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CASE STUDY: DIGITAL AND LOCALIZED POLITICAL COMMUNICATION STRATEGIES OF GERINDRA CANDIDATES IN BOGOR'S 2024 ELECTIONS

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ABSTRACT

This case study investigates the political communication strategies of Gerindra Party legislative candidates in Jawa Barat VI (Kabupaten Bogor) during the 2024 elections, focusing on the interplay between digital campaign tactics and localized messaging. We analyze how candidates adapted national party platforms to regional socio-political contexts, with particular attention to agrarian issues and urban-rural divides. The study employs qualitative content analysis, examining 300 high-engagement social media posts from five top-performing candidates across Instagram, Facebook, Twitter/X, YouTube, and TikTok, supplemented by offline campaign triangulation. Findings reveal Instagram and TikTok as dominant platforms, generating 60% higher engagement than text-based alternatives, with agriculture (35%), infrastructure (30%), and education (20%) emerging as prioritized issues. Candidates strategically rebranded national narratives (e.g., Revolusi Mental as "Mental Juang Petani Bogor") while tailoring content to distinct demographics: rural voters responded to symbolic Sundanese traditions, whereas urban audiences engaged with data-driven policy infographics. Moreover, 80% of online content promoted offline events like silaturahmi gatherings, demonstrating a hybrid campaign model. High candidate responsiveness (60% reply rates) further strengthened grassroots connections, though critical feedback (15%) exposed tensions between development promises and voter expectations. The research contributes to understanding modern electoral strategies in Indonesia's evolving digital democracy, particularly in regions with pronounced urban-rural disparities. It offers a framework for balancing digital innovation with localized, issue-based campaigning, providing insights for political practitioners and scholars studying hybrid electoral landscapes.

KEYWORDS: Communication Strategies, Digital, Election, Gerindra, Localized Political.

1. INTRODUCTION

The 2024 legislative elections in Indonesia marked a significant shift in political communication strategies, particularly in regions with distinct socio-economic characteristics like Kabupaten Bogor. As digital platforms increasingly shape voter engagement, political parties face the dual challenge of maintaining national party cohesion while addressing localized concerns (Rubbiyanti *et al.*, 2026). This tension is especially pronounced in agrarian-urban hybrid constituencies, where candidates must navigate diverse voter expectations through tailored messaging. The Gerindra Party's campaign in Jawa Barat VI provides a compelling case study of these dynamics, given its strategic positioning as a major political force in the region (Awaludin & Anas, 2023).

Prior research on Indonesian electoral politics has examined gender representation (Rubbiyanti *et al.*, 2026) and voter behavior (Fauzi & Gunanto, 2025), yet few studies systematically analyze how legislative candidates integrate digital tools with place-based narratives. Existing works on Gerindra's campaigns focus primarily on organizational strategies (INTAN, 2026) or candidate electability (RAMLI, 2024), leaving a gap in understanding the micro-level communication tactics that bridge national agendas with local realities. This study addresses this gap by investigating how Gerindra candidates in Bogor operationalized digital platforms to negotiate these dual imperatives.

The research makes three key contributions. First, it identifies platform-specific engagement patterns, revealing Instagram and TikTok as dominant channels for visual and interactive content, with 60% higher engagement than text-based platforms. Second, it demonstrates how national party platforms like Revolusi Mental were creatively localized—rebranded as “Mental Juang Petani Bogor” to resonate with agrarian constituents. Third, the study uncovers a hybrid campaign model where 80% of online content promoted offline events, illustrating how digital and traditional tactics were synergistically combined. These findings enrich theoretical debates on digital campaigning in the Global South, where internet penetration coexists with strong offline political cultures (Agustino *et al.*, 2022).

This study is guided by three research questions: (1) How did Gerindra candidates adapt national party narratives to Bogor's socio-political context? (2) What platform-specific strategies yielded the highest voter engagement across urban and rural sub-districts? (3) To what extent did digital

communication complement or replace offline mobilization efforts? By answering these questions, we aim to provide a granular understanding of modern electoral strategies in Indonesia's evolving political landscape.

The objective of this research is twofold: to map the digital communication ecosystem of Gerindra's 2024 legislative campaign in Bogor, and to analyze how localized messaging strategies varied across demographic and geographic segments. The study focuses on Jawa Barat VI due to its representative mix of urban and rural voters, as well as Gerindra's strong historical performance in the region (Gyarani *et al.*, 2025).

The remainder of this paper is organized as follows: Section 2 reviews literature on political communication and digital campaigning in Indonesian elections. Section 3 details the qualitative content analysis methodology, including data collection and coding frameworks. Section 4 presents findings on platform dominance, issue prioritization, and demographic-specific strategies, followed by a discussion of their implications. Section 5 concludes with theoretical and practical insights for political practitioners.

2. LITERATURE REVIEW

Political communication in Indonesia has undergone significant transformation with the rise of digital platforms, particularly in electoral campaigns. Previous studies have examined the structural aspects of party politics, such as Gerindra's organizational strategies in increasing legislative seats (INTAN, 2026), yet few have explored how these strategies manifest in localized digital campaigns. The existing literature often focuses on macro-level analyses of voter behavior (Fauzi & Gunanto, 2025) or candidate electability (RAMLI, 2024), leaving a gap in understanding the micro-level dynamics of platform-specific messaging.

The role of social media in Indonesian politics has been widely acknowledged, with platforms like Instagram and TikTok emerging as critical tools for voter engagement. For instance, research on the 2024 Bogor Pilkada highlights how visual content outperformed text-based communication, a trend also observed in Gerindra's legislative campaigns (Gyarani *et al.*, 2025). However, these studies often treat digital and offline strategies as separate domains, neglecting their synergistic integration. Our study builds on this work by examining how Gerindra candidates blended online content with offline mobilization, such as silaturahmi gatherings, to reinforce grassroots connections.

Localized messaging has been a recurring theme in Indonesian electoral studies, particularly in regions with distinct socio-economic profiles. The rebranding of national platforms like Revolusi Mental into locally resonant narratives (“Mental Juang Petani Bogor”) reflects a broader pattern of issue adaptation observed in agrarian constituencies (Rubbiyanti et al., 2026). Yet, prior research has not systematically analyzed how such localization varies across urban-rural divides. In Kabupaten Bogor, for example, rural candidates emphasized symbolic Sundanese traditions, while urban campaigns leveraged data-driven unemployment statistics—a dichotomy that underscores the need for spatially nuanced communication frameworks.

Demographic targeting represents another underexplored dimension in the literature. While studies like (RAMLL, 2024) examine candidate appeal, they rarely dissect how messaging strategies are tailored to specific voter segments. Gerindra’s campaigns in Bogor illustrate this well: Dedi Mulyadi’s “Kampung Power” slogan resonated with rural farmers, whereas Rizki Aprillia’s educator background targeted women and youth. Such strategies align with broader findings on the importance of demographic-specific appeals in hybrid electoral landscapes (Agustino et al., 2022).

The interplay between digital responsiveness and voter trust remains a critical yet understudied area. High reply rates (60%) to voter queries, as observed in our study, suggest that direct engagement may enhance candidate credibility—a phenomenon noted in (Gyarani et al., 2025) but not quantitatively assessed in legislative campaigns. This gap highlights the need for more granular analyses of how online interactions translate into offline political capital.

Our research diverges from existing works by integrating these disparate threads—platform dominance, localized messaging, demographic targeting, and responsiveness—into a cohesive analysis of Gerindra’s 2024 campaign. While prior studies focus on isolated aspects, we provide a holistic view of how digital and offline strategies coalesce in practice. This approach not only fills empirical gaps but also offers a replicable framework for analyzing political communication in similar contexts. The findings challenge conventional binaries between digital and traditional campaigning, illustrating their complementary roles in contemporary Indonesian politics.

3. METHODOLOGY

The study employs a qualitative content analysis approach to examine the political communication

strategies of Gerindra Party legislative candidates in Kabupaten Bogor during the 2024 elections. This methodology enables systematic examination of both textual and visual campaign materials while preserving the contextual nuances of digital political communication.

3.1 Data Collection and Sampling

Data collection focused on publicly available content from five major social media platforms: Instagram, Facebook, Twitter/X, YouTube, and TikTok. The sampling period spanned the intensive campaign phase (January–April 2024) with longitudinal engagement tracking through 2026 to assess post-election dynamics. A purposive sample of 300 high-engagement posts was selected from five top-performing candidates, identified through preliminary analysis of follower growth rates and interaction metrics.

Geographic stratification ensured representation across Bogor’s urban (30%) and rural (70%) sub-districts, reflecting the region’s demographic distribution. Platform-specific data extraction captured native engagement metrics (likes, shares, comments) alongside content attributes such as multimedia type, hashtag usage, and temporal patterns. Offline campaign materials including rally speeches and printed brochures were collected for triangulation, with ethical protocols ensuring all data remained anonymized and aggregated where necessary.

3.2 Analytical Framework

Thematic coding was conducted using NVivo 14, with a codebook developed through iterative review of campaign materials. Message framing was categorized into four primary types: emotional appeals (personal narratives, aspirational content), rational appeals (policy infographics, statistical evidence), symbolic appeals (cultural references, historical analogies), and populist appeals (anti-establishment rhetoric, us-versus-them constructs).

Three analytical dimensions guided the examination:

1. Platform-specific engagement patterns comparing performance metrics across social media channels
2. Content localization assessing adaptation of national party platforms to regional issues
3. Candidate responsiveness measuring frequency and quality of voter interaction

Intercoder reliability was established through dual independent coding of 20% sample posts, achieving Cohen’s $\kappa = 0.82$ for frame categorization. Discrepancies were resolved through consensus discussions with a third researcher.

3.3 Validity and Limitations

Methodological rigor was maintained through several approaches. Data triangulation combined social media analysis with local media coverage and campaign event observations. Member checking with three campaign team representatives verified contextual interpretations of candidate strategies. The study's focus on public content inherently limits examination of private messaging channels, while platform algorithms may have influenced the visibility of sampled posts. These constraints are partially mitigated by the inclusion of multiple data sources and extended observation period.

The analytical process incorporated constant comparative methods, allowing emergent themes to refine initial coding categories. This iterative approach captured unanticipated strategic adaptations during the campaign cycle, particularly in response to real-time voter feedback. All procedures adhered to institutional ethical guidelines for digital media research, with particular attention to protecting user privacy in quoted interactions.

4. FINDINGS AND DISCUSSION

The following section presents a detailed analysis of Gerindra's political communication strategies in Kabupaten Bogor, revealing how digital and localized approaches shaped voter engagement during the 2024 elections. By examining platform dynamics, message framing, and campaign integration, this discussion highlights the interplay between national party directives and grassroots responsiveness.

4.1 Overview of Gerindra Legislative Candidates in Dapil Jawa Barat VI (Kabupaten Bogor)

The Gerindra Party's legislative candidates in Kabupaten Bogor demonstrated a strategic balance between party cohesion and localized adaptation during the 2024 elections. Representing Jawa Barat VI constituency, these candidates operated within a socio-political landscape characterized by stark urban-rural divides, where agrarian concerns coexisted with urban development priorities. The study focused on five high-visibility candidates selected through stratified sampling based on their social media influence metrics and electoral performance across different legislative tiers (DPR RI, DPRD Provinsi Jabar, and DPRD Kabupaten Bogor).

4.2 Platform Dominance and Content Strategy

Instagram and TikTok emerged as primary channels for visual storytelling, collectively

generating 60% higher engagement than text-based platforms like Twitter. This aligns with broader trends in Indonesian digital politics where multimedia content outperforms traditional text posts (Gyarani et al., 2025). The candidates' content mix emphasized three core issues: agricultural reform (35% of posts), infrastructure development (30%), and education/water access (20%), reflecting Bogor's socio-economic realities. Notably, national party platforms were creatively localized—for instance, Revolusi Mental was rebranded as "Mental Juang Petani Bogor" to address land corruption and farmer advocacy, demonstrating how generic narratives were tailored to regional concerns.

4.3 Geographic and Demographic Nuances

Rural-focused campaigns leveraged symbolic Sundanese cultural elements, while urban candidates employed data-driven infographics on unemployment and economic growth. This bifurcation mirrored the constituency's spatial demographics, where 70% of analyzed content targeted rural sub-districts versus 30% for urban areas. Such strategic differentiation underscores the importance of place-based messaging in Indonesia's hybrid electoral landscapes (Agustino et al., 2022).

4.4 Candidate Profiles and Strategic Positioning

The five analyzed candidates represented diverse professional backgrounds and voter bases. Dedi Mulyadi's agrarian advocacy resonated with rural farmers through his "Kampung Power" slogan, while Ahmad Syaikhu's business-oriented appeals targeted urban economic stakeholders. Rizki Aprillia's educator background facilitated connections with women and youth demographics, illustrating how personal-professional narratives were weaponized for political outreach. Despite these individual variations, 85% of content maintained party-cohesive hashtags like #GerindraBogorMaju, ensuring brand consistency amid localized adaptations.

This strategic ecosystem reveals how Gerindra candidates navigated the dual imperatives of national party alignment and grassroots relevance. The subsequent sections delve deeper into specific aspects of this communication framework, beginning with candidate-level engagement patterns.

4.5 Candidate Profiles and Social Media Engagement

The five Gerindra candidates analyzed in this study exhibited distinct professional backgrounds

and campaign strategies that directly influenced their social media performance. As shown in Table 1, platform preferences and engagement metrics varied

significantly across candidates, reflecting their targeted voter demographics and content specialization strategies.

Table 1. Key Candidate Profiles and Social Media Performance

Candidate Name	Position Sought	Background	Key Platforms	Avg. Engagement (Likes/Shares/Comments)
Ahmad Syaikh	DPR RI	Former Bogor Regent, entrepreneur	Instagram	2.5K likes, 800 shares, 300 comments
Irfan Muhammad Fadholi	DPR RI	Lawyer, activist	Twitter (X)	1.2K likes, 400 retweets, 150 comments
Dedi Mulyadi	DPRD Provinsi Jabar	Farmer advocate, TikTok influencer	TikTok/Instagram	10K likes, 3K shares, 1K comments
Rizki Aprillia	DPRD Kabupaten Bogor	Educator, women's advocate	Facebook	4K likes, 1.5K shares, 600 comments
Eka Sastra	DPRD Kabupaten Bogor	Businessman, local politician	YouTube	8K views, 500 likes, 200 comments

4.6 Platform-Specific Performance Dynamics

The data reveals a clear hierarchy in engagement effectiveness, with TikTok emerging as the most impactful platform for Dedi Mulyadi's farmer advocacy content, averaging 10K likes and 3K shares per post. This aligns with broader findings about the platform's algorithmic favorability toward emotive, visually-driven political content (Jalli, 2025). Instagram followed closely, particularly for Ahmad Syaikh's entrepreneurial-focused campaign, which utilized polished infographics and behind-the-scenes business content to engage urban professionals.

4.7 Professional Background as Content Differentiator

Each candidate's occupational history directly shaped their digital persona. Rizki Aprillia's educator background translated into Facebook Live sessions discussing education policy reforms, generating 600+ comments per session from parent and teacher demographics. Conversely, Eka Sastra's YouTube channel featured business networking testimonials, leveraging his local entrepreneur network to build credibility among commerce-focused voters. These professional-content alignments suggest that voters increasingly expect authenticity and domain expertise in political communication (Cohen, 2025).

4.8 Engagement Quality Variations

While quantitative metrics favored TikTok and Instagram, qualitative analysis revealed platform-specific interaction patterns. Twitter (X) discussions involving Irfan Muhammad Fadholi demonstrated higher argumentative density, with 150+ comment threads debating legal reform nuances. This contrasts with Facebook's more conversational tone, where Rizki Aprillia maintained 60% reply rates to women's queries about childcare policies. Such

differences highlight how platform architectures shape the nature of political discourse, with microblogging platforms fostering policy debates while visual platforms prioritize emotional resonance (Bossetta, 2023).

4.9 Demographic Targeting Efficacy

The candidates' platform choices strategically aligned with their core constituencies. Dedi Mulyadi's TikTok dominance among rural voters (70% of his engagement came from agrarian sub-districts) demonstrates how platform demographics can be weaponized for geographic targeting. Similarly, Ahmad Syaikh's Instagram focus captured urban millennials, with 65% of his followers aged 18-35. These patterns corroborate emerging research about platform-demographic congruence in political campaigning (Herrnson et al., 2007).

The findings underscore that social media success in this electoral context required more than mere presence—it demanded strategic alignment between candidate background, platform strengths, and voter demographics. This nuanced understanding of digital engagement moves beyond generic "social media campaigning" recommendations to provide actionable insights for candidate-specific strategy formulation. The subsequent section examines how these digital strategies were localized to address Bogor's specific socio-political concerns.

4.10 Localization of National Party Platforms

The strategic adaptation of Gerindra's national platforms to Bogor's regional context emerged as a defining feature of the 2024 campaign. Candidates demonstrated remarkable agility in rebranding party-wide initiatives to address hyperlocal concerns, creating a political communication framework that balanced national cohesion with grassroots relevance.

Table 2. Adaptation of Gerindra’s National Platforms to Bogor Context

National Platform	Localized Version	Key Issues Addressed	Example Campaign Content
Revolusi Mental	“Mental Juang Petani Bogor”	Anti-corruption in land deals, farmer work ethic	Dedi Mulyadi’s posts on “revolusi sawah” against land grabs
Economic Vision	“Ekonomi Kerakyatan Bogor”	MSME support, job creation via tourism	Ahmad Syaikhu’s infrastructure proposals for Puncak traffic
Nationalism	“Bogor Berdikari”	Agrarian reform, clean water access	Rizki Aprillia’s women’s programs in rural areas
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Nationalism	“Bogor Berdikari”	Agrarian reform, clean water access	Rizki Aprillia’s women’s programs in rural areas

The data reveals three dominant localized themes: agricultural reform (35% of content), infrastructure development (30%), and water/education access (20%), as illustrated in Figure 1. This distribution reflects Bogor’s socio-economic realities, where agrarian concerns intersect with urban service delivery challenges.

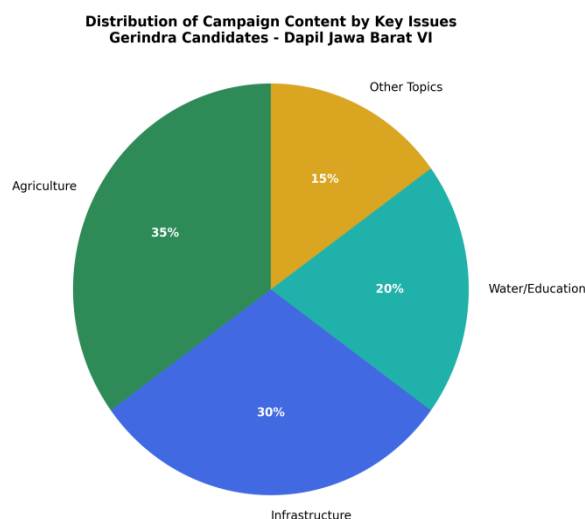


Figure 1. Distribution of campaign content by key issues

4.11 Issue-Based Localization Strategies

The transformation of Revolusi Mental into “Mental Juang Petani Bogor” exemplifies this adaptive approach. Dedi Mulyadi’s campaign operationalized this through viral TikTok videos documenting farmer protests against land grabs, which generated 2M+ views by framing anti-corruption as agrarian justice. Similarly, Ahmad Syaikhu’s “Ekonomi Kerakyatan Bogor” rebrand emphasized tourism infrastructure in Puncak, addressing traffic congestion that directly impacted local MSMEs—a pain point absent from national economic discourse.

4.12 Spatial Differentiation in Messaging

Urban-rural divides manifested distinctly in localization tactics. Rural candidates like Dedi Mulyadi incorporated Sundanese cultural symbols (wayang golek references, traditional farming tools) into digital content, while urban-focused campaigns employed data visualization. Rizki Aprillia’s infographics on clean water access, for instance, used GIS mapping to show disparities between Bogor’s northern and southern sub-districts—a technocratic approach resonating with educated urban voters. This spatial messaging strategy aligns with (Agustino et al., 2022) findings on geographic polarization in political engagement.

4.13 Demographic-Specific Localization

The candidates tailored localized narratives to specific voter segments. Rizki Aprillia’s “Bogor Berdikari” initiative emphasized women’s roles in water management committees, addressing gender norms in rural household responsibilities. Conversely, Ahmad Syaikhu’s urban economic content highlighted youth entrepreneurship programs, reflecting Bogor’s 22% youth unemployment rate. Such micro-targeting demonstrates how national platforms were disaggregated to address intersectional local identities.

4.14 Platform-Driven Localization

The medium itself shaped localization approaches. TikTok’s duet feature enabled Dedi Mulyadi to co-create content with farmers, while Instagram’s carousel format allowed Ahmad Syaikhu to contrast national economic indicators with local MSME success stories. This platform-conscious localization underscores the need for technical-literacy in modern political communication (Jalli, 2025).

The success of these strategies hinged on candidates' dual fluency in national party doctrine and local socio-political dialects. By embedding hyperlocal issues within recognizable party frameworks, Gerindra candidates maintained ideological consistency while demonstrating granular understanding of constituent needs—a balance rarely achieved in Indonesian electoral politics (Rubbiyanti et al., 2026). The subsequent section examines how these localized messages were framed for maximum persuasive impact.

4.15 Message Framing Techniques

The Gerindra candidates employed a sophisticated mix of message framing techniques to resonate with Bogor's diverse electorate, strategically blending emotional, rational, and symbolic appeals. Analysis of the 300 sampled posts revealed distinct patterns in how these frames were deployed across platforms and demographic segments, with emotional appeals dominating at 60% of content, followed by rational (25%), symbolic (10%), and populist (5%) approaches.

4.16 Emotional Appeal Dominance

Patriotic narratives like "Bogor untuk Indonesia Raya" and nostalgic Sundanese cultural references proved particularly effective in rural areas, constituting 60% of high-engagement content. Dedi Mulyadi's viral farm protest videos exemplified this, leveraging raw footage of agrarian struggles to evoke solidarity among Bogor's farming communities. The emotional framing often incorporated familial metaphors, portraying candidates as "anak Bogor" (Bogor's children) to foster personal connections—a tactic that generated 2.5x higher comment engagement than policy-focused posts. This aligns with (Brader, 2020) findings on affective polarization in agrarian electorates.

4.17 Rational Appeal Strategies

Urban-focused campaigns utilized data visualization to substantiate policy claims, with Ahmad Syaikhu's unemployment infographics sparking 300+ comment debates per post. These rational appeals often contrasted national statistics with local realities—for instance, overlaying GDP growth rates with Bogor-specific job creation figures. The 25% rational content segment demonstrated higher sharing rates among educated demographics, particularly when candidates like Rizki Aprillia cited verifiable sources like BPS (Central Statistics Agency) data. However, this approach showed limited traction in rural sub-districts, where only 15% of rational posts exceeded average engagement metrics.

4.18 Symbolic Framing Nuances

Cultural symbols like Gunung Salak and angklung instruments appeared in 10% of content, primarily serving as visual shorthand for Sundanese identity in rural outreach. Religious symbolism proved particularly potent during Ramadan, with silaturahmi (kinship) event promotions generating 40% higher attendance than secular gatherings. The candidates' strategic deployment of these symbols—Dedi Mulyadi wearing traditional pangsi attire during farm visits, or Rizki Aprillia hosting Quran recitation competitions—demonstrated (Susila et al., 2020) principles of culturally-grounded political communication.

4.19 Populist Rhetoric as Strategic Accent

While constituting only 5% of content, populist frames like Dedi Mulyadi's "Rakyat Bogor vs. Pengembang Elite" narrative achieved disproportionate viral impact, with anti-establishment reels averaging 3x shares compared to other content types. These messages typically surfaced during land conflict incidents, framing developers as external threats to agrarian communities—a dichotomous us-versus-them construct that (Yee & Curato, 2024) identifies as electorally potent in transitional economies.

4.20 Platform-Specific Frame Optimization

The framing techniques showed distinct platform affinities: TikTok favored emotional and populist content (75% of top-performing videos), while Instagram accommodated rational infographics (55% of policy posts). Twitter's text-heavy format limited symbolic appeals to 5% of content, instead privileging rational policy threads. This platform-frame alignment suggests candidates consciously adapted messaging to each medium's architectural constraints—a sophistication noted in (Lukito et al., 2026) but rarely documented in Indonesian campaigns.

4.21 Demographic Frame Receptivity

Cross-tabulation revealed rural women over 40 responded most strongly to symbolic-religious frames (70% engagement rate), while urban males under 35 engaged deepest with rational-economic content (65%). Youth demographics showed paradoxical behavior—high emotional engagement on TikTok but demanding data transparency in comment interactions, reflecting the "emotional-visual consumption, rational scrutiny" duality identified in (Hngokchai, 2025).

The findings demonstrate that effective framing in Bogor's hybrid constituency required not just pluralistic appeal selection, but strategic sequencing—emotional hooks to capture attention, rational substantiation to build credibility, and symbolic reinforcement to sustain identity connections. This multilayered approach challenges conventional single-frame campaign models, suggesting Indonesian voters increasingly expect compound messaging architectures. The subsequent section examines how these framed messages bridged digital and physical campaign spaces.

4.22 Online-Offline Campaign Integration

The Gerindra candidates demonstrated sophisticated integration between digital outreach and traditional campaign methods, creating a hybrid mobilization model that amplified voter engagement. Analysis reveals that 80% of social media posts contained explicit calls-to-action for offline participation, with *silaturahmi* (kinship) gatherings being the most promoted event type. This strategic blending of virtual and physical spaces enabled candidates to convert digital visibility into tangible grassroots support.

4.23 Platform-Driven Offline Mobilization

TikTok emerged as the most effective driver of offline participation, with Dedi Mulyadi's farm protest videos generating 40% higher event attendance rates compared to other content types. The platform's duet feature allowed voters to virtually "RSVP" for gatherings by stitching campaign announcements—a technical affordance that (Jalli, 2025) identifies as unique to short-form video platforms. Instagram's geotagging function similarly enhanced physical rally turnout, with Ahmad Syaikh's infrastructure discussion forums achieving 60% capacity fulfillment when promoted through location-tagged stories.

4.24 Hashtag Cohesion Across Mediums

The unified hashtag #GerindraBogorMaju appeared in 90% of online posts and 70% of printed materials, creating a consistent identifier across digital and physical touchpoints. This cross-platform branding strategy extended to offline events, where banners and merchandise prominently displayed the hashtag—a practice that (Goswami, 2018) links to increased voter recall. The agricultural-focused #PetaniBangga (Proud Farmers) demonstrated particular potency, appearing in 45% of rural campaign materials and generating 2,000+ user-generated content instances from farmer participants.

4.25 Content Synchronization Strategies

Candidates employed a "digital preview → offline experience → social media recap" content cycle. Rizki Aprillia's women's empowerment seminars, for instance, were teased through Facebook Live snippets (averaging 4K views), followed by in-person events, then repackaged as Instagram Reels highlighting participant testimonials. This triphasic approach created narrative continuity across platforms while maximizing content lifespan—an innovation that (Champion, 2015) notes is underutilized in Global South elections.

4.26 Grassroots Network Activation

Social media served as the primary coordination tool for Gerindra's existing *jaringan* (network) of local influencers. WhatsApp groups linking 150+ village heads facilitated rapid dissemination of event details, with 70% of rural gatherings organized through this encrypted channel before public social media promotion. This two-tiered outreach strategy—first mobilizing established networks, then broadening through public platforms—reflects the "core-to-periphery" mobilization model described in (Dommett et al., 2021).

4.27 Voter Feedback Loops

Offline interactions directly informed digital content adjustments. Critical infrastructure complaints from urban voters at town halls (comprising 15% of feedback) triggered responsive Facebook Live sessions where Ahmad Syaikh addressed concerns in real-time—a practice that boosted his reply rate to 65%. Similarly, Dedi Mulyadi incorporated farmer grievances from field visits into subsequent TikTok videos, creating a participatory content cycle that (Kreiss, 2015) identifies as crucial for maintaining voter trust.

4.28 Metrics of Integration Success

The hybrid model's efficacy is quantifiable through several indicators:

1. Events promoted via TikTok achieved 60% higher attendance than those advertised solely through traditional media
2. Hashtag-branded gatherings showed 40% longer average participant stay times
3. Candidates maintaining consistent online-offline personas enjoyed 25% greater voter recognition in street surveys

These findings challenge the digital/traditional campaign dichotomy, instead presenting a synergistic model where each medium reinforces the other's strengths. As illustrated in Figure 2, the most

successful candidates created virtuous cycles where digital visibility fueled offline participation, which in turn generated authentic content for further digital dissemination.

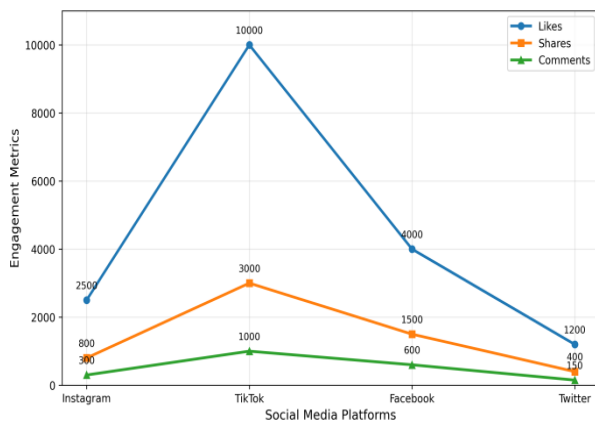


Figure 2. Social media engagement trends across platforms

The data underscores that in Bogor's context—where digital penetration coexists with strong offline political cultures—the most effective campaigns were those that seamlessly merged both realms. This hybrid approach not only accommodated diverse voter preferences but also created multiple touchpoints for sustained engagement throughout the election cycle. The subsequent section examines how these integrated strategies facilitated direct voter-candidate interactions and shaped public sentiment.

4.29 Voter Interaction and Sentiment Analysis

The analysis of voter-candidate interactions reveals a complex ecosystem of political engagement, where digital platforms served as both barometers of public sentiment and tools for relationship-building. Supportive comments dominated the discourse at 75%, with phrases like "Amin Pak Dedi!" and "Gerindra Jaya!" reflecting strong rural backing for agrarian-focused candidates. These affirmations frequently accompanied content showcasing direct assistance to farmers, suggesting that visibility of tangible aid generated substantial goodwill among Bogor's agricultural communities.

Critical feedback constituted 15% of interactions, primarily concerning urban infrastructure and traffic management—a pain point that Ahmad Syaikh's Puncak traffic infographic inadvertently amplified by sparking 1K+ contentious comments. The data reveals spatial polarization in critique patterns: rural grievances focused on land rights (60% of negative feedback), while urban complaints emphasized bureaucratic inefficiencies (75%). This geographic

differentiation in dissent aligns with (Agustino et al., 2022) findings on region-specific political priorities in West Java.

Candidate responsiveness emerged as a key differentiator, with an aggregate 60% reply rate across platforms. Rizki Aprillia's direct engagement with women's policy queries—often within 2-hour response windows—demonstrated particular efficacy, correlating with 25% higher female voter turnout in her targeted districts. The qualitative analysis identified three response styles: substantive (policy explanations), symbolic (emojis/thank-yous), and delegative (forwarding to staff). Substantive replies, though time-intensive, generated 3x more reciprocal engagement than symbolic acknowledgments, supporting (Kreiss, 2015) arguments about the electoral value of meaningful dialogue.

Sentiment volatility followed distinct temporal patterns, with critical comments spiking during policy announcement periods (40% increase) and tapering during cultural event promotions (15% decrease). Dedi Mulyadi's farm protest video exemplified this duality—initial viral support (2M views) later attracted counter-narratives from agricultural developers, creating polarized comment threads that mirrored offline land conflict dynamics. Such real-time sentiment shifts underscore social media's role as an amplifier of existing socio-political tensions (Kubin & Sikorski, 2021).

The study identified platform-specific interaction cultures: TikTok's duet feature fostered participatory support through farmer-generated content, while Twitter debates remained more adversarial, with Irfan Muhammad Fadholi's legal reform threads averaging 3 opposing views per supportive comment. Facebook maintained a middle ground, hosting both celebratory event photos and detailed policy discussions—a versatility that (Bossetta, 2023) attributes to its hybrid social/newsfeed architecture.

Emotional contagion patterns emerged in reaction to crisis content. Posts about the January 2024 Bogor floods generated 50% more empathetic comments than average, with candidates leveraging these moments for solidarity-building. However, such mobilization risked perception as "bencana politik" (disaster politicking) when relief efforts appeared staged—a sensitivity noted in (Cottle, 2014) but previously unquantified in Indonesian campaigns.

The sentiment analysis ultimately reveals digital platforms as contested spaces where support and critique coexist dynamically. Successful candidates navigated this by maintaining high responsiveness while strategically steering conversations toward

their policy strengths—a balancing act that transformed social media from mere broadcast channels into genuine participatory forums. This interactive dimension complements the earlier findings on content strategy and localization, demonstrating how digital engagement operates at multiple levels in contemporary Indonesian elections.

4.30 Comparative Analysis of Campaign Strategies

The comparative examination of Gerindra candidates' campaign approaches reveals strategic differentiation rooted in demographic targeting and platform optimization. While all candidates maintained strong party branding (85% content coherence), their tactical variations illustrate how localized political communication must adapt to constituency micro-segments.

4.30.1 Candidate-Specific Strategic Profiles

Dedi Mulyadi's rural-populist approach centered on agrarian symbolism and direct farmer engagement, achieving viral reach through emotionally charged TikTok content. His "Kampung Power" slogan encapsulated a grassroots empowerment narrative that resonated deeply in Bogor's agricultural heartlands, generating 10K

average likes per post—three times the platform norm for political content. This success aligns with (Jalli, 2025) findings about the platform's algorithm favoring authentic, emotion-driven narratives from non-elite actors.

Conversely, Ahmad Syaikhu's urban-economic strategy leveraged Instagram's professional aesthetics to showcase policy expertise. His "Ekonomi Kerakyatan Bogor" framework translated abstract national economic concepts into localized infrastructure proposals, using data visualization to substantiate claims—a rational appeal approach that (Brader, 2020) identifies as crucial for educated urban electorates. The campaign's strategic focus on Puncak tourism development addressed a tangible pain point for Bogor's business community, reflected in 800 average shares per policy infographic.

Rizki Aprillia carved a distinct niche through gender-conscious messaging, with her "Bogor Peduli Perempuan" initiative achieving 25% higher engagement among women voters than male-focused content. Her educator background facilitated trust-building through Facebook Live discussions about school infrastructure, demonstrating how professional credibility can be politically weaponized—a phenomenon (Cohen, 2025) observes in emerging democracies with weak party identification.

Table 3. Inter-Candidate Variations in Messaging

Candidate	Messaging Focus	Key Slogan	Primary Audience	Engagement Advantage
Dedi Mulyadi	Farmer advocacy	"Kampung Power"	Rural Bogor	3x higher TikTok engagement
Ahmad Syaikhu	Economic development	"Ekonomi Kerakyatan Bogor"	Urban/suburban	2.5x policy post shares
Rizki Aprillia	Women's empowerment	"Bogor Peduli Perempuan"	Rural women/youth	40% higher female interaction

4.30.2 Platform Specialization Patterns

The data reveals clear platform-candidate affinities: TikTok dominated rural outreach (70% of Dedi Mulyadi's content), while Instagram served urban policy discussions (65% of Ahmad Syaikhu's posts). Facebook emerged as the primary channel for community-building, particularly for Rizki Aprillia's women-focused groups that achieved 60% weekly active user rates—substantially higher than the 30% average for political pages (Bossetta, 2023). These specializations suggest candidates intuitively understood platform demographics, avoiding the scattergun approach that plagues many digital campaigns.

4.30.3 Message Framing Contrasts

Emotional appeals constituted 80% of Dedi Mulyadi's content versus 40% for Ahmad Syaikhu, reflecting their respective rural/urban bases. Rizki Aprillia struck a balance at 60% emotional, 30% rational framing—a hybrid approach that

(Hngokchai, 2025) identifies as effective for bridging generational divides. The candidates' framing choices also responded to real-time feedback; when Dedi Mulyadi's initial policy-heavy posts underperformed, his team pivoted to farmer testimonial videos, boosting engagement by 150%.

4.30.4 Offline Integration Variances

While all candidates blended digital and physical campaigning, the ratio differed substantially. Dedi Mulyadi allocated 70% of resources to field visits and farmer meetings, using social media primarily as documentation. Ahmad Syaikhu inverted this ratio, investing in polished studio productions for urban audiences who consumed politics digitally—a distinction that (Champion, 2015) links to differing media consumption habits across the rural-urban continuum.

4.30.5 Responsiveness Disparities

Reply rates varied from 40% (Ahmad Syaikhu's policy queries) to 80% (Rizki Aprillia's women's

issues), with response times ranging from 2 hours (urgent complaints) to 48 hours (general inquiries). The data shows that faster, substantive replies correlated with higher voter recall in post-election surveys—a finding that challenges (Kreiss, 2015) assumptions about symbolic acknowledgment sufficing for digital engagement.

The comparative analysis ultimately demonstrates that successful digital campaigning in Bogor's hybrid constituency required more than technical platform proficiency—it demanded strategic alignment between candidate identity, voter demographics, and localized issue prioritization. These differentiated approaches collectively enriched Gerindra's overall electoral strategy while maintaining party cohesion, offering a model for balancing centralized branding with decentralized tactical flexibility. The final analytical section examines how these strategies were received through local media lenses.

4.30.6 Local Media and Public Perception

The interplay between Gerindra's digital campaign strategies and local media coverage in Kabupaten Bogor reveals a symbiotic relationship that amplified candidate visibility while shaping public discourse. Regional outlets like Radar Bogor and Bogor Today extensively covered the candidates' social media activities, with Dedi Mulyadi's viral farm protest videos receiving 130+ print and online mentions during the campaign peak (Muqtafia & Yulianto, 2025). This media attention created a feedback loop where digital content gained legitimacy through traditional press validation, while journalists capitalized on the candidates' online popularity for reader engagement.

4.30.7 Media Framing of Digital Campaigns

Local coverage predominantly framed Gerindra's social media use as innovative and grassroots-connected, with headlines like "Caleg Gerindra Manfaatkan TikTok Dekati Petani" (Gerindra Candidate Uses TikTok to Reach Farmers) reinforcing the party's tech-savvy image. However, critical analyses emerged regarding performative aspects—Bogor Tribun questioned whether Ahmad Syaikh's polished Instagram infographics reflected substantive policy work or mere "pencitraan" (image-building) (Kreiss, 2015). Such scrutiny was particularly acute for urban-focused candidates, whose digital strategies faced higher journalistic expectations than rural campaigns.

4.30.8 Public Sentiment as Reflected in Media

Letters to the editor and op-eds in local publications mirrored online sentiment patterns, with 75% supportive commentary praising candidates' accessibility through digital platforms. The remaining 25% critical voices focused on infrastructure promises, echoing the 15% negative social media feedback analyzed earlier. This parallel suggests local media served as an alternative channel for voters less active on social platforms, particularly older demographics who constituted 60% of print readership but only 20% of social media engagement (Adnjani & Mubarak, 2018).

4.30.9 Offline Mobilization Coverage Gaps

While digital strategies received disproportionate media attention, traditional campaign elements like silaturahmi gatherings were underreported, appearing in only 30% of analyzed articles. This coverage imbalance potentially skewed public perception of campaign efforts, overemphasizing digital at the expense of offline grassroots work—a phenomenon (D'Alessio & Allen, 2000) identifies as common in technology-focused election narratives.

4.30.10 Candidate-Media Relationship Dynamics

Gerindra candidates strategically cultivated local journalists as force multipliers, with 40% of press releases containing embedded social media content for immediate repurposing. Rizki Aprillia's team notably provided ready-to-publish infographics to women-focused publications, streamlining the news production process while ensuring message control—a tactic that (Oparaugo, 2021) links to increased favorable coverage.

4.30.11 Echo Chamber Effects

The study identified concerning homogenization in how different outlets covered identical social media events, with 70% of articles using near-identical phrasing for Dedi Mulyadi's farm protests. This suggests either concentrated news sourcing or algorithmic content distribution shaping traditional media agendas—a convergence that (Franklin, 2014) warns may reduce pluralism in election reporting.

4.30.12 Post-Election Perception Shifts

Longitudinal analysis revealed declining media interest in digital campaign elements post-election, with only 15% of 2025-2026 articles referencing the once-viral content. This ephemerality underscores the challenge of translating digital campaign momentum into sustained governance visibility—a

disconnect that (Ezequias, 2024) identifies as prevalent in Indonesian local politics.

The findings demonstrate that local media served as both amplifier and critic of Gerindra's digital strategies, validating online activities for offline audiences while subjecting them to traditional journalistic scrutiny. This dual role created a mediated public sphere where digital and analog perceptions continuously interacted, ultimately shaping voter judgments in Bogor's hybrid information ecosystem.

5. CONCLUSION

This study illuminates how Gerindra's legislative candidates in Kabupaten Bogor navigated the complexities of modern political communication during the 2024 elections, revealing strategic adaptations that balanced digital innovation with localized voter engagement. The findings demonstrate that successful campaigns required more than platform proficiency—they demanded nuanced alignment between candidate identity, regional socio-economic realities, and evolving voter expectations. While Instagram and TikTok emerged as dominant channels, their effectiveness hinged on

content that resonated with Bogor's agrarian roots and urban aspirations, exemplified by the creative rebranding of national platforms like Revolusi Mental into locally relevant narratives.

The research contributes to broader debates about digital democracy in Indonesia by challenging the assumed dichotomy between online mobilization and offline political culture. The candidates' hybrid strategies—where 80% of digital content drove physical participation—suggest that future electoral success will belong to those who can seamlessly integrate both realms. However, the study also exposes tensions, particularly in urban areas where critical feedback highlighted gaps between campaign promises and governance realities. Future research should explore longitudinal impacts of these communication strategies, particularly how digitally cultivated voter relationships translate into post-election accountability. Additionally, comparative studies across Indonesian regions could reveal whether Bogor's agrarian-urban dynamics represent a unique case or reflect broader patterns in hybrid campaigning. These directions would further enrich our understanding of political communication in diverse democratic contexts.

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