important messages about these issues. The practical implication of these findings is the importance of a more intense strategy in discussing economic issues, considering the significant role of this issue in the presidential election process. The challenges of communicating complex economic issues via social media must be addressed in a more precise and in-depth way.

However, it must be acknowledged that this research has limitations that must be considered, such as the sample size, which may be limited, and the focus of only observing one social media account. For future research, there is potential to conduct broader and more in-depth research on the use of social media in politics and its impact on public opinion. In doing so, we can gain a deeper understanding of political communication strategies in the social media era and the extent to which issues emphasized in political campaigns influence future presidential elections. Future research could investigate other candidates' social media accounts to understand different communication patterns and political priorities that may influence political dynamics at the national level.

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