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Political Communication Strategy of Joko Pramono in the 2024 Elections in Karanganyar District IV

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Abstrak:

This study aims to analyze the political communication strategies implemented by Joko Pramono as a member of the Regional Representative Council in the 2024 elections in Electoral District IV Karanganyar. Specifically, this study focuses on social media, particularly Instagram, using the account @masjokpram. This study employs the impression management Theory. According to Jones and Pittman, five strategies can be applied: Ingratiation, Intimidation, Self-Promotion, Exemplification, and Supplication. This study employs a descriptive approach, utilizing data collection techniques that include in-depth interviews, observation of social media posts, and other forms of documentation. The primary focus of this study is how Joko Pramono builds his political image and establishes closeness with the public through social media, particularly Instagram. The data analysis technique used is content analysis. The object of this study is the Instagram account @masjokpram during the 2024 election. Triangulation was conducted to achieve an objective and in-depth understanding. The results of the survey demonstrate that Joko Pramono utilizes Instagram as a political communication strategy.

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Keywords: Political Communication Strategy, Elections, Reputation Management

Introduction

In the context of general elections, communication plays a very important role as a link between candidates and voters. Through effective communication, candidates can convey their political messages, vision and mission, and work programs to the public. In today's digital age, especially in Indonesia, political communication strategies mainly involve the use of social media (Rosmini et al., 2024). In the context of general elections, social media such as Instagram, TikTok,

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Facebook, and Twitter have become an important part of modern political communication strategies. With their ability to reach large audiences and facilitate face-to-face interaction, these platforms enable politicians to convey their messages effectively, establish relationships, and provide real-time feedback to their constituents (Nurhayati, 2023).

The success of a candidate is not only determined by the victory they achieve, but also by the strategies they employ in shaping public opinion and influencing voters (Sahira et al., 2025). One politician who has successfully utilized social media platforms in his political communication is Joko Pramono, a political figure from the PDI Perjuangan faction who ran as a legislative candidate for the Karanganyar Regency DPRD and won the election in the Karanganyar IV electoral district with his effective and efficient political communication strategy. Following that, in general elections, social media platforms such as Instagram, YouTube, Facebook, and Twitter have become an integral part of modern political communication strategies (Fahruji & Fahrudin, 2023).

With its ability to reach a large audience and facilitate face-to-face interaction, this platform enables politicians to convey their messages more effectively, establish relationships, and provide real-time feedback to voters (Bernadi et al., 2020). The success of Joko Pramono in utilizing his political communication strategy is evident from the social media platforms he utilizes, such as his TikTok account, which features creative and engaging content. The communication strategy also encompasses volunteer efforts, as outlined in the research (Mukharomah & Lenggana, 2024). The presence of volunteers also increases and enhances active community participation in the democratic process.

General elections are a crucial topic of discussion. Take, for example, the 2024 elections that were just held yesterday, where the PDI Perjuangan faction won the Karanganyar IV electoral district to secure a seat in the Regional Representative Council, ranking among the 10 candidates with the most votes. According to the results announced by the General Election Commission (KPU), the PDI Perjuangan party secured the most seats. This achievement was attained by Joko Pramono, who received 6,557 votes (Wardoyo, 2019). With this vote count, Joko Pramono has become the legislative candidate with the most votes in Electoral District IV (Wardoyo, 2019).

The victory of the PDI-P Party in Electoral District IV of Central Java for seats in the Regional Representative Council (DPRD) is very interesting. The results announced by the General Election Commission (KPU) show that the PDI-P Party won 4 seats, placing it among the 10 candidates with the most votes (Wardoyo, 2019). The following are the 10 candidates with the highest number of votes in Electoral District IV, as obtained by Joko Pramono from the PDIP with 6,557 votes, Hanung with 5,919 votes, Suyanto from the PDIP with 4,043 votes, Sri Sumarti from the PAN with 3,116 votes, Romdloni from PPP received 3,038 votes, Sumardi from PDIP received 2,982 votes, Andri Budiono from PKS received 2,599 votes, Muh Irsyam from PKB received 2,111 votes, and Suwarni from Golkar received 2,767 votes. Budi Santosa from Demokrat received 2,469 votes (Wardoyo, 2019). With Joko Pramono's votes, he has proven himself to be the legislative candidate with the most votes in Electoral District IV, Karanganyar.

Joko Pramono has served as a legislative member for three terms, starting as

a member of the PDIP faction of the Karanganyar Regency Regional People's Representative Council (DPRD) from 2014 to 2019, then as a member of the PDIP faction of the Karanganyar Regency DPRD from 2019 to 2024, and continuing as a member of the PDIP faction of the Karanganyar Regency DPRD from 2024 to 2029. Furthermore, Joko Pramono's victory, having received the highest number of votes in his constituency, was also made possible by the continued support of the community, which still trusts him, as well as support from social media and his team (Wardoyo, 2019). In maintaining his victory, Joko Pramono was assisted by political parties. This was done to maintain the resources needed to strengthen his constituents. It can be seen that in Electoral District IV, Karanganyar, there were 10 candidates with the most votes. One of the members of the Karanganyar Regional Representative Council who won the most votes was Joko Pramono (Wardoyo, 2019). In addition to candidates, political parties are very influential in securing seats of power for a candidate (Iryanto & Relin, 2024)

As stated, a party is an organization comprising individuals who are organized and form a unity to work together in achieving national interests based on certain agreed-upon principles (Nurfebriansyah & Djuyandi, 2024). Thus, to win a seat in a political party constituency, candidates must make the right efforts and strategies to determine the steps and goals that need to be taken. An important support that must be provided is guidance on how a candidate can participate in the election zone. To achieve victory, it is essential to employ strategies that identify the strengths and processes of influence resulting from environmental factors (Tamim & Zamzamy, 2023).

The political message conveyed in the campaign is a plan that the candidates will implement if elected to improve development in the future, using words that appeal to the public. This political campaign is related to how candidates communicate with their voters (Utari, 2022). Public communication is a crucial aspect of winning in the world of politics (Adnan & Mona, 2024). Therefore, political communication plays a very important role. As demonstrated by Joko Pramono in his campaign, he developed a vision, mission, and work program that were communicated to the public to shape public opinion and inform them of his plans.

As an example, Joko Pramono, S. Sos, born in Karanganyar on April 4, 1982, is a member of the Karanganyar Regency Regional People's Representative Council (DPRD) from the 4th District (Colomadu-Gondangrejo), elected for the 2024-2029 term. Joko Pramono is a member of the PDI Perjuangan faction, serving as the faction secretary and vice chairman of Commission B of the Karanganyar Regency Regional People's Representative Council (DPRD) in Central Java. During his tenure as a member of the DPRD, Joko Pramono was elected through the Karanganyar District 4 constituency in Central Java and emerged as the winner with the highest number of votes among the top 10 candidates (djokpram, 2024).

Research conducted by Fahruji and Fahrudin (2023) examined the use of Facebook as a communication strategy in shaping the political image of legislative candidates from the PAN party in Penajam Paser Utara. Through Facebook posts, it can be seen that the PAN party has carried out numerous activities in the field to shape its image in the public eye. Furthermore, research by Mukharomah and Lenggana (2024) examined the political communication strategies implemented by the Anies-Amin team through Twitter. By utilizing Twitter, the support team sought to shape

the image of Anies-Amin to gain public support. They employed four communication strategies: propaganda and persuasion, mass media, agenda setting and framing, and public participation and support. The research by Nurfebriansyah and Djuyandi (2024) examined the political communication strategies employed by Sarmuji, a politician and member of the Regional People's Representative Council (DPRD) from the Golkar Party, in the 2024 elections, utilizing a polite political style to foster good relations within the community. In his political communication strategy, Sarmuji employed methods such as showcasing the strength of his political party, taking a firm stance, and using persuasive methods to convey his political messages. The strategy implemented by Sarmuji proved successful in gaining additional seats in the 2024 elections.

The difference between this study and previous studies lies in its focus on examining in greater depth the political communication strategy of Joko Pramono from the PDI-P faction in the 2024 elections in the Karanganyar IV electoral district, both through social media posts and Instagram, as well as directly. Unlike previous studies that have focused solely on communication strategies through social media as a political communication strategy, this study offers new insights into the use of political communication strategies, both through social media and directly, about the campaigns conducted by candidates to shape their public image.

Based on the research context outlined above, this study aims to analyze Joko Pramono's political communication strategies during the 2024 election campaign. This study not only explains political strategies but also identifies the challenges and opportunities faced in implementing these strategies. The results of this study are expected to contribute to and enhance understanding of political science, particularly regarding the political communication strategies employed by Joko Pramono in his victory in the 2024 election.

Method

This study employs a descriptive research design with a qualitative approach. According to Sugiono, this descriptive qualitative method is used to understand and describe a research phenomenon in depth (Sugiyono, 2019). This study examines the communication strategies employed by Joko Pramono in winning the 2024 elections. The focus of this study is on the strategies employed by Joko Pramono, both directly and through his social media accounts.

The subjects in this qualitative research are information providers, informants, and participants related to the research conducted. In the context of this research, the research subjects are a candidate for the Regional Representative Council (DPRD) for Electoral District IV and the owner of the Instagram social media account @masjokpram with the name Joko Pramono. The object of this research is the political communication strategy employed by Joko Pramono in the 2024 elections as a form of political communication in his campaign. This study uses primary data collection techniques through in-depth interviews with the informants, namely Joko Pramono and his two teams. Additionally, participatory observation was conducted by analyzing the content posted by Joko Pramono. Secondary data collection techniques include documentation through the collection of data, such as articles, journals, and

publications related to political communication strategies, as a means of communication used by candidates in their campaigns.

The data analysis method in this study uses the Miles and Huberman approach, which involves three stages. The first stage involves data reduction, where relevant information is selected from the results of interviews, observations, and documentation. Second, data presentation in the form of narratives, structured tables, and diagrams. Third, drawing conclusions from the overall findings by identifying patterns and themes and linking them to impression management theory to understand the political communication strategies employed by Joko Pramono in the 2024 elections.

To ensure data validity, the researcher employed validity testing and data triangulation techniques with informants. In this study, data triangulation was conducted through in-depth interviews with Joko Pramono and his two team members to obtain verified information from written documents, documentation, and other records.

Result and Discussion

Result

Political Communication Strategy of Joko Pramono

In the political communication carried out by Joko Pramono through Instagram (@masjokpram), political communication strategies were examined using the impression management model, which includes Ingratiation, Self-Promotion, Exemplification, and Supplication. The findings in each stage of this model were obtained through in-depth interviews with the account owner and the campaign team, as well as observations made from consistent campaign posts.

Impression Management Theory

According to Erving Goffman, as cited in Hafid et al. (2024), users can employ five strategies to shape their public image. These include Ingratiation, Intimidation, Self-Promotion, Exemplification, and Supplication. In his book, The Presentation of Self in Everyday Life, he explains these concepts as follows: 1) Ingratiation is a process through which individuals form a positive impression in public. 2) Intimidation is an act of threatening or demonstrating power to instill fear of a threat. 3) Self-Promotion is an act of displaying one's competence by showcasing one's achievements. 4) Exemplification is an effort made by individuals to set a good example. 5) Supplication is an act performed by individuals to appear incompetent in order to obtain greater results.

Based on the interviews conducted, the researcher interviewed competent and interested parties to obtain data related to these aspects. Before conducting the interviews, the researcher developed an interview instrument that covered each indicator of each aspect. The results of the field data collection are presented as follows:

a. Ingratiation Strategy (Flattery)

Ingratiation, also known as flattery, is the first stage in this model, a communication strategy employed by users to convey something positive about others, thereby appearing friendly, simple, or humorous, to be liked by the audience (Kriyantono, 2018). In this strategy, Joko Pramono strives to gain favor with the

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public. He attempts to garner the community's attention by assisting his constituents through posts on his Instagram account. Then, from the interview results, Joko Pramono said:

> "To maintain a positive impression in the community, just let it flow naturally and don't make anything up. So, we do what we are supposed to do and what is beneficial to the community, because the DPRD has three functions: legislation, budgeting, and supervision. The most important one is community regulation, which we carry out according to the rules and our duties, and we do it as best as we can, then we convey it to the community, and that becomes our budget."

The following is a post from Joko Pramono's Instagram account that applies the ingratiation strategy:

Figure 1. Example of Joko Pramono's Post Using the Ingratiation Communication Strategy.

b. Self-Promotion Strategy

Self-promotion occurs when an individual showcases their strengths to their audience, aiming to be perceived as competent (Sobur, 2017). In this case, Joko Pramono will appear positive and competent to the public. Joko Pramono uses this self-promotion strategy in his Instagram posts. The following is a post on Joko Pramono's Instagram account that he uses as part of his self-promotion strategy.

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Figure 2. Example of Joko Pramono's Post Using the Self-Promotion Communication Strategy.

c. Exemplification Strategy

Exemplification in impression management is explained as users setting a good example for others, thereby serving as role models for their audience. In this case, users strive to improve their image in the eyes of the public. For example, Joko Pramono demonstrated his simplicity, concern, integrity, and morality by prioritizing the community's needs, which is a commendable action.

> "As a good leader, I set a good example for my members. For example, when there was a need to build a road in an area in Karanganyar, I went to the location to check on the activities there together with the community," said Joko Pramono.

In addition, Joko Pramono also applied the exemplification strategy in his Instagram post as follows:

Figure 3. Example of Joko Pramono's Post Using the Exemplification Communication Strategy

In the post above, Joko Pramono demonstrates his concern for the community in need of assistance in the Karanganyar area. Joko Pramono actively participated alongside the community to help build a community hall in the Karanganyar area. Through this post, the exemplification strategy is evident, as he actively engaged in addressing the community's needs to demonstrate his concern for the residents.

d. Supplication Strategy

Supplication is a method used by individuals to humbly request help from others, acknowledging their need for assistance (Sobur, 2017). By showing their weaknesses, users often feel the need for help from others. In this strategy, Joko Pramono reveals his dependence on getting help from residents. This strategy is used to gain sympathy from others. The following is a post on Joko Pramono's Instagram

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account that applies the Supplication Strategy:

Figure 4. Example of Joko Pramono's Post Using the Supplication Communication Strategy.

From this post, it can be seen that Joko Pramono is asking for help from residents and thanking those who have helped take down the billboard. The words in the video read, "Thank you to the residents and volunteers who helped take down Joko Pramono's billboard." He expresses his gratitude to the residents for their assistance in taking down the billboard during the quiet period. This is one of the supplication strategies employed by Joko Pramono.

Discussion

The results of this study indicate that the impression management used by Joko Pramono on his Instagram account is strategic and consistent. This strategy is implemented to enhance his positive political image, particularly in the 2024 elections in the Karanganyar IV electoral district, focusing on impression management based on posts on Joko Pramono's Instagram account @masjokpram. Based on what has been stated, Joko Pramono applies impression management strategies through his campaign. These include Ingratiation, Intimidation, Self-Promotion, Exemplification, and Supplication. Of the five strategies proposed by Jones and Pittman, in the 2024 elections, Joko Pramono does not demonstrate the Intimidation strategy, so he only utilizes the Ingratiation, Self-Promotion, Exemplification, and Supplication strategies in building a positive political image through his impression management.

Ingratiation Strategy

The ingratiation strategy is a technique in impression management that aims to please the audience through a friendly, populist, and empathetic approach. The main goal is to create an emotional connection with the public so that the figure in question appears familiar, friendly, and approachable (Nurhayati, 2023). Strategi ini biasanya diwujudkan melalui penggunaan gaya komunikasi yang santai, pemilihan kata yang bersifat informal dan hangat, serta penampilan diri yang tidak terlalu formal atau berjarak.

In line with Rohimah's (2024) findings, ingratiation strategies are employed by individuals who want to appear pleasant in the eyes of the public by showing

concern for others. In this case, the public tends to respond positively to figures who are perceived as "socially close," rather than merely "structurally high."

In the context of this study, Joko Pramono effectively employs ingratiation strategies through Instagram as his primary medium of political communication. He not only shares performance reports or formal agendas as a member of the Regional People's Representative Council (DPRD) but also packages his content in a light, down-to-earth, and easily understandable style. For example, in his posts, he uses familiar greetings to the community, shows direct interaction with residents in informal activities such as community service or visits to coffee shops, and even occasionally intersperses local humor that makes the audience feel closer.

This style of communication indirectly creates the impression that Joko Pramono is not a rigid or exclusive figure, but rather someone present as part of the community itself, not only as a formal representative of the people, but also as a friend, brother, or neighbor who understands the needs of his constituents. This ingratiation strategy has a significant impact on building public sympathy and loyalty, as audiences tend to feel more connected to figures who demonstrate a humanistic and humble attitude (Tamim & Zamzamy, 2023). In addition, this approach also serves as a way to reduce power distance, making communication feel more two-way and participatory.

Self-Promotion Strategy

Self-promotion strategy is a form of impression management that aims to showcase one's strengths, achievements, and competencies to the public. Through this strategy, an individual strives to present themselves as an experienced, capable, and trustworthy person in fulfilling their duties and responsibilities. The primary objective is to establish credibility and enhance public confidence in the qualities demonstrated.

According to Syaefulloh (2024), self-promotion strategies are used to strengthen one's image as a superior and capable individual, which in turn can influence how the audience perceives that individual. This strategy is particularly important in a political context, where public trust in a leader's abilities is a crucial factor in maintaining legitimacy and support.

In the context of this study, Joko Pramono employs self-promotion strategies through his social media activities, particularly on Instagram. Through posts containing documentation of recess activities, work meetings, development supervision, and his involvement in conveying the community's aspirations, Joko explicitly presents himself as an active, competent, and highly committed member of the DPRD.

In addition to showcasing formal activities, Joko Pramono frequently shares narratives that highlight optimism, leadership, and the success of his programs. Posts such as "Alhamdulillah, the first phase of the bridge construction has been completed" or "Thank you for your prayers and support, the clean water program has begun" serve as subtle yet effective forms of self-promotion.

In this case, he not only conveys his achievements but also involves the audience emotionally in the process of his success. Joko Pramono's self-promotion also demonstrates his efforts to establish his professional identity as a representative of the people who not only carry out administrative duties but are also actively

involved in solving community problems.

This aligns with the Theory of Impression Management, which states that self-promotion is not merely about showing off, but a strategy to build credibility and foster public trust in the individual's capabilities. Thus, the self-promotion strategy employed by Joko Pramono through social media can be understood as an effective political communication tool that not only showcases his performance and competence but also strengthens his position as a leader worthy of the public's trust and support.

Exemplification Strategy

The exemplification strategy is a form of impression management used by individuals to shape their self-image as moral, responsible, and highly dedicated to ethical and social values. According to Saptanti (2020), this strategy aims to enable individuals to gain social recognition through positive attitudes and behaviors that are considered meaningful by society, especially those related to social awareness, integrity, and exemplary behavior.

In the context of public leadership, the exemplification strategy is a crucial means by which political figures can demonstrate their moral commitment and integrity to the public. This is not merely about creating a positive symbolic impression but also about building credibility and public trust through concrete actions that reflect noble values. This strategy is effective because society tends to appreciate public figures who not only articulate ideas but also demonstrate direct actions aligned with their words.

In this study, Joko Pramono consistently employed the exemplification strategy through various concrete actions, demonstrating his concern and involvement in public issues. One concrete manifestation of this strategy was his involvement in checking road construction in Karanganyar. He did not simply assign the relevant parties; instead, he was present at the construction site, monitoring the work process and interacting directly with the local community. His physical presence not only represents his supervisory function but also symbolizes that he is a leader who is close to the people and genuinely cares about their welfare.

More than just field actions, Joko Pramono also adopts this strategy in the digital realm through social media. He actively shares documentation of his activities, which demonstrates his social awareness and involvement. These posts are not merely performance reports but also shape the moral narrative and exemplary character he seeks to build in the public eye. Social media, in this context, serves as a strategic medium to expand the reach of the moral messages he wishes to convey, allowing the public to see, assess, and verify the moral commitments he demonstrates as part of his leadership identity.

The application of this exemplification strategy has proven effective in building moral legitimacy and strengthening one's image as a leader with integrity. People tend to place greater trust in leaders who demonstrate genuine involvement, rather than just rhetoric (Tamim & Zamzamy, 2023). Therefore, this strategy plays a crucial role in shaping public perceptions of a person's leadership qualities, particularly in terms of ethics, dedication, and social responsibility. Thus, exemplification is not merely a communication strategy but a form of value representation that strengthens the emotional bond between leaders and the public.

Supplication Strategy

The supplication strategy is a form of impression management or self-presentation tactic, in which individuals consciously present themselves as weak, helpless, or in dire need of help in order to elicit pity and sympathy from others (Ndoda et al., 2020). This strategy not only highlights dependence but also creates the impression that the individual deserves assistance due to their circumstances or limitations.

In this context, Joko Pramono employs the supplication strategy as a highly effective tool for political communication, particularly in today's digital era. One example can be seen from his posts on his personal Instagram account, where he explicitly displays his weaknesses or limitations. For example, he shows difficult field conditions, economic obstacles, or his inability to run programs without community support.

By showing his powerlessness, he creates a narrative that he is not an absolute ruler, but a leader who is highly dependent on the collective strength and support of the community. This strategy supports the findings of Bernadi et al (2020), which explain that supplication strategies are used to gain sympathy from the audience by highlighting one's weaknesses.

When someone openly shows their dependence, it builds emotional closeness with the audience. In the context of politics or public communication, this strategy can serve as a tool to reduce the distance between leaders and their constituents, creating the impression that leaders are part of the people, not entities that stand above them.

Furthermore, this strategy can be a way to build trust and loyalty from the audience. When the public feels that a figure needs their help, they feel important and meaningful. In this case, the public is not merely an object of development, but a subject that is emotionally involved in the struggle of their figurehead.

Conclusion

This study demonstrates that the political communication strategy employed by Joko Pramono through his Instagram account, @masjokpram, is strategic and consistent in presenting information and campaigns to the audience, particularly during the 2024 elections in the Karanganyar IV electoral district, regarding the performance that has been carried out. Joko Pramono's impression management utilized four of the five strategies proposed by Jones and Pittman. The four strategies used were ingratiation, self-promotion, exemplification, and supplication. In line with the researchers' findings, these four strategies were used to adapt to the circumstances during the 2024 elections through his Instagram account @masjokpram. Joko Pramono utilized these strategies to convey information and his campaign through positive impressions to the public. This concern and positive impression were highlighted by showing his concern for the community through the Ingratiation strategy, emphasizing his competence through the Self-Promotion strategy, presenting himself as a person of high moral character in order to gain recognition from others through the Exemplification strategy, and seeking sympathy and support from others through the Supplication Strategy. These four strategies are used as content on Instagram, enabling followers and audiences to understand the activities and performance carried out by Joko Pramono.

The use of Instagram as a social media platform serves as a tool for campaigns and communicating information about Joko Pramono's performance. His direct engagement with the community demonstrates that effective political communication strategies can create a positive impression and foster closeness between Joko Pramono and the community, thereby increasing the candidate's chances of being elected by the public.

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