

PEST ANALYSIS ON INSTAGRAM ACCOUNT @GOLKAR.INDONESIA

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Received: 23 December 2022; Revised: 16 March 2023; Accepted: 11 June 2023

Abstract

Political parties are organizations that utilize social media in their approach across various aspects, such as campaign interests. This research aims to identify the constraints and opportunities of the Instagram social media accounts belonging to the Golkar political party. The study employs a descriptive qualitative approach to analyze the @golkar.indonesia Instagram account using a PEST analysis. The utilization of the PEST analysis (Political, Economic, Social, Technological) in this research indicates that the @golkar.indonesia account is well-managed and implements the PEST method comprehensively. The @golkar.indonesia account has the opportunity to provide interactive content to reach a broader audience, particularly the younger generation. This can enhance the recognition and positive image of Airlangga Hartarto. The managers of the @golkar.indonesia account can engage in soft selling through the delivery of informative content. Furthermore, the findings of this research can be applied as a basis for political strategy management for Golkar and other relevant parties.

Keywords: Golkar, PEST Analysis Model, Political Business, Political Party, Social Media

Abstrak

Partai politik merupakan organisasi yang menggunakan media sosial dalam pendekatannya dalam berbagai aspek, seperti kepentingan kampanye. Penelitian ini bertujuan untuk mengetahui kendala dan peluang akun media sosial Instagram milik partai politik Golkar. Penelitian ini menggunakan pendekatan deskriptif kualitatif untuk menganalisis akun Instagram @golkar.indonesia dengan analisis PEST. Penggunaan analisis PEST (Politik, Ekonomi, Sosial, Teknologi) dari hasil penelitian ini menunjukkan bahwa akun @golkar.indonesia dikelola dengan baik dan menjalankan metode PEST dengan lengkap. Akun @golkar.indonesia memiliki peluang untuk memberikan konten interaktif agar dapat menjangkau lebih banyak audiens anak muda. Hal ini dapat membuat Airlangga Hartarto lebih dikenal dan memiliki citra yang baik. Pengelola akun @golkar.indonesia dapat melakukan soft selling dari konten informatif yang disampaikan. Selanjutnya hasil penelitian ini dapat diterapkan sebagai bahan manajemen strategi politik bagi Golkar dan pihak lainnya.

Kata Kunci: Bisnis Politik, Golkar, Media Sosial, Model Analisis PEST, Partai Politik

Introduction

Indonesia has various political parties with different interests and goals. To achieve the goals of these interests, political parties have strategies designed so that the messages in their vision and mission can be easily accepted by the public. In their strategy, political parties do not only rely on speeches from their members to introduce their party to the wider community. One of the facilities in this modern era to use is social media. According to Ardha (2014), this sophisticated phenomenon makes political parties and candidates look to social media as a tool to interact with their constituents, including as a promotional tool to launch their campaigns.

Social media is used to communicate to the audience and display the image political actors want to build for the public. This is because the public can judge a politician easily through his image built on social media, such as tweets on Twitter, posts on Facebook, or posts uploaded on Instagram. Munzir (2019) mentions that digital technology, which is developing rapidly today, provides a new alternative for political campaigning easily and effectively.

Campaigning through social media is nothing new. One example of campaigning with social media was in the 2008 presidential election, where political actors used social media to campaign and spread their vision and mission more broadly. Not only the interests of political actors, but activists also use social media to protest and launch their actions so that their voices can be easily heard by policymakers. Munzir (2019) states that social media plays an important role in creating political awareness and political mobilization.

One of the social media channels used by the Golkar party in approaching the community is Instagram. Instagram is an application for sharing photos that can be used by users to take photos, apply digital filters, and share them with various other social networking services (Prihatiningsih, 2017). Instagram also has many features in it to share stories, create a catalog of posts that have been uploaded, link webpage links in bio, to effectively advertise goods or services from posts. Instagram is certainly one of the social media that is very easy to carry out promotions as well as political campaigns. Especially the number of productive age users who use Instagram every day.

Not only as a tool for campaigning, the Golkar Party also uses social media as a tool for communication strategies in delivering political education. Politics is often

associated with the interests of adults and even middle-aged people, even though politics also needs to be known by young people as the next generation of the nation. Meifilina (2021) mentions that political education is political forming or can be called political building because it contains an intention to form political people who are aware of political status or position in society. Political education functions so that people can increase their knowledge about ongoing politics and can participate optimally in existing politics. The people have a very strong power to shape the politics of a region. Therefore, the voice of active people participation has a very significant influence on public policy later. This is because the people take part in the supervision of a politician in managing society.

The political education process through social media carried out by the Golkar Party is holding political seminars and talks with leading political figures through various social media channels, such as live broadcasts on Instagram, broadcasting podcasts with the Golkar Party's Election Winning Body (BAPILU). Blitar Regency, as well as broadcasting the seminar directly through a Facebook account (Meifilina, 2021).

Analysis using PEST is good to use because it is a form of risk management method as well as a form of the strategy design process. The factors in the PEST analysis include various factors that are important to analyze, such as political, economic, social, and technological factors. By analyzing these various factors, organizations can make good decisions by minimizing existing risks. PEST analysis can help an organization identify and optimize existing opportunities based on conditions in the field. Researching using the PEST method is a great way to see the flaws and bottlenecks of a business. So that incumbents can maximize their strategy through PEST analysis.

PEST analysis is an analysis that is applied to review the impact of political, economic, social, and technological factors (Myšková & Doupalová, 2015). PEST is a method that deals with environmental effects on a business, which in this research object is a political organization. PEST is also referred to as a useful step to summarize external conditions in business operations and political organizations (Anggun, 2010). The PEST model must be supported by a review of how a political organization through social media accounts behaves in the face of domination from the external environment, namely political, economic, social, and technological.

Political party accounts are certainly different from business accounts and celebrity accounts. The approach taken by political party accounts must be able to adjust the message to be conveyed to the public. Political party accounts can be referred to as accounts that are both business accounts and creator accounts. It can be said to be a business account because, in the account of a political party, it indirectly sells the values of the party to spread its political campaign. Meanwhile, a political party account can also be called a creator account because, in a political party account, there are political actors who double as celebrities on the account. This is why the political approach of using social media is very risky, especially if it touches on sensitive matters for the community. Besides being able to reduce the electability of political actors, public opinion will shape the image of the party's account.

To maximize the function of image formation and dissemination of political messages to the wider community, the Indonesian Golkar Party must, of course, have a well-structured political strategy, one of which is through the media through Instagram. Aryadillah & Fitriansyah (2022) state the opinion that strategy is a plan in which there is an action, preparation, and implementation of a thing in which the strategy will affect its failure or success of it. In terms of politics, the strategy is not only carried out when giving speeches in front of an audience but also in every aspect of campaigning activities with or without using social media.

The purpose of a separate campaign, according to Aryadillah & Fitriansyah (2022), is a form of communication with the aim of influencing others so that someone has the desired attitude or behavior from a disseminator of information. Of course, it is not surprising that political institutions need a mature strategy for conveying messages in their political campaigns. If the strategy used is wrong or not in accordance with the plan, then the political campaign carried out will end in failure. A failed political campaign can have a negative impact on political institutions, such as a decline in the image of the political institution itself, a decline in public trust in political actors, and material losses. The political image is not only a matter of perception from the public but also to the cadres in the political party. The political image will always change in the perception of each person, along with the changes and political experiences he has gone through. In Aryadillah and Fitriansyah (2022), political image is a picture of political influence (influence), authority, and power or can also be referred to as force,

cooperation, conflict, and also consensus. To form a good image and perception to the audience and internal party cadres, it is necessary to make an analysis that aims to assist in designing good political campaign strategies in the future.

The purpose of the PEST analysis of the @golkar.indonesia account is to find out what potentials and obstacles exist in the party's account. There are several aspects analyzed. First, politics, regarding government policies; political stability. Second, economic foreign policy regarding economic growth; exchange rates. Third, social disposable income, regarding age distribution; safety emphasis; and health awareness. The last technology, regarding the level of innovation, technology changes, and technology awareness.

PEST analysis is very influential in the business environment. PEST is an effective way of assessing external factors that occur in business operations. With this analysis, a business must be able to consider the influence of political, economic, social, and technology that will have an impact on the business. This analysis was put forward by Mahadiansar (2020), which identifies the influence of the environment on the activities of a business, which includes several factors, namely: political, economic, social, and technological. PEST is a very useful tool to see the potential in a business, from market needs to the impact of business on society.

PEST analysis from the @golkar.indonesia account can help to predict the situation and potential for political strategy, planning, marketing, to new ideas for the Golkar Party. The results of the analysis based on existing theories can be used to examine how the management and operational system of delivering messages is by taking a political party approach in the use of Instagram social media.

The first element in the PEST analysis is politics. In short, politics is an art to rule or have power (Shareza, 2018). A theorist, David Easton describes politics more deeply as follows: "Political as a process those developmental processes through which person acquire political orientation and patterns of behavior." That is, according to him, politics is a series of processes that are always developing and passed by an individual until finally accepting a political orientation and behavior pattern (Sumarno, 1989). The emphasis on orientation and behavior in question becomes the main focus in political science, showing the characteristics of the art of government that has existed since the time of the ancestors to the present day. However, in this study, political factors will be

specifically related to two important things, namely Government Policy and Political Stability.

The second element in using PEST analysis is economics. Knowing the meaning of economics, this field studies things related to various values of production, distribution, to consumption (Abdi, 2021). These three principles are the essence of the economy, which must be achieved and maintained in order to ensure the welfare of the community. An economist named N. Gregory Mankiw wrote in his book entitled *Principles of Microeconomics 5th Edition Mankiw (2009)* that economics is the science of how people manage scarce resources such as means of payment. In the object of research studied, namely the Instagram account @golkar.indonesia, the economic factors here will include two things called economic growth and exchange rates.

The third element in the PEST analysis method is social. According to the understanding of a theorist named Emile Durkheim, the definition of social is something or an environment that exists other than the individual itself (Raho, 2016) Durkheim needs to state directly that social facts are the result of someone's description or interpretation of a social behavior. Meanwhile, according to Lewis, social meaning is considered something that can be achieved, produced, and implemented in the process of daily interaction between residents of a country and its government (Zakky, 2020). Some real examples of social facts such as habits, regulations, norms, and laws that are created intentionally or unintentionally created by the community. Thus, the object of the study examined in this research, namely the Instagram account @golkar.indonesia, will be analyzed according to the three components of social factors which include age distribution, emphasis on safety, and health awareness.

The last element contained in the PEST analysis is technology. The notion of technology itself is a set of electronic-based applications and equipment that continues to develop and is intended to facilitate and accelerate the realization of work normally done by humans (Simarmata et al., 2021). The technology in question has a broad meaning, for example, such as automation, virtualization, operations, maintenance, and so on. The presence of technology does please most people like a miracle. According to Gary J. Tanglin, the definition of technology is the implementation of behavioral science, natural science, and other sciences that are systematically arranged to solve human problems (Dedi, 2021). Therefore, the relationship between technological factors

that will be associated with the content on the @golkar.indonesia Instagram account is in the form of views of technological awareness and technological change.

In compiling this analysis, of course, it is necessary to have previous research on the same topic to support the results of the analysis that has been produced. One of the studies with PEST analysis is “PEST Analysis Model in the Development of Tourism Potential of Benan Island, Lingga Regency, Riau Islands” written by Mahadiansar and Aspariyana (2020). In this study, the authors use PEST analysis to maximize the potential development and tourism development strategies. In this study, it is shown that political, economic, social, and technological factors greatly influence the potential for tourism development.

Another research related to PEST analysis is entitled “Public Relations Bureau of the Indonesian House of Representatives in PEST Analysis” written by Sidharta and Fauzi (2020). This study focuses on the PEST analysis of the PR strategy of the DPR RI, which has an important role in maintaining the reputation and image of the DPR. In addition, the Public Relations of the DPR RI also analyzes any obstacles and obstacles, such as the slanted news that occur in maintaining the image of the DPR RI as a legislative institution. Through this research on PEST analysis, it is concluded that every element of PEST has been fulfilled by the Public Relations of the DPR RI.

Based on this background, this study wants to analyze Instagram @golkar.indonesia in implementing PEST (Political, Economic, Social, Technological) in existing posts.

Method

The research in the PEST analysis uses a qualitative descriptive approach, which is a type of investigation with the aim of understanding the role of a group or interactions that occur in certain social situations. According to Polit & Beck in Yuliani (2018), qualitative descriptive (QD) is a term used in qualitative research for a descriptive study. This type of research is generally used in social phenomenology.

The resulting analysis can be used to identify and determine the implementation of the four factors in the analysis of the PEST model (political, economic, social, technological) in posting content from the @golkar.indonesia Instagram account.

The analysis used is sourced from literature studies and documentation from @golkar.indonesia account posts from February 2022 until February 2023. This Instagram account is the most complete Instagram account to be able to see all the parts needed.

To determine the validity of the data in this study, the validity was used using triangulation from data sources from previous research and documentation data from account @golkar.indonesia before February 2022. The Instagram account named @golkar.indonesia is an official account that is operationally managed in a structured way by the Golkar party itself. In addition, the official account can be judged based on verification from Instagram in the form of a blue tick.

The theoretical basis and concepts used in this analysis are PEST (Political, Economic, Social, and Technological) analysis. The concept of this analysis can later be used to investigate how the operation of social media accounts for the four aspects of PEST on the approach of political parties on Instagram.

Results and Discussion

The Golkar Party (Golkar) is a political organization led by a well-known politician in Indonesia, Airlangga Hartarto. The first impression when visiting the @golkar.indonesia Instagram profile, it is clearly written in his bio that it lists the 3 top leaders in this party, which includes the General Chair, namely Airlangga Hartarto; Secretary General (Secretary General), namely Lodewijk F. Paulus; and the General Treasurer (Bendum), namely Dito Ganinduto. Many people have a positive assessment of social media as a source of information, but some do not, therefore, it is also important for social media owners to give more consideration to their criticisms and weaknesses (Cann et al., 2011).

In addition, the profile photo used emphasizes the yellow color as the party's identity and combines photos of Joko Widodo as the President of the Republic of Indonesia and Airlangga Hartarto as the leader of the Golkar party.



Figure 1. Display of the @golkar.indonesia Instagram Account
(Source: Instagram @golkar.indonesia, 2022)

The Golkar Party, with its Instagram account, has now reached 33.3k followers as of the beginning of June 2022. Besides that, the account has been officially verified by Instagram with the blue tick symbol.

PEST analysis is a research model on the external potential of a community or outside of a program that can have an impact on the process to the expected result by looking at four aspects such as political factors; economic factors; social factors; and technological factors (Mahadiansar & Aspariyana, 2020). New media like Instagram currently provides new things such as digitization, convergence, interaction, and creating networks in making messages. The ability to offer interactive relationships allows new media users to have a choice of what information to consume. This, at the same time, allows media users to control the output of the resulting information and make choices about what they want to see or read (Priadji & Rusadi, 2023).

By exploring the PEST model in this research case, operational management in social media, especially Instagram @golkar.indonesia, it can be seen that the PEST strategy design used is based on the four PEST factors. The following are the results of the analysis according to the PEST model in managing the official Instagram operations of the Golkar Party.

Political Analysis

The political factor in the PEST model in question is related to how the government or political party (Golkar) intervenes in economic life in Indonesia. In other

words, political factors discuss current state issues, such as government policies and programs for national political stability.

Knowing that the Golkar party is one of the oldest political parties in Indonesia, it is not surprising that this factor has the potential to become the main spearhead for the sustainability of its organization. The strong political influence of the @golkar.indonesia Instagram account has attracted the attention of Indonesian netizens, especially the ranks of their supporters.

As explained earlier, political factors have several main components. In this study, the two important components that will be discussed for political factors are government policies and political stability. Each component will be implemented with one of the related content on Instagram @golkar.indonesia.



Figure 2. Government Policy Content: No Masks in Open Spaces
(Source: Instagram @golkar.indonesia, 2022)

In Figure 2, the content shows one of the many examples of government policies published in the @golkar.indonesia account. Uploaded on 17 May 2022, with a total of 297 likes and three comments.

In the content of the reels, a 2-minute 7-second video plays an official announcement from the President of the Republic of Indonesia, Joko Widodo, that the government has relaxed the health protocol policy in the form of allowing people to

remove masks in open spaces, and not requiring Swab/PCR/Antigen tests for travelers who have received the full dose of vaccine.

In line with the PEST model of political factors, the Golkar Party also participates in reporting government policies or decisions that are imposed on the Indonesian people.



Figure 3. Political Stability Content: United Indonesia Coalition

(Source: Instagram @golkar.indonesia, 2022)

Turning to the next component in political factors, namely national political stability. The posts above prove political stability with the establishment of the United Indonesia Coalition (KIB), in line with the PEST model in political factors. The coalition is a collaboration between three major parties in the country, namely the Central Leadership Council (DPP) of the Golkar Party, the National Mandate Party (PAN), and the United Development Party (PPP).

@golkar.indonesia Instagram account has been implemented in its content. Among other things, namely the content of government policies that voiced the latest regulations from Pak Jokowi, as well as the content of political stability, which stated the establishment of the United Indonesia Coalition, a combination of three major political parties in the country. Figure 3 shows the existence of political stability with the organized party coalition. Even though the parties are different, they can still unite.

The content posted on 4 June 2022 received 917 likes and 11 comments from Indonesian netizens. Political entities use communication networks with the interests of political communication, especially by using new media such as social media. This perceived real benefit is simply defined as the process of production, dissemination, and perception of political information to achieve certain political goals and actions (Gyori, 2016).

Economic Analysis

The second factor is the economy. In this factor, there are two important components that will be discussed and implemented to the content on the @golkar.indonesia Instagram account. The first component is economic growth, and the second is the exchange rate.

Moreover, for the Advanced Indonesia Cabinet, the main leader of the Golkar Party, Airlangga Hartarto, accepted the position of Coordinating Minister for the Indonesian Economy for the 2019-2024 period (Wardani, 2021). That way, the Golkar Party automatically has the power as well as an important role in driving the economic wheels of the Indonesian people.



Figure 4. Content of Economic Growth: Green Economy Indonesia Summit 2022

(Source: Instagram @golkar.indonesia, 2022)

The Green Economy Indonesia Summit 2022 is a national webinar event held in Jakarta on Wednesday, 11 May 2022. Based on the caption written on the content, Mr. Airlangga stated that he is committed to realizing a green economy for Indonesia. This was conveyed in line with the agenda of the Indonesian Presidency in the G20 to complete the health architecture, digital-based economic transformation, and energy transition. The goal is only one, to encourage long-term and quality economic growth. This is in one direction with the PEST analysis on economic factors, where Indonesia will experience economic growth. This recap video was posted on 12 May, 2022, liked by 214 accounts and a total of 4 comments.



Figure 5. Exchange Rate Content: Bring Indonesian Economy to Davos

(Source: Instagram @golkar.indonesia, 2022)

The Green Economy Indonesia Summit 2022 is a national webinar event held in Jakarta, on Wednesday 11 May 2022. Based on the caption written on the content, Mr. Airlangga stated that he is committed to realizing a green economy for Indonesia. This was conveyed in line with the agenda of the Indonesian Presidency in the G20, to complete the health architecture, digital-based economic transformation, and energy transition. The goal is only one, to encourage long-term and quality economic growth. Departing from there, the resulting economic information is in the form of the country's

economic growth in the post-Green Economy Indonesia Summit 2022 and exchange rates in the post-Bring the Indonesian Economy to Davos

This is in one direction with the PEST analysis on economic factors, where Indonesia will experience economic growth. This recap video was posted on 12 May 2022, liked by 214 accounts and a total of four comments. Regarding the economic theme, there are advantages to using new social media such as Instagram. This social media offers a more economical cost than campaigns in general. These advantages are used by political actors to form their personal branding. For example, when they usually have to carry out campaigns to build public perception by walking around, but now with a limited team, it seems as if they can image themselves positively (Petruca, 2016). This is what makes research through social media important to discuss.

Social Analysis

Social factors, in this case, can cover almost all aspects of the PEST factor. However, this time the researcher will focus on three main components of social factors, namely: age distribution, safety emphasis, and health awareness.



Figure 6. Age Distribution Content in Executive Education Program: Young Political Leaders Batch 6 (Source: Instagram @golkar.indonesia, 2022)

Golkar Institute is a short course program organized by the Golkar Party to train and accommodate young people in the fields of economy, politics, and leadership. This post was published on 22 February 2022, with a total of 1,095 likes and 11 comments. Based on the explanation in the caption, this activity has two important goals, namely maximizing the capacity of young Indonesian political leaders and providing a pathway for them to enter the political realm to pursue a political career with the Golkar Party. According to PEST's analysis of social factors, the Golkar Party performs age distribution to regenerate political figures in the future.



Figure 7. Safety Emphasis Content: Scanned Social Protection
(Source: Instagram @golkar.indonesia, 2022)

The government, together with the coordinating minister for Economic Affairs, Pak Airlangga, announced that they would again strengthen social protection in terms of food staples. When linked to the PEST analysis for social factors, this effort is made to emphasize safety and guarantees for the people in Indonesia.

This content was uploaded on 7 April 2022, liked by 197 accounts, and recorded five comments. As explained in the caption of the content, the process of distributing government program aids will immediately be accelerated according to the direction of the President, with a target before Eid Al-Fitr 1443H.



Figure 8. Health Awareness Content: Dental Health Car
(Source: Instagram @golkar.indonesia, 2022)

On social factors in the PEST model, health awareness is also one of the indicators. To make it happen, the Golkar Party created the Yellow Clinic as a public service in terms of health. Reporting from the description of this post, the ambulance facility was immediately reviewed by the General Chairperson of the Golkar Party, Airlangga Hartarto, with his beloved wife, Yanti Airlangga. Various health services are provided by the Yellow Clinic, such as emergency management, general health, dental and oral health. The @golkar.indonesia Instagram account in the form of implementation of its content which refers to age distribution, emphasis on safety, and health awareness. The implementation of age distribution content can be seen in the post titled Golkar Institute. The safety emphasis content can be seen in the post entitled Thickening Social Protection, and health awareness content can be seen in the post entitled Dental Health Car.

This post was released on 10 May 2022, with a total of 232 likes and 11 comments. New media or social networking sites such as Facebook and Twitter are utilized for the benefit of political communication, but only information that is less interactive (Putra, 2011). With Instagram as a new social media, it is expected to be more interactive.

Technological Analysis

Instagram acts as an additional platform, a medium that can mediate political parties with the public. The Golkar Party also takes advantage of this facility so that technological factors have a major impact on the sustainability and operation of the @golkar.indonesia account. In this study, researchers classify technology into two main components, namely technological change and technological awareness.



Figure 9. Technological Change Content: Traditional Market Digital Ecosystem

(Source: Instagram @golkar.indonesia, 2022)

Digitalization is one of the urgencies of the government as well as its staff to be executed immediately. Starting from a small sector such as the market, Pak Airlangga succeeded in creating a digital ecosystem in traditional markets. In collaboration with Grab Indonesia and BNI, the starting point starts from the West Tomang Market.

This is in accordance with the PEST analysis of technological factors where there is a change in technology. In this case, making traditional markets nuanced digital ecosystems so as not to be left behind by the progress of the times. This content was uploaded on 28 March 2022, getting 141 likes and six comments from Indonesian netizens.

The next technological factor in PEST analysis is technology awareness. Similar to what was organized by the Golkar Party, in the context of opening the Executive Education Program for Young Political Leaders held a Public Dialogue with the theme “Inclusive Digital Transformation: One of the Priorities of the Indonesian Presidency at the G20”. Government in distributing digitalization as effectively as possible. The General Chair of the Golkar Party DPP, Airlangga Hartarto, asked the alumni of the Golkar Institute to encourage and take a key role in realizing digital transformation. By making maximum use of technology, the quality of politics in Indonesia can also increase over time. According to the technological factors that affect the @golkar.indonesia Instagram account, the implementation of its two main components, namely technology awareness and technological change. Technology awareness is manifested in content entitled Public Dialogue: Inclusive Digital Transformation, and technological change is implemented in content entitled Traditional Market Digital Ecosystem.

This content was published on 25 January 2022, with a total of 204 likes and five comments. Personal branding carried out by politicians on social media will shape people’s perceptions of themselves and make it easier for politicians to carry out political communication. Kaplan & Haenlein (2010) stated that previous branding efforts required large financial support for promotion, so social media offers an opportunity for someone to promote themselves as a brand in a cheaper way.



Figure 10. Technology Awareness Content in Public Dialogue: Inclusive Digital Transformation (Source: Instagram @golkar.indonesia, 2022)

Table 1. PEST Analysis on Instagram @golkar.indonesia

PEST	Description	Explanation
Political	Government policy and political stability	- Posted on 17 May 2022, with a total of 297 likes and three comments - Posted on 4 June 2022, received 917 likes and 11 comments
Economic	Economic growth and exchange rates	- Posted on 12 May 2022, liked by 214 accounts and a total of 4 comments - Posted on 12 May 2022, liked by 214 accounts and a total of 4 comments
Social	Social factors, including age distribution, emphasis on safety, and health awareness	- Posted on 22 February 2022, with a total of 1,095 likes and 11 comments - Posted on 7 April 2022, liked by 197 accounts, and recorded five comments - Posted on 10 May 2022, with a total of 232 likes and 11 comments
Technology	Technological awareness and technological change	- Posted on 28 March 2022, getting 141 likes and six comments - Posted on 25 January 2022, with a total of 204 likes and five comments

Conclusion

Based on the purpose of this research, the use of the PEST analysis only confirms and identifies the management of delivering important messages and information to the general public through Instagram social media on the official account of the Indonesian Golkar Party, namely @golkar.indonesia. What makes the content on the @partai.golkar account different from other political party accounts is that the contents of their content tend to be soft selling, and there is no implicit invitation to join and support Golkar as their political party. The results and discussion related to the identification of content on the @golkar.indonesia Instagram account can be used as a basis for the stage of reviewing the management of information or messages by paying attention to external factors in terms of politics, economics, social and technological

aspects that affect the sustainability of an object of research. Thus, it can be concluded that the Indonesian Golkar Party has been running the Instagram account @golkar.indonesia routinely and up-to-date. Based on the research results obtained, account management is in accordance with PEST. In addition, the delivery of messages or information that is poured into the presentation of content has also fulfilled the PEST (Political, Economic, Social, Technological) analysis.

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