

## **Artificial Intelligence (AI) and Digital Imaginary Contents in the 2024 Presidential Election Campaign in Indonesia**

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### **Abstract:**

This research investigates the use of artificial intelligence (AI) and digital content in the 2024 Indonesian presidential election campaign. Using a descriptive qualitative method, it examines how the three presidential–vice-presidential candidate pairs leveraged AI technology and imaginary digital content in their campaign strategies. The study provides insights into the relationship between technology, digital media, and political processes. The analysis is based on political communication theories by Robert E. Denton, Judith S. Trent, and Robert V. Friedenberg, focusing on AI use, message construction, image formation, media channels, and audience targeting. The findings show that each candidate pair adopted different approaches: Prabowo–Gibran extensively used AI to build a friendly, modern image; Ganjar–Mahfud utilized AI for sentiment analysis and voter interaction; and Anies–Muhaimin employed chatbots to disseminate information about their policy positions.

### **Keywords:**

Artificial Intelligence (AI), Digital Imaginary, Presidential Election, Campaign Strategies

### **Introduction**

In recent years, there has been a notable increase in the utilisation of artificial intelligence (AI) in global political campaigns (Woolley & Howard, 2018). Artificial intelligence has been employed for a variety of purposes, including the analysis of voter data and the personalization of campaign messages (Nickerson & Rogers, 2014). Nevertheless, this phenomenon is still in its infancy in Indonesia and has yet to be extensively examined within the local context. The 2024 elections in Indonesia signal a new era in the utilization of artificial intelligence (AI) and digital imaginary technologies in political campaigns. As the fourth-largest internet-using country in the world, with over 200 million active users (We Are Social & Hootsuite, 2023), Indonesia offers a distinctive setting for examining the nexus between AI technologies, digital media, and democratic

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processes.

Artificial intelligence (AI) technology is being utilized by candidates as a means of conveying messages in a distinctive and efficacious manner. The deployment of AI in contemporary political campaigns has transformed the way politicians engage with voters through the dissemination of messages. For instance, generative AI has the capacity to generate text, video, and audio images that resonate with specific voter demographics. The 2024 General Election candidate who has utilized AI technology in the campaign is the number two pair, Prabowo Subianto-Gibran Rakabuming Raka. They employed AI to create engaging campaign content, including animated videos and posters depicting Prabowo in a cartoon version that was both endearing and appealing (Sukandar, Firmansyah, Pamungkas, & Ginasari, 2024). This strategy proved effective in garnering attention and support from young voters, particularly those belonging to Generation Z. Candidates number 1, Anies Baswedan-Muhaimin Iskandar, and number 3, Ganjar Pranowo-Mahfud MD, also employed AI in their campaigns, albeit to a lesser extent. Ganjar's campaign team utilized AI to create engaging visual and video content, with the aim of enhancing his political image and reaching a broader voter base (Prastya, 2024).

The advent of artificial intelligence has coincided with the rise of digital content, including deepfakes videos, memes, and alternative narratives, which have proliferated on social media, it has resulted in a transformation of the political information landscape (Vaccari & Chadwick, 2020). Such content has the potential to influence public perception, shape political discourse, and even affect election outcomes. To illustrate, digital content is created through human imagination and creativity, then visualized using digital technology in the form of images, videos, and audio that can attract specific public attention. As Roderick Coover notes, the advent of digital media has led to a blurring of the lines between reality and imagination, with the potential to create new narratives that can be deployed in political campaigns. (Coover, 2019). The forms of content produced include animation, concept visualization, visual effects (VFX), virtual reality (VR), and augmented reality (AR). The utilization of this technology in Indonesian political campaigns remains relatively uncommon, with only two instances observed: the campaigns of Prabowo-Gibran and Ganjar-Mahfud.

In Indonesia, the utilization of social media for political campaigns has been demonstrated to be efficacious in the 2014 elections (Tapsell, 2015). However, the incorporation of AI and imaginary digital content into the 2024 campaign strategy introduces novel dynamics that are not yet fully comprehended. For example, the use of deepfake videos and realistic imaginary images that enable the creation of fake videos that appear very realistic by replacing a person's face or voice can facilitate the creation of propaganda or disinformation that is difficult to distinguish from reality. In the context of the 2024 elections, a deepfake video was uploaded by Golkar Party legislative candidate Erwin Aksa. The video features the image of Soeharto, the second president of Indonesia, who has since passed away, delivering a message pertaining to the 2024 elections. In light of the viral video, Gugum Ridho Putra of the Election Care Advocacy Team petitioned the Constitutional Court to prohibit the utilization of AI in political campaigns, citing the potential for disinformation and image manipulation to influence voter perceptions and ultimately, misguided voting (Saputra, 2023). Another example is the video of the Ganjar-Mahfud hot air balloon flight around Monas, which was generated using computer-generated imagery (CGI) and does not depict a real hot air balloon. In the comments section, internet users attempted to ascertain the veracity of the claim and offered their own observations. It was subsequently determined that the reported balloon flight at

Monas was not factual.

At this time, artificial intelligence (AI) plays a significant role in optimizing the utilization of social media platforms. In this context, artificial intelligence (AI) is utilized for the examination of social media consumption patterns, the identification of trends, and the assessment of the impact of campaign content. In Indonesia, social media platforms such as Facebook, Instagram, Twitter, and YouTube were utilized extensively by candidates during the 2024 elections to connect with voters. The use of social media affords candidates the opportunity to interact directly with voters, disseminate information in a timely manner, and implement a communication strategy that is more tailored to specific audiences. The effective utilization of social media by candidates can facilitate an increase in voter engagement and the mobilization of their support in a more efficient and effective manner (Denton, Trent, & Friedenberg, 2019). The application of AI visualization and digital imaginary in political campaign content is not limited to social media; it is also utilized as campaign props installed in public spaces, such as flags, banners, and billboards.

Despite the abundance of research on the utilisation of social media in the political sphere, there remains a dearth of knowledge concerning the precise role of AI and digital imaginary content in the context of the 2024 elections in Indonesia. Moreover, Indonesia's distinctive socio-political milieu, encompassing ethnic, religious, and geographic diversity, introduces a further layer of complexity to the deployment of AI and digital imaginary content in political campaigns. It would be beneficial to investigate how these technologies are adapted and utilized in the local Indonesian context. In order to gain insight into the ways in which AI is employed as a campaign strategy, this research was conducted. It included an analysis of voter data, the personalization of campaign messages, and the dissemination of information on social media. The objective of this research is to provide a novel perspective that focuses on technologies such as AI chatbot content, deepfake, and VR content in the context of political campaigns. In the course of this research, a comparative analysis will be conducted of the use of AI and digital imaginary content by three pairs of candidates during the campaign period.

## Methodology

The analysis of the utilisation of artificial intelligence and digital imaginary content in this research employs a descriptive qualitative methodology. The objective of this method is to examine and comprehend the significance of social phenomena or human issues from the vantage point of individuals or groups who are directly affected by these phenomena or issues (Creswell, 2018). This method is employed to investigate the deployment of AI technology in political campaigns, with a particular focus on the 2024 General Election in Indonesia. The data collection process involved the retrieval of documentation from a variety of sources, including official publications of candidates and campaign teams, campaign content, social media posts, news articles, and other official documents. These documents were analyzed for relevant images, videos, and comments. To ensure the integrity and reliability of the data, it is essential to implement robust data management procedures. These include identifying the data sources, collecting relevant documents, categorizing the data, and interpreting it in a meaningful way (Bowen, 2009). This research employs the political communication theory of Robert E. Denton, Judith S. Trent, and Robert V. Friedenberg as its analytical framework, with a particular focus on political campaign strategies. The theory offers a comprehensive framework for understanding the processes involved in the planning, implementation, and evaluation of

political campaigns. The combination of effective communication strategies, the use of diverse media, and modern technology allows candidates to establish robust relationships with voters and exert influence over electoral outcomes. The theory was employed for the purpose of analyzing the utilization of artificial intelligence, message framing and image formation, the deployment of media communication channels, and the targeting of audiences for each candidate (Denton, Trent, & Friedenber, 2019).

## Results and discussion

This section presents the findings of the research, with a particular focus on the use of AI and digital imaginary contents. The discussion will encompass three key areas: the types of technology employed, the form and characteristics of the content, and the intensity of use. This discussion is further informed by the findings of the analysis conducted using the political communication theories of Robert E. Denton, Judith S. Trent, and Robert V. Friedenber. This analysis considers the construction of candidates' messages and images, the use of media and communication channels, and the segmentation and targeting of audiences for each candidate.

### Artificial Intelligence (AI) in Political Campaigns

Artificial Intelligence (AI) is increasingly used in political campaigns as it offers significant benefits but also risks. Bimber (2014) points out that AI has changed the way political campaigns are conducted, enabling more sophisticated data analysis and more effective message personalization. The study by Nickerson and Rogers (2014) reveals how big data and AI are being used for microtargeting, allowing campaigns to tailor their messages to voters' individual preferences. The AI offers advantages in data analysis, voter segmentation, and decision-making (Tomic, Damjanovic, & Tomic, 2023). Political parties utilize AI-based data analysis to understand voting trends and tailor their campaigns to the needs of specific constituents. In addition, AI improves government operations through chatbots and virtual assistants, expanding access to information for citizens (Shikhar & Teckchandani, 2024).

Furthermore, Kreiss and McGregor (2018) explore how AI is used in sentiment analysis and voter behavior prediction, providing valuable insights for campaign strategies. However, they also warn about potential biases in AI algorithms that could influence campaign decisions. There are also concerns about privacy, data manipulation, manipulation of public opinion and the spread of disinformation. The use of AI-generated 'softfakes' in political campaigns raises issues of political ethics. The use of AI in politics must consider the negative impact on national security and democracy. To maximize the potential of AI and reduce the risks, cooperation between society and government is needed, creating a more advanced socio-political environment.

Indonesia's general election in 2024 involves more than 200 million voters, with most of them being millennials and Gen Z (Yilmaz, Triwibowo, Bachtar, & Barton, 2024). In Indonesia AI is emerging as a tool in political campaigns, offering new possibilities for sentiment analysis and voter outreach (Wulandari, Murti, & T.S.P, 2023). AI-based sentiment analysis on social media data can provide insights into public opinion about candidates, potentially improving campaign strategies. However, the use of AI in political advertising faces challenges and risks that require careful implementation and regulation. The proposed restrictions on AI-generated campaign content include mandatory watermarking, avoiding racism, and obtaining consent to use individual likenesses (Bahri, Asmara, & Risnain, 2024).

## Digital Imaginary in Political Campaign

Digital technology has transformed political campaigns, enabling targeted marketing strategies and computational politics to influence voters (Chester & Kathryn C. Montgomery, 2017). Political parties are now using social media and big data to increase their popularity and electability, especially among the younger generation (Yahya, Febrianti, & Rasyad, 2024). The digital age has blurred the lines between the virtual and real worlds, significantly affecting various aspects of politics, including party positioning, political marketing, and image building. Social media platforms such as Facebook, Twitter and Instagram have become important tools for campaign messaging and digital participation in elections (Khalyubi, Bangun, Ardiyansyah, & Romadhona, 2021). However, the effectiveness of digital campaigns can vary depending on factors such as internet accessibility, especially in rural areas. As a result, some political parties combine digital and conventional campaign strategies to maximize their reach and electoral success (Yahya, Febrianti, & Rasyad, 2024).

The concept of digital imagination encompasses various perspectives on how technology shapes human perception and interaction. Hess & Zimmermann (1999) explore the transnational digital landscape, highlighting the tension between globalization and nationalist sentiment in the digital age. Turner (2020) also discusses virtual reality as a highly imaginary technology. These studies collectively illustrate how digital technologies influence our imaginations, from global perspectives to individual experiences, and how our imaginations, shape our interactions and expectations of digital technologies. In the Indonesian context, Lim (2018) explores how the digital imaginary shapes political discourse and online activism. He shows how imaginaries about the power of social media have influenced political campaign strategies and social movements in Indonesia. More research is needed on how this concept interacts with emerging AI technologies and how the digital imaginary is different or similar across different cultural and political contexts, especially in a developing democracy like Indonesia.

## The Use of AI and Digital Imaginary Content by 2024 Election Candidates

The presidential election in Indonesia comprises three pairs of candidates: Anies-Muhaimin, Prabowo-Gibran, and Ganjar-Mahfud. All three pairs of candidates incorporated AI and digital imaginary content into their campaign strategies, albeit with varying degrees of emphasis. Tabel 1 presents an analysis of the use of AI by the three pairs of candidates in the 2024 Indonesian Presidential Election campaign.

In the context of the 2024 presidential election, all three candidate pairs have employed digital technology to enhance the efficacy of their campaigns, though they have done so through disparate strategies. The Prabowo-Gibran campaign employs artificial intelligence (AI) for the analysis of voter data and the creation of targeted campaign content. This approach enables the identification of voters' needs and preferences with greater precision. The deployment of AI enabled the formulation of a more efficacious campaign strategy, as evidenced by their superior performance in various electability surveys (Fallahnda, 2023). Similarly, candidate Ganjar-Mahfud employed AI, albeit with a greater emphasis on sentiment analysis and digital campaign management. The deployment of AI enabled the monitoring and responsive management of public perceptions in real time, thereby markedly enhancing their electability as evidenced by the results of various surveys. In contrast, the Anies-Muhaimin pair appears to rely more

heavily on AI-powered WhatsApp chatbots (Gazet International, 2024), complemented by a more conventional strategy of consolidating support among the mass base of Nahdlatul Ulama (NU), an Islamic-based social organization with a substantial partisan following. Although this strategy proved effective in garnering support from the NU mass base, it is notable that it did not employ AI to the same extent as the other pairs. In the context of the mass campaign, the Anies-Muhaimin pair introduced the website aminajadulu.com, which serves as a platform for disseminating pertinent information and serves as a key component of their campaign strategy.

**Table 1. The Application of Artificial Intelligence (AI)**

Aspek	Anies-Muhaimin	Prabowo-Gibran	Ganjar-Mahfud
Implementation	The openAI-developed WhatsApp chatbot is designed to respond to queries pertaining to its vision. Nevertheless, there is no evidence that they employ AI visualization in their social media strategy.	<ul style="list-style-type: none"> <li>▪ Using AI to create an image of Prabowo in the form of a cute and friendly children's cartoon character, with the image of "gemoy" meaning adorable.</li> <li>▪ Creating generative AI Apps: PrabowoGibran.ai and fotober2.ai</li> </ul>	<ul style="list-style-type: none"> <li>▪ Using AI to produce a trendy and younger image of Ganjar.</li> <li>▪ Creating AI-based digital applications: Ganjar Twin AI, GPMMD3 Chatbot, OMG (Oke Mas Ganjar) and Ganjar-Mahfud App.</li> </ul>
Objective	The emphasis is on direct engagement with constituents and presenting Anies' genuine image in the absence of artificial technology.	<ul style="list-style-type: none"> <li>▪ Creating a more friendly and attractive persona for young voters and offering new experiences through technology in the campaign.</li> <li>▪ Analyzing voter data and targeted campaign content creation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Optimizing Ganjar's public image to be more attractive to young voters and utilizing technology to increase engagement and interaction with supporters..</li> <li>▪ Sentiment analysis and digital campaign management</li> </ul>
Intensity	Low	High	High

Source: (Purnamasari, 2024), (Prastya, 2024)

The deployment of AI is evident in the campaign materials of the three candidate

pairs. The examples on the use of visualizations in print and digital media is illustrated in Table 2.

**Table 2. The Comparison of AI Content Visualization Sample**

Candidates	Billboard Content	Social Media Content
Anies-Muhaimin	 <p>Source: Kompas.com</p>	 <p>Source: aminajadulu.com</p>
Prabowo-Gibran	 <p>Source: Pantau.com</p>	 <p>Source: Instagram @prabowo.gibran2</p>
Ganjar-Mahfud	 <p>Source: Tribun-Sulbar.com</p>	 <p>Source: Instagram @sahabatganjar2024</p>

The data presented above demonstrates that the Prabowo-Gibran candidate pair has employed the consistent use of AI in their campaign, utilizing social media and incorporating it into printed campaign materials. The visualization of AI results is employed for branding purposes on the Instagram account @prabowo.gibran, where image and video uploads are utilized. Additionally, billboards featuring AI visualizations have been erected in major Indonesian cities. The Astrio Feligent team, which supports the winning candidacy of Prabowo-Gibran, has indicated that the deployment of AI in the campaign is an acknowledgement of the evolving socio-political landscape (Olivia & Maulana, 2024). The Ganjar-Mahfud campaign employs the use of AI visualizations on social media, specifically on the account @sahabatganjar2024, where they are presented in the form of image uploads. At the time of writing, no examples of AI visualizations in the form of billboards could be found. The utilization of AI is perceived as a means of facilitating the dissemination of information regarding their visions and missions to the general public (Setyadi, 2023). The Anies-Mahfud campaign employs a distinctive strategy to engage with younger demographics, primarily through the utilization of social media platforms, eschewing the integration of AI visualizations. While there are billboards with AI images, the installation is only carried out at several locations, and it is unclear whether the billboards are the work of the campaign team or partisan groups.

The utilization of digital imaginary visuals was employed by the Prabowo-Gibran and Ganjar-Mahfud campaigns during the electoral process, yet notable discrepancies existed in the form of visualization employed. The Prabowo-Gibran campaign team developed the fotober2.ai platform, which enabled voters to take virtual photos with a wide range of poses.

**Figure 1. AI Visualization AR Digital Imaginary Prabowo-Gibran**

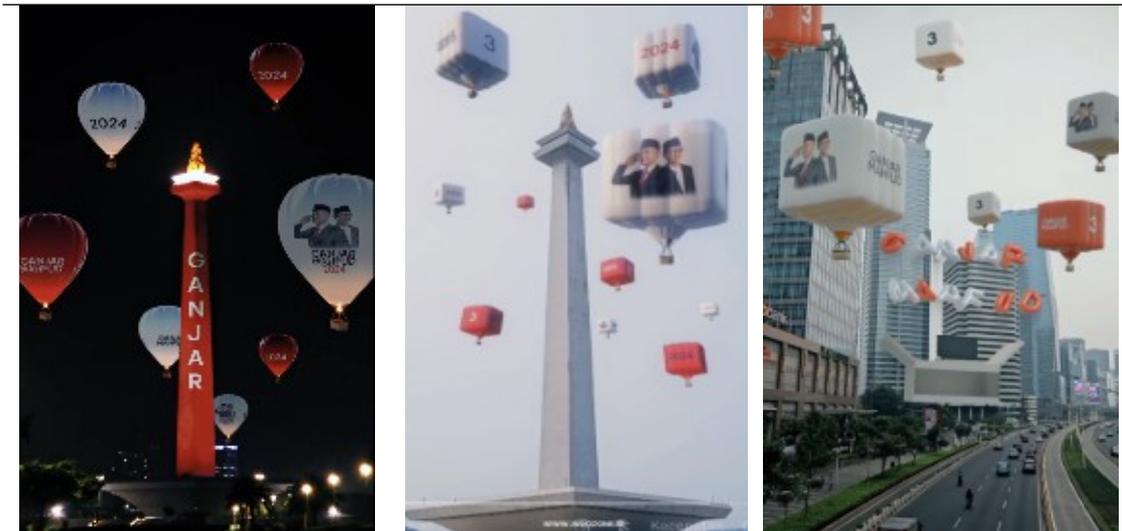


Source: Instagram tags from @fotober2.ai

This photo feature is accessible exclusively via a smartphone. Prior to uploading a photo, users are required to provide self-descriptive information, including gender, age range, province, and body shape identification (thin or fat). Following this, users are directed to select photo poses from a range of formal (work, graduation) and informal themes (fishing, hiking, jogging, dinner). If the content is classified according to its digital imaginary characteristics, fotober2.ai can be included in the Augmented Reality (AR) category, which is the technology of combining the real world with digital elements in the form of virtual characters (Carmigniani & Furht, 2011). The deployment of AI is not solely intended to facilitate a photographic experience with Prabowo-Gibran; it is also employed to delineate voter profiles based on gender, age range, and region.

Ganjar-Mahfud employed artificial intelligence (AI) in a virtual reality (VR) campaign that employed computer-generated imagery (CGI), which is a technology for creating computer-generated images or animations. Computer-generated imagery (CGI) is frequently employed in two-dimensional (2D) or three-dimensional (3D) graphic design to create characters, scenes, or special effects. Computer-generated imagery (CGI) enables the creation of environments, characters, and other visual effects that appear realistic (Hughes, 2002).

**Figure 2. AI Visualization CGI Ganjar Mahfud**



Source: Tiktok @indozone; Instagram @wargakeras62

In November 2023, videos of hot air balloons were uploaded to social media featuring the Ganjar-Mahfud campaign. These videos were set in the National Monument (Monas) environment and in office environments in Jakarta. The responses on Instagram and TikTok were mixed, with some users offering both positive and negative feedback. Some even verified the authenticity of the campaign by confirming the location. The employment of this strategy in Indonesian campaigns is a relatively recent phenomenon. The visuals presented appear realistic, which may mislead those lacking an understanding of the role of computer engineering in their creation. The Ganjar-Mahfud campaign team provided an explanation regarding the hot air balloon, stating that it was not a tangible prop utilized in the campaign. Instead, it was a conceptual creation generated with artificial intelligence (AI) technology, designed with the intention of introducing a novel approach to campaigning. Furthermore, this campaign model was employed as a response to the phenomenon of vandalizing Ganjar-Mahfud billboards (Ramadhan, 2023).

### **Message Framing Construction and Image Building**

Message framing refers to the determination of viewpoints and the selection of methods for presenting information that are designed to influence the reception and interpretation of messages by the audience. In the context of political campaigns, the way an issue is presented can influence how audiences understand and respond to it. The primary factors influencing message framing are the manner of placement, the approach utilized, and the selection of vocabulary. The time and place of message placement is of great consequence in achieving optimal results, which necessitates the delivery of the

message at pivotal moments and through the most efficacious channels to reach the target audience in an effective manner. The information created can be conveyed in a positive (gain-framing) or negative (loss-framing) manner. For example, the advantages and benefits of voting for a particular candidate can be highlighted (gain-framing), or the disadvantages and threats associated with voting for the opposing candidate can be emphasized (loss-framing). The selection of words used to convey a message has a significant impact on how it is perceived by the audience. The utilisation of metaphors, slogans and compelling narratives can enhance the memorability and persuasive impact of a message (Denton, Trent, & Friedenber, 2019).

**Table 3. Message Framing & Image Building Analysis with AI**

<b>Aspect Analysis</b>	<b>Anies-Muhaimin</b>	<b>Prabowo-Gibran</b>	<b>Ganjar-Mahfud</b>
Placement	WhatsApp chatbot, Tiktok live social media,, aminajadulu.com	Website, social media, dashboard AI, baliho	Media social, chatbot, dasbor AI
Approach	<ul style="list-style-type: none"> <li>▪ Focus on explaining policies and work programs through WhatsApp Chatbot and Website</li> <li>▪ Open communication through Tiktok live</li> <li>▪ Public speaking skills - effective use of words</li> </ul>	<ul style="list-style-type: none"> <li>▪ Adorable AI images</li> <li>▪ Trend analysis of public sentiment</li> <li>▪ Building affinity by creating AIs fotober2.ai and PrabowoGibran.ai</li> <li>▪ Continuing the work of Jokowi (President of Indonesia, Gibran's father)</li> </ul>	<ul style="list-style-type: none"> <li>▪ AI images in trendy clothes on social media</li> <li>▪ Build interaction, monitor public sentiment and respond in real time using AI</li> <li>▪ Fact checking using AI</li> </ul>
Word selection	<ul style="list-style-type: none"> <li>▪ A just and prosperous Indonesia for all</li> <li>▪ Change for an advanced Indonesia</li> <li>▪ #aminajadulu</li> </ul>	<ul style="list-style-type: none"> <li>▪ Together Indonesia moves forward towards a golden Indonesia</li> <li>▪ #PrabowoGemoy</li> </ul>	<ul style="list-style-type: none"> <li>▪ Move fast Indonesia excels</li> <li>▪ Indonesia is strong, Indonesia is growing</li> <li>▪ #GanjarMahfud2024</li> </ul>
The image formed	Open to dialog, smart, transparent and responsive	Friendly, funny, modern and innovative	Responsive, up-to-date, trendy and modern

Source: processed by the writer

In accordance with the aforementioned theory, Anies-Muhaimin utilized a

WhatsApp chatbot to expeditiously disseminate policy-related information to prospective voters. The use of WhatsApp is believed to be a highly promising avenue for communication, as it can reach a vast number of voters and respond in a prompt manner (Gazet International, 2024). Prabowo-Gibran employed digital platforms to disseminate artificial intelligence-generated messages and visual content. Artificial intelligence (AI) technology is employed as a tool for voter mapping and public sentiment analysis via social media platforms and AI-generated content. Additionally, they utilized artificial intelligence (AI) to create visuals that were displayed on billboards situated at pivotal locations within Indonesian cities (Rayda, 2024). Similarly, Ganjar-Mahfud optimized the utilization of digital platforms for the dissemination of AI-generated visual content and the assessment of public opinion (Duffy, 2024). Fact-checking features are employed to curtail the dissemination of misinformation.

In terms of approach, the Anies-Muhaimin candidacy places a particular emphasis on the provision of rapid and efficacious information through the utilisation of chatbots. As previously stated, the candidacy's strategic focus is on the utilisation of social media, with the objective of facilitating open communication with voters. In this regard, the deployment of Tiktok live represents a notable initiative. The use of artificial intelligence (AI) is employed by the Prabowo-Gibran campaign to create an avatar representing the Prabowo-Gibran image. Artificial intelligence is employed to analyze trends and public sentiment toward the candidates. Artificial intelligence is employed to foster a sense of proximity with the electorate. This is achieved through the establishment of digital platforms, namely *prabowogibran.ai* and *fotober2.ai*. These facilitate interaction and enable voters to engage with the campaign through the *Prabowogibran.ai* platform and participate in photographic activities with the candidates (Duffy, 2024). Ganjar-Mahfud employ the use of AI-generated images on social media in a manner that is perceived as trendy and appealing to younger demographics, particularly millennials and Generation Z. The candidates utilize AI to facilitate interactions with voters, responding to their queries in real-time. To gain insight into the pertinent issues, artificial intelligence is employed to assess public opinion and verify the veracity of information.

As Robert E. Denton, et al. have observed, the selection of words used to convey a message can significantly influence audience perception (Denton, Trent, & Friedenberg, 2019). The selection of vocabulary employed by Anies-Muhaimin and Prabowo-Gibran is noteworthy for its ability to linger in the public consciousness. The utterance of the word "amen" by Anies and Muhaimin has resulted in the public's recollection of their names. Similarly, the use of the word "gemoy" has led to the public's perception of it being synonymous with that of Prabowo. The vocabulary and hashtags employed by Ganjar-Mahfud are comparatively static and unvaried, thus failing to leave a profound impression on the public. The approach and choice of words have a significant impact on the image that is formed. Anies's evident openness and adept public speaking in the public dialogue evince the impression that Anies is a leader who is receptive to discourse and astute (Nurfadilah & Khoirotunnisa, 2023). This is consistent with Denton's assertion that openness and honesty are crucial elements in political communication. The visualisation of "Prabowo gemoy" conveys the impression of Prabowo as a humorous leader. The extensive utilisation of AI portrays Prabowo-Gibran as contemporary and innovative, in contrast to the image of Prabowo during his 2019 election campaign as a stern and impassioned figure. This illustrates an effective framing strategy for influencing a more positive public perception, in alignment with Denton's perspective on the significance of image framing (Denton, Trent, & Friedenberg, 2019). The strategy employed by Ganjar-

Mahfud is to create a trendy image by utilizing fashionable visuals. Ganjar's distinctive white hair conveys a perception of age, necessitating the use of AI to present a more contemporary visual representation.

### **Media Usage and Communication Channels**

The level of social media usage in Indonesia is notably high, with a significant proportion of the population accessing various platforms on a regular basis. Among the most popular social media platforms in Indonesia are Facebook (64.35%), TikTok (34.36%), Instagram (29.68%), and WhatsApp (97.68%). The average time spent per day accessing information from these platforms is between one and two hours (APJII, 2024). This presents a potential avenue for candidates to leverage social media and digital communication channels in an efficacious manner within their campaigns. The following section presents an analysis of the social media and communication channels utilized by the three candidate pairs, with a particular focus on their alignment with the prevailing patterns of social media usage in Indonesia. Anies-Muhaimin employed the use of chatbots on WhatsApp to facilitate the direct and expedient dissemination of policy information to voters. Given the high percentage of WhatsApp usage, it is logical that they selected WhatsApp as the medium for disseminating information. This is an illustration of the utilisation of technology to enhance transparency and openness, which constitutes a pivotal element of Denton's communication theory. Anies-Muhaimin utilize a multitude of social media platforms, including TikTok, Instagram, Facebook, and X, to disseminate campaign messages and policy information, thereby ensuring accessibility and a broad reach (Gazet International, 2024) (Duffy, 2024). The social media accounts utilized are both personal accounts and those belonging to the campaign team. The content shared is frequently in the form of infographics and brief videos, which are designed to be easily comprehensible for the target audience. The campaign messages and engaging visual content are disseminated via Instagram, Facebook, Twitter, and TikTok. The utilization of these platforms is intended to reach young voters who are active in the digital domain.

Prabowo-Gibran employed a variety of social media platforms and dedicated campaign applications that facilitated direct engagement with artificial intelligence-powered content. The social media platforms utilized for the dissemination of campaign messages and engaging visual content included Instagram, Facebook, Twitter, and TikTok. The utilization of these platforms is intended to facilitate the reach of young voters who are active in the digital domain. Additionally, they developed generative AI applications, namely PrabowoGibran.ai and fotober2.ai, with the objective of fostering an impression of proximity to the community. This is consistent with Denton's theory, which underscores the significance of media and technology adaptation to reach a broader and more diverse audience (Denton, Trent, & Friedenberg, 2019).

Ganjar-Mahfud employed social media platforms, including Instagram and Facebook, to disseminate visual content generated by AI. They presented themselves in a contemporary style to ensure their image appeared novel and appealing. Chatbots were employed as a conduit for communication with voters, responding to queries pertaining to policy and vision-mission statements. This approach conveyed the impression of direct and personalized interaction with voters. This strategy reflects an adaptation of technology for the purpose of facilitating more personalized and direct forms of engagement, in alignment with the tenets of Denton's theory.

### Audience Segmentation and Targeting for AI Content

In his political communication theory, Robert E. Denton underscores the significance of audience segmentation and targeting for the realization of efficacious communication in political campaigns. The process of segmentation involves the division of the audience into smaller groups based on the presence of common characteristics. In contrast, targeting is the act of delivering messages that are specifically tailored to the needs and preferences of each identified segment (Denton, Trent, & Friedenberg, 2019). The following data pertain to the number of voters for the 2024 general election, classified according to their generation or age group.

The data indicate that the largest cohort of voters in Indonesia is the Millennial Generation (66.82 million), followed by Generation X (57.49 million) and Generation Z (46.8 million). In 2024, the Internet penetration rate in Indonesia was 79.5%. Individuals belonging to the Baby Boomer, Generation X, and Generation Z age groups were the most likely to access news related to politics, social issues, legal matters, and human rights.

**Table 4. Top three frequently accessed issues by generation**

Issue	Gen Z	Millennial (Gen Y)	Gen X	Baby Boomers
Politik, sosial, hukum & HAM	33,40%	41,94%	47,07%	51,55%
Ekonomi, keuangan & bisnis	26,83%	30,88%	29,92%	30,23%
Kesehatan	23,13%	29,45%	31,10%	31,78%

Source: (APJII, 2024)

The data indicates that, among all age groups in Indonesia, individuals within the political, social, legal, and human rights spheres are most likely to access information on these topics. Additionally, the survey results indicate that the utilization of social media is prevalent across all age groups.

**Table 5. Social Media Usage Based on Generation**

Sosial Media	Gen Z	Milenial (Gen Y)	Gen X	Baby Boomers
Facebook	51,64%	74,09%	66,30%	56,59%
Instagram	51,90%	22,14%	12,91%	12,79%
Youtube	38,63%	53,42%	62,91%	61,63%
Tiktok	46,84%	31,72%	23,66%	13,57%
X	1,98%	0,77%	0,39%	0,00%

Source: (APJII, 2024)

The Anies-Muhaimin campaign has identified Muslim voters as a key target demographic, with the majority of these voters supporting the Nahdlatul Ulama (NU) and the Prosperous Justice Party (PKS). The Nahdlatul Ulama (NU) is Muhaimin's primary political organization, and the Prosperous Justice Party (PKS) has been a consistent supporter of Anies since he first ran for Governor of Jakarta. The aforementioned demographic data indicates that Anies voters are concerned about social issues and education. They also express a desire for transparency and justice within the existing government. In terms of geography, Anies-Muhaimin is focusing its campaign efforts on urban areas with a high Muslim population, including Jakarta (Anies's stronghold of

support) and East Java (NU's mass base) (Duffy, 2024).

In terms of generational segmentation, Anies-Muhaimin's strategy is to appeal to the Millennial generation by highlighting the success of social and education programs during his tenure as Governor of Jakarta. Generation X is the target demographic for messages emphasising transparency and the success of social and economic welfare programs. With regard to the Baby Boomer cohort, the focus is on conveying a message of social stability and past achievements. The use of a WhatsApp chatbot AI facilitates direct communication with various generations, particularly for the dissemination of policy information in a prompt and personalised manner. It is established that WhatsApp is utilized by over 150 million individuals in Indonesia, rendering it an efficacious platform for direct communication with voters. The use of Instagram and Facebook as dissemination platforms for informative and easily comprehensible content is an effective strategy for attracting the attention of voters from diverse generational backgrounds. These platforms are particularly instrumental in garnering support from Millennial and Generation X voters (Duffy, 2024).

The campaign of Prabowo-Gibran employs a multigenerational approach to its segmentation. In terms of geographic segmentation, the campaign is focusing its efforts on regions with a history of strong support for military figures and Jokowi's supporting parties, including West Java and Sumatra. Prabowo-Gibran targeted the Baby Boomer generation with issues of stability and historical nostalgia, as this demographic places a high value on the experience and track record of candidates, as well as social and political stability (Rayda, 2024). This approach entails the creation of deepfake videos of historical figures such as Suharto, with the objective of appealing to voters who aspire to the stability of the past. Prabowo-Gibran employed social media platforms and developed bespoke AI applications to engage with target audiences in a manner that was tailored to their generational identity and social media usage patterns. The campaign targeted the Baby Boomer and Generation X demographics through Facebook, as this platform is more commonly utilized by Generation X (66.30%) and Baby Boomers (61.63%) individuals. Additionally, Prabowo disseminated content pertaining to policy and future vision. The issues conveyed to Generation X are those of security and economic growth, as this generation is considered to be rational and result-oriented, particularly in regard to improving economic conditions.

Attractive AI visual content and the use of AI technology are devoted to attracting the attention of Gen Millennials and Gen Z. Instagram and Tiktok are the media for conveying information because they can increase interaction and attract voters who are digital-savvy users. Data shows that more than 85 million people in Indonesia use Instagram, while there are around 30 million active Tiktok users in Indonesia. Prabowo-Gibran's use of these two platforms allows them to reach a wide and diverse audience, especially the younger generation who are very active on social media.

The Ganjar-Mahfud campaign has identified three key voter groups: young voters, urban voters, and those who support modernization. The Ganjar-Mahfud campaign targeted individuals who tend to be progressive and open to change and technological innovation, and thus employed a multitude of AI platforms. If the data is segmented by region, it can be observed that the campaign focused on cities such as Semarang, which is a stronghold of Ganjar's support base. The campaign placed a particular emphasis on disseminating information regarding local policy and infrastructure development that has been undertaken during Ganjar's tenure as Governor of Central Java. Yogyakarta was identified as a key target due to its reputation as a hub for students and a source of

progressive young voters. Additionally, Jakarta was identified as a key target, given its substantial urban and professional voter base, which is particularly attuned to matters of modernization and reform (Gazet International, 2024).

In terms of generational targeting, Ganjar-Mahfud focused on millennials and Generation Z, particularly in the context of the AI platform that had been developed. The campaign targets millennials with messages that emphasise innovation and modernisation, as this demographic is inclined to seek change and progress and is more connected to technology and social media. The objective is to disseminate messages comprising contemporary and pertinent content via social media platforms, including Instagram and TikTok, to which the target demographic, Generation Z, is particularly receptive. The objective is to achieve high levels of engagement and direct interaction with the target demographic through the utilisation of AI-powered chatbots, which will provide personalised responses to voters. Additionally, AI dashboards will be employed to monitor and respond to public sentiment in real-time, thereby demonstrating the capacity for high-tech adaptability (Duffy, 2024).

In accordance with Robert E. Denton's theory, it can be observed that all three candidate pairs have developed segmentation and targeting strategies that are tailored to their respective target audiences. Anies-Muhaimin placed significant emphasis on transparency and direct communication, with the objective of fostering trust among Muslim and social voters. The Prabowo-Gibran campaign employed the use of artificial intelligence (AI) visual content and historical nostalgia in order to appeal to a diverse range of voter segments. Ganjar-Mahfud employed a dual strategy of technological innovation and personal interaction in order to reach young and progressive voters. These strategies illustrate how the application of contemporary media and technology can be adapted to fulfill disparate campaign objectives in accordance with the tenets of Robert E. Denton's political communication theory.

## Conclusion

The 2024 Indonesian presidential election has marked the advent of a new era in political communication, with the deployment of artificial intelligence (AI) and digital content creation becoming pivotal elements in campaign strategies. This research demonstrates that the three presidential and vice-presidential candidates employ a range of strategies in the utilisation of these technologies, reflecting their differing approaches and target audiences. The Prabowo-Gibran campaign stands out for its extensive use of AI, particularly in shaping a friendly and modern image. Conversely, Ganjar-Mahfud concentrated on utilising AI for the analysis of public sentiment and for facilitating real-time interaction with voters. In contrast, the Anies-Muhaimin campaign employed a more conservative approach, utilizing WhatsApp chatbots to disseminate policy information directly. The use of social media and digital platforms as the primary channels for disseminating campaign content was a common practice among the candidates. However, each candidate pair tailored their strategies based on the distinctive characteristics of the respective platforms and the preferences of their target audiences. Proper audience segmentation and targeting, particularly focusing on millennials and Generation Z, became a crucial element in the effective utilisation of AI and digital content.

The deployment of these technologies presents both opportunities and challenges, particularly in relation to ethical considerations, data privacy, and the potential for information manipulation. This research demonstrates that the incorporation of AI technologies into political campaigns in Indonesia is still in its nascent stages and

continues to evolve, reflecting the transformation of the political landscape in the digital age. In conclusion, the deployment of AI and imaginary digital content in the 2024 General Election in Indonesia has introduced a novel dimension to the strategies employed in political campaigns. Nevertheless, further investigation is required to ascertain the long-term impact of these developments on the democratic process and voter behavior. This research offers significant insights into the nexus between technology, digital media, and political processes in Indonesia, thereby paving the way for further investigation into how technological innovations will continue to shape the political landscape in the future

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