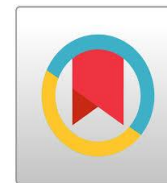# Personal Branding of Tegal District Head Candidates in Increasing Electability on Social Media Instagram

Personal Branding Calon Kepala Daerah Kabupaten Tegal dalam Meningkatkan Elektabilitas di Media Sosial Instagram

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| ARTICLE INFORMATION	
Keywords *Political Branding;* *Personal Branding;* *Regional Elections.*	**ABSTRACT** *In this era of globalization social media especially Instagram is a platform that is widely used by political actors in introducing their personal branding to attract public attention. Personal branding strategy is a good step in building political communication with voters due to affordability during the campaign. So in this paper the author wants to reveal what personal branding strategies are carried out by the candidates. This article is analyzed using a political branding approach using orange data mining as a coding tool to find out the sentiment of the public. The data from this study were taken from several posts from each candidate and comments from Instagram users. The results of this study show that the branding carried out by the two candidates shows a predominantly neutral sentiment from the public against several comments made in the comments column.*
Kata Kunci *Branding Politik;* *Personal Branding;* *Pilkada;*	**ABSTRAK** Di era globalisasi ini media sosial terutama Instagram menjadi platform yang banyak digunakan oleh para aktor politik dalam mengenalkan *personal branding* dirinya untuk menarik perhatian publik. Strategi *personal branding* merupakan langkah yang baik dalam membangun komunikasi politik dengan para pemilih karena keterjangkauan pada saat kampanye. Sehingga dalam tulisan ini penulis ingin mengungkap strategi *personal branding* apa yang dilakukan oleh para calon. Artikel ini dianalisis menggunakan pendekatan *political branding* dengan menggunakan *orange data mining* sebagai alat koding untuk mengetahui sentimen dari publik. Data dari penelitian ini diambil dari beberapa postingan dari masing-masing calon dan komentar dari para pengguna Instagram. Hasil penelitian ini menunjukkan bahwa *branding* yang dilakukan dari kedua paslon menunjukkan sentimen yang dominan netral dari publik terhadap beberapa komentar yang dilontarkan pada kolom komentar.
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Introduction

In this era of globalization, technological developments have entered and developed almost to human activities. This happens because technology is considered to be able to help and facilitate all forms of activities desired by humans (Purnomo et al., 2022). The development of communication technology has also spread rapidly in human life or commonly referred to as new media, which also ends in the term social media (Tamim & Zamzamy, 2023). The emergence of the term new media is closely related to the presence of the Internet in this world. However, new media in its development does not only include the Internet, but the Internet has a role as the most dominant tool or media in the new media era (Bidang Politik & Dan Sosial Budaya James Situmorang, 2013).

Harold Lasswell argued that communication is part of a process that explains communicators, communicants, messages, media, and effects. Harold Lasswell's model stimulated a lot of communication research, especially in mass communication and political communication (Kartika Putri et al., 2023).

Currently, the Internet has positioned itself as one of the information centers that can be easily accessed permanently from various groups in the future (Dahlgren, 2005). In Indonesia alone, Internet users have reached 78.19% of the total Indonesian population of 275.77 million. According to a survey conducted by we are social or a global creative agency whose main focus is on social media with unparalleled expertise in social media and influencer marketing (We Are Social, 2024). The number of people in Indonesia who actively use social media is 170 million. This is equal to 61.8% of the total population in Indonesia (Santosa & Rahmawati, 2023).

Social media in its role as an alternative media that has been supported by advances in communication technology has many features whose benefits can be used to increase knowledge about politics through political communication (Santosa & Rahmawati, 2023). According to a survey from we are social, one of the social media platforms that are widely used in Indonesia in 2024 is Instagram. Where Instagram places second after WhatsApp with a presentation of 85.3%, which is likely to be evidence that Indonesians are already dependent on social media, especially Instagram (Dwi Riyanto, 2024).

Figure 1. Development of Social Media Usage in Indonesia

Source: https://images.app.goo.gl/nBC3xrKzZE8VxyfC9
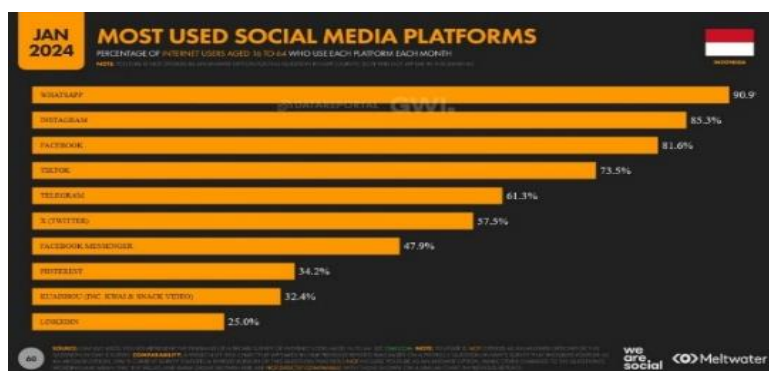
Basically Instagram is a social media platform that can be used as a political communication medium that fulfills various information needs. Where Instagram has features in providing information for its users both in the form of photos and videos (Nasution et al., 2024). Therefore, teenagers who intentionally or unintentionally open the Instagram application will automatically read or view the content on Instagram (Winarko, 2021).

In a book entitled *"Peran Media Sosial Modern",* several political parties and political actors have used social media as a tool or medium to convey their political materials and programs. Especially during the current campaign period (Abdillah, 2022). Political communication, in practice, involves a variety of strategies and means to convey political messages to political audiences (Azka & Syahputra, 2023).

Rush and Althoff (1997) suggest that political communication is an important process or means of conveying political information that can affect various aspects of people's lives (Syauket et al., 2024). Personal branding is also one of the important things in supporting one's success, especially for political actors in showing their image to the public (Nurfadilah & Khoirotunnisa, 2023)

The 2024 Indonesian presidential election shows that Prabowo Subianto's branding on social media as a presidential candidate is considered successful because of the change in Prabowo's image, which is considered to be more relaxed, playful, and joking, marking his efforts to get closer to young people. The more familiar and humanist image shown is expected to reduce political tensions, create an inclusive atmosphere, and be able to expand support from various elements of society (Mulyadi, 2023). This is a strategy used in winning elections, using social media to target novice voters or the younger generation who are the most voters in Indonesia. Therefore, personal branding strategies are important during election times, personal branding is very important for political actors to create a positive image in the eyes of the public, which can make it easier for political actors to gain trust and support from the public

(Nurfadilah & Khoirotunnisa, 2023). The contribution of this research adds new insights related to personal branding research conducted by political actors in Indonesia, especially for Candidates for Regent and Deputy Regent of Tegal Regency.

Whether the strategies used during the presidential election contestation can also be used in regional head elections. The personal branding strategy is a good step in building political communication with voters because of the affordability limit during the campaign by using an understanding of the environment in social media, and the behavior of Instagram users to find out public opinion regarding the branding built by the candidate pair (Bakir, 2017) How about the candidate pair for regent of Tegal regency who is a candidate from among the youth. So that in this paper the author will reveal the personal branding strategy carried out by the regent candidate of Tegal Regency through Instagram social media. By using four personal branding pyramid formation strategies including determine who you are, determine what you do, position yourself, and manage your brand (Rangkuti, 2013).

Figure 2. Personal branding pyramid

Source: Rangkuti, F. *Strategi Semut Melawan Gajah*. PT Gramedia Pustaka Utama, (2013), 6.

Method

This article is analyzed using political branding as an approach used to understand and evaluate how a brand / political figure and political image is formed, managed, and marketed by individuals or political parties and can be accepted by the public in an effort to create support, and win the election, during the contestation of regional head elections in Tegal Regency (Nani et al., 2021). Then the analysis is carried out using data from social media in the form of Instagram which is used as a marketing media for branding/political figures. The scope of the data is such as posts from the official accounts of the regent candidates and comments from Instagram users in an effort to form personal branding. Political branding analysis is carried out using software, namely orange data mining, to find out public sentiment

in the form of opinions and emotions about political branding made by the success team of regional head candidates (Carosia et al., 2020).

The first stage in taking comments from Instagram users is done using the help of an extension feature in the form of Ig Comment Exporter, the comment data taken is in the form of content that is in accordance with the four strategies for developing personal branding pyramid, then the data that has been obtained will be processed using orange data mining software with several research workflows such as File, Corpus, Preprocess Text, Sentiment Analysis, Data Table, and Save Data to produce numbers in the form of positive, negative, and neutral. If the sentiment results have appeared, the next stage is to classify with research workflows such as File, Data Table, Select Columns, Test and Score, Naïve Bayes, Predictions, and Confusion Matrix.

Results and Discussion

According to Kupperschmidt, a generation is a group of people who have similarities such as when they were born, how old they are, where they live, and experiences in a person that are the same and have an influence during the person's growth period (Irdiana et al., 2023). The use of social media is generally dominated by various generations starting from the baby boomer generation, generation X, millennial generation, generation Z, and Alpha generation. Of the six generations, each has differentiation in the use of social media, where in the baby boomer generation they did not grow up with digital technology, they use social media only to find news or information and to connect with family, this generation is also a generation that is considered adaptive, easy to place themselves and accept, and is considered a generation that has life experience in the dynamics of political change quickly (Shahreza, 2017). On the other hand, the Baby Boomer generation values direct communication more. They will text or call others for help if they can't get out on their own (Venter, 2017). Generation baby boomers, born between 1956 and 1965 (Williamson et al., 2006).

In contrast to generation X, where this generation is already in the era between digital and analog so that it has a new spirit in trying new technology, generation X is the generation born between 1965 and 1980 (Otufowora et al., 2023). Generation X is also characterized as a generation that tends to be independent, seeks emotional security, prefers informality, and has an entrepreneurial spirit. This generation values work-life balance, opportunities for growth, and positive work relationships more than previous generations (Sarıkaya et al., 2024). Generation X also mostly uses social networks with a percentage of "often" (55.4%), followed by "sometimes" (25.6%), "often" (14.4%), and "rarely" (4.6%) (Ramos & Rodrigues, 2023).

Furthermore, there is the millennial generation or generation Y, where the generation millennial or generation Y is a generation that has begun to be open to the existence of technology and has a high readiness to use technology in the new era (Eckleberry-Hunt & Tucciarone, 2011). Generation Y, also referred to as the millennial generation, was born in the 1980s and early 2000s (Younas & Bari, 2020). Generation Y or generation millennial uses social media platforms for communication, entertainment, accessing news, and seeking information, making social media the most effective channel to reach and advertise to this generation (van Deventer & Saraiva, 2025).

Next followed by generation Z This generation consists of individuals born between 1995 and 2012 (Annamalai et al., 2025), where this generation was born in the digital era so that everything they do is always related to social media, generation Z is also a true digital native (Chan et al., 2021). Since a young age, this generation has been familiar with sophisticated technology which will indirectly affect their personality. The biggest change in this generation is the emergence of a world with the web, internet, smartphones, laptops, freely available networks, and social media (Dolot, 2018). Generation Z also has an awareness of privacy issues, as well as a more active engagement with the use of social media. (Lumare et al., 2024)

Generation Alpha, is the generation born between early 2010 and mid-2020, where this generation grew up in a digitally integrated environment (Kjellsdotter & Erlandson, 2024). Unlike previous generations, this generation has easy access to information and digital devices such as social media, this happens because it is largely influenced by their own millennial parents, who often share family life on social media. So this generation is often referred to as the 'onlife' generation, where daily needs are always related to digital technology or social media. The alpha generation can interact easily with peers around the world and can access all information anytime, anywhere. Generation Alpha is also very educated because they entered the learning phase earlier, and on average have parents with a sufficient economic level (Piccerillo et al., 2025).

Table 1. Social Media Usage by Generation

Generasi	Tahun Kelahiran	Jenis Media Sosial
Generasi baby boomer	1946-1964	Facebook, WhatsApp
Generasi X	1965-1980	Facebook, Instagram
Generasi Milenial	1981-1996	Instagram, YouTube, TikTok
Generasi Z	1997-2012	TikTok, Instagram, Discord
Generasi Alpha	2013-2024	Youtube Kids, TikTok

Source: (Shahreza, 2017)

Table 1 shows that there are 3 generations that use Instagram, such as Generation X, Millennials and Z, where these generations are included in the DPT in the Pilkada contestation. With these conditions, this paper focuses on personal branding built through Instagram (social media). So that the perceptions of the public and responses from Instagram users consisting of these generations have an important role in developing personal branding or the image of candidates to the public. In general, personal branding can be interpreted as an effort to promote or introduce oneself like a brand of a brand, in order to gain the trust of the public (Chan et al., 2021). In this day and age, personal branding is an important thing to do with the aim of achieving success, especially in the political field, especially for political actors (Mia, 2021).

Determine Who You Are

The first strategy in the formation and development of personal branding is to determine well to the audience about who he is. In this case SWOT analysis can be used to analyze strengths, weaknesses, opportunities, and threats. Identity search is also one way to find out who we really are (Rangkuti, 2013). In this case, both candidates, both candidate 01 and candidate 02, use the first strategy to introduce themselves to the public with some of the results that researchers see from posts on their Instagram pages.

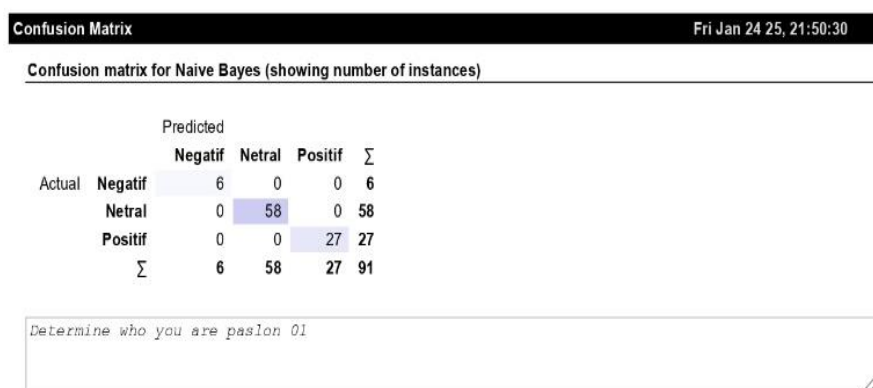**Figure 3. Posts on Instagram accounts @redme.id / @mujabms**

Source: https://www.instagram.com/p/C_iBqPZPHnq/

In figure 3 there is a post uploaded by @redme.id by adding @mujabms as a mention in the post. Seen in the picture above Bima Eka Sakti and Syaeful Mujab are conducting interviews to introduce themselves to the public. Beginning with Bima Eka Sakti who introduced himself first then followed by Syaeful Mujab, Bima Eka Sakti began to introduce his origins who were originally from the people of Tegal Regency, where he started from elementary to high school studying in Tegal Regency and then continued his education to a

higher level at the Institute of Domestic Government (IPDN), then continued his Masters study in Semarang. In Figure 3 Bima Eka tells that he is a State Civil Apparatus (ASN) who once worked with Ganjar Pranowo as a staff, but finally chose to make a big decision in his life journey. Bima Eka Sakti with a background in the bureaucratic corridor which is a form of his devotion to the state decided to resign from the Indonesian Civil Servant Corps (ASN) and will continue his struggle and life journey which is believed to have a better and wider impact on the people of Tegal Regency.

Making this decision is certainly not an easy thing and full of many risks, the determinant of who you are is one of the values held by Bima Eka Sakti to achieve the noble goals he wants to achieve. Bima Eka Sakti will continue to choose his path as a servant, but no longer through the bureaucratic corridor, but through a new path that he believes can have a beneficial impact on society. Then followed by Syaeful Mujab, in Figure 3 Syaeful Mujab also tells who he is to the public where he comes from an underprivileged family to get a scholarship from SD-SMA which was then followed by getting an undergraduate scholarship at the University of Indonesia (UI) and continued by getting an LPDP scholarship in England. In Figure 3, Syaeful Mujab conveyed that he was confident of his abilities and was worthy because he had enough provision or capital in the field of public policy during the education process, even without any dowry or money politics carried out to get more votes. Therefore, the determinant of who you are or "who you are" carried out by Syaeful Mujab on Instagram social media is the values held to make Tegal Regency better without money politics.

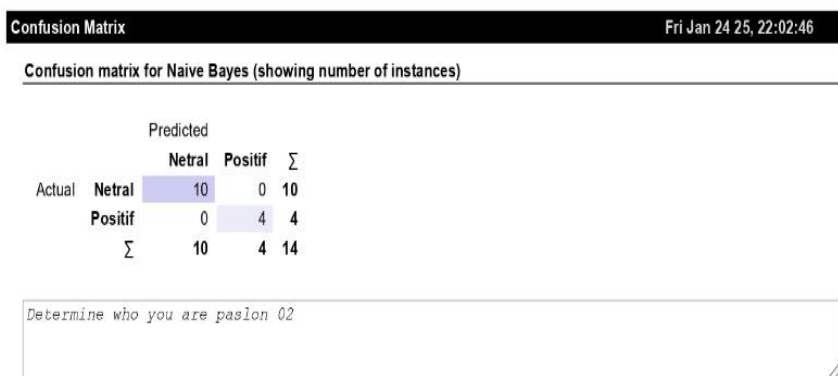**Figure 4. Sentiment Classification Results Using the Naïve Bayes Model**

Source: processed by researchers using orange data mining

In Figure 4 of the first strategy carried out by Bima Eka Sakti and Syaeful Mujab, namely the determinant of who you are on Instagram social media, shows more dominant neutral results, this happens because of the different backgrounds and characteristics of

different audiences so that it can affect how they show opinions, so neutral results show the destruction of diversity of interpretation. In addition, neutral results can also mean that the community and Instagram users do not have a positive or negative tendency towards the candidate pair, so it can be interpreted that they do not support or reject the candidate pair (Hernikawati Balai Pengembangan Sumber Daya Manusia dan Penelitian Kominfo Jakarta et al., 2021)

Naive Bayes models used for sentiment classification also often make the assumption that the features in the text are independent of each other. So the contribution of each word to sentiment classification is considered separately, as a result responses that do not have a strong influence may not be detected, resulting in a classification that tends to be neutral (Bede, 2017)

Figure 5. Profile of *Paslon* 02

Source: https://www.instagram.com/p/DBXxIS4Iph8/

In figure 5 there is a post that tells who you are Ischak and Kholid, where it is conveyed that Ischak is someone who is native to the people of Tegal Regency, he studied from elementary school to college in Tegal. In Figure 5, it is conveyed that Ischak during college was an active student in participating in internal and external activities, Ischak actively participated in organizational activities such as the Amil Zakat Institute, DKC Garda Bangsa, and the Indonesian Fishermen Association. Therefore, the who you are determinant carried out by Ischak as an individual who is active in various organizations can be an asset to convince the people of Tegal Regency of him. Furthermore, followed by Kholid, in Figure 5 it is conveyed that Kholid is someone from a businessman background who grew up with simplicity, starting with his experience in the Indonesian Islamic Youth organization (PII) making him an individual who is close to the community.

Figure 6. Sentiment Classification Results Using the Naïve Bayes Model

Source: processed by researchers using orange data mining

Likewise with candidate 02, where in Figure 6 shows sentiment with results that are also more dominant neutral, this happens because many of the Instagram users often use a more relaxed and informal communication style. Instagram users tend to show their opinions implicitly, convey comments with ambiguous words, or use emojis, so sentiment analysis often classifies responses from Instagram users with neutral results, this also makes sentiment analysis difficult to recognize by the algorithm of sentiment analysis itself (Oktaria Sihombing & Arif Dermawan, 2021)

Determine What You Do

The second strategy is determine what you do where this strategy explains what he or someone wants to do by showing the main strengths and uniqueness that exists in him, this strategy is a complementary strategy with the first strategy. (Rangkuti, 2013).

Figure 7. Work program plan with the tagline "IKONIK" *paslon* 01

Source: https://www.instagram.com/p/DAV93qlv5xo/?img_index=1

In this second strategy, the candidate pair with serial number 01, Bima Sakti and Syaeful Mujab through uploads on their Instagram pages conveyed work program plans that aimed to bring Tegal Regency to be better. In Figure 7, candidate 01 uploads a post containing

his vision and mission, where there is a tagline called "IKONIK" which means faith, work, sports, nationalism, innovation, and culture. The faith in question is the strengthening of programs based on faith, for example pesantren incentives, religious community-community organizations, prospering houses of worship, securing religious regulations, and so on. Then work, the work in question is the existence of real bureaucratic reform and expansion of employment opportunities. Furthermore, sports, namely providing space in the form of proper infrastructure for health developers. Furthermore, nationalism, namely the strengthening of nationalism carried out by educational and community institutions, then there is innovation, namely the support for the development of the superior sector of Tegal Regency. Then the last is culture, where there is a strengthening of infrastructure that supports the people in developing their culture.

As well as a vision and mission that realizes Tegal Regency is advanced, happy, and lit. The vision of progress is that Tegal Regency is expected to have advanced infrastructure. Happy where people are expected to be healthy, prosperous and live a quality life, then lit up is expected to have investment that supports the economy of the community. Furthermore, there is also content with the work program plan "Kabeh Bisa Sekolah" where the existence of this program plan is expected to be able to overcome the problems of education in Tegal Regency. By encouraging the establishment of SMA/K in each sub-district, college scholarships with 1 scholar for 1 underprivileged family, and continuing the "Ayo Sekolah Maning" program for people who drop out of school, it is expected to bring better education in Tegal Regency.

Then Bima Eka Sakti and Syaeful Mujab also conveyed the work program plan "Dalan Alus Dalan Padang" in their content uploads, where this program will be pursued by candidate 01 with the aim of structuring infrastructure that is safer and more comfortable for the community and as a means of mobility that is more easily accessed by the people of Tegal Regency in supporting the economy. Then there is also the "KTP Bisa" program where this program puts forward the KTP as a card that can be used in making it easier to get public services such as health where it facilitates free medical services, employment where there is an assistance in finding work, then access to subsidized fertilizers for Tegal Regency farmers, and so on.

Furthermore, the upload of the last what you do determinant shown by *paslon* 01 is by showing its commitment to continue the programs of previous leaders, this is shown by a commitment that refers to faith or religion by maintaining religious pillars that will continue to get full support from the Tegal Regency Government if *paslon* 01 is elected.

Figure 8. Sentiment Classification Results Using the Naïve Bayes Model

Confusion Matrix				Fri Jan 24 25, 22:08:55
Confusion matrix for Naive Bayes (showing number of instances)				

		Predicted			
		Negatif	Netral	Positif	∑
Actual	Negatif	30	0	0	30
	Netral	0	244	0	244
	Positif	0	0	144	144
	∑	30	244	144	418

Determine what you do paslon 01

Source: processed by researchers using orange data mining

From several programs and visions and missions that *paslon* 01 wants to do in Figure 8 shows the results of the determinant of what you do which is more dominant neutral, this happens because the interaction of Instagram users does not show a strong reaction to the uploads displayed, and focuses more on information than opinion so that neutral results allow intuitive from Instagram users. On the other hand, the public and Instagram users are also not too sure of their choice so that the sentiment results tend to be still neutral towards the branding of the candidate pair (Pratama & Hendry, 2024). In addition, the algorithm applied by Orange Data Mining to perform sentiment analysis, such as the Naive Bayes model, may not be sensitive enough to detect emotional and subtle words in the text. So that many cause statements that should be included in positive or negative sentiment but instead are classified as neutral sentiment.

Figure 9. 8 excellent programs of candidate 02

Source: https://www.instagram.com/p/DCofMw8T040/

Then in the upload from *Paslon* with serial number 02, Ischak Maulana and Ahmad Kholid also conveyed several programs that were superior, where in Figure 9 there is a post containing 8 "Apik" Ischak and Kholid programs, such as crop failure assistance, smart Tegal cards, free medical treatment, padang roads without holes, assistance to fishermen who are

panceklik, assistance to MSMEs, facilitated employment, and increased teacher incentives. Then there is also a program proposed by candidate pair 02, namely "Pengelolaan Sampah", candidate pair 02 hopes that the garbage in Tegal Regency can become objects that have high economic value with the existence of a "Bank Sampah", where it is hoped that each village can manage its own waste independently to become goods that have more value than just garbage.

Furthermore, there is content with the program "Belanja Nang Uwonge Dewek" or shopping in their own neighbors, where this tagline means that the people of Tegal Regency are expected to shop for their daily needs in their neighbors who have businesses. The hope of Paslon 02 is that the economy in Tegal Regency will be better by regulating the circulation of financial transactions from and by the people of Tegal Regency. Paslon 02 also delivered 7 priority programs that will be implemented if they are elected, namely in the economic aspect with the downstream, in the infrastructure aspect with the development of roads without holes, in the environmental aspect with integrated and holistic waste management, in the education aspect with scholarships for students from poor families, in the human resources aspect with the strengthening of education and skills, in the aspect of resilience and culture there will be the development of cultural pride villages, then the last is the aspect of government with digitalization in public services.

Then the last content related to the determinant of what you do shown by candidate 02 is the existence of a regent scholarship program, shown by the existence of a free tuition program plan for outstanding children, this plan is expected to increase the Human Development Index (HDI) in Tegal Regency.

Figure 10. Sentiment Classification Results Using the Naïve Bayes Model
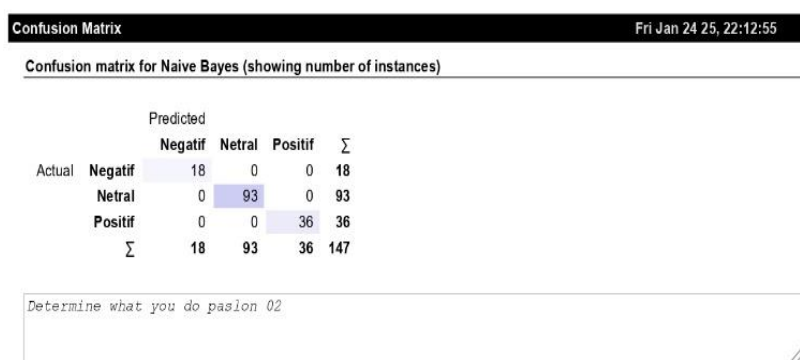
Source: processed by researchers using orange data mining

From several programs and visions and missions that paslon 02 wants to carry out in Figure 10, the results of determine what you do are more dominantly neutral, this happens because the content that is often uploaded is informative or descriptive, such as the delivery

of programs or visions and missions, so it does not trigger strong emotional reactions. These contents tend to generate more factual and descriptive comments, so many of the Instagram users do not feel compelled to give a more emotional response. This also shows that the majority of responses and opinions given by Instagram users towards the candidate 02 strategy, namely determine what you do, do not have a clear trend towards positive or negative, it can be seen that people with neutral sentiments dominate in responding to the topic (Wahyuningsih & Hendry, 2023). Simple classification models such as Naïve Bayes also rely heavily on the text that appears. If the text does not contain meaning that explicitly indicates a positive or negative sentiment result, then the sentiment results tend to be neutral.

Position Yourself

The third strategy of personal branding formation is position yourself, where in this strategy a person is expected to position himself to be what he wants to be by comparing himself with others while still identifying his characteristics and qualities. (Rangkuti, 2013).

Figure 11. Hearing fishermen's complaints

Source: https://www.instagram.com/p/DAu_9VhNayw/

Candidates with serial number 01 Bima Sakti and Syaeful Mujab utilized their political imaging by understanding the interests of various layers of society in Tegal Regency. Through his Instagram post, Bima Eka Sakti gave hopes or programs for the youth in Tegal Regency. If elected, he will optimize the fields in 287 villages and sub-villages in Tegal Regency to support various youth activities. Then in Figure 11 the candidate pair with serial number 01 also visited the fishermen by listening to complaints and criticisms which would later be used as input for the program in candidate pair 01. In the post, candidate pair 01 also conveyed a solution for fishermen by providing an insurance program for fishermen, because the risks are so great working on the high seas that there needs to be insurance from the government if candidate pair 01 is elected.

Furthermore, in the upload on Instagram, Syaeful Mujab also visited the traditional market to greet and also listen to complaints that could later be used as input for candidate pair 01. Syaeful Mujab said that one of the visions and missions of candidate 01 was the revitalization of the people's market, because the people's market was the foundation of the economy of the Tegal Regency community in the future, candidate 01 gave hope that if later elected it would make the market more comfortable, safe, and clean. Not only revitalizing the people's market, but candidate 01 will also revitalize GOR Trisanja and other sports facilities. By going down and seeing directly the conditions in the field, candidate 01 can position himself or position yourself by directly providing solutions to the people of Tegal Regency on what needs to be addressed.

Figure 12. Sentiment Classification Results Using the Naïve Bayes Model
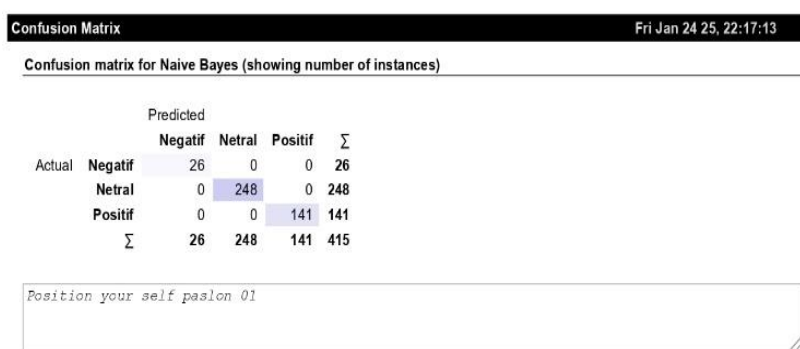
Source: processed by researchers using orange data mining

From some of the position yourself shown by paslon 01 in figure 12 shows a more dominant neutral result, this happens because the content uploaded is often not controversial or provocative that will cause pros and cons, so there is no trigger for debate or emotional reactions from Instagram users that are sharper. This makes the results of the sentiment more dominantly neutral with many comments from Instagram users who do not fully express dissatisfaction or strong support for the candidate. It can be concluded that in this sentiment, neutral results dominate in the dataset with several responses that do not show strong expressions in favor or against the candidate (Puad & Susilo Yuda Irawan, 2023).

Classification models such as Naive Bayes use an algorithm that emphasizes probability in classifying data. This model works by showing the likelihood of a word appearing in a context such as positive, negative, or neutral. If neutral words appear frequently in the dataset, then the final result of the classification will tend towards neutral. In addition, the Naive Bayes model is also more effective with categorical data and may be less optimal when dealing with numeric attributes, especially if the data distribution does not match the assumptions of the model (Zainal Macfud et al., 2023).

Figure 13. Listening to complaints from the community regarding damaged roads

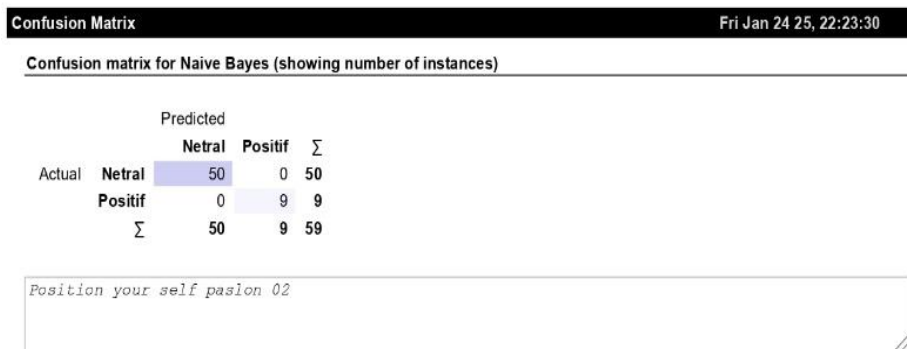Source: https://www.instagram.com/p/DB0sLMHIN0G/

In addition, candidate 02 also utilizes his political imaging by utilizing Instagram social media to show his position to the public. In Figure 13, Ischak is seen listening to complaints from the public regarding damaged roads, Ischak also provides solutions related to these complaints where if he is elected, he will prove his commitment to improve infrastructure for the realization of the security and comfort of the people of Tegal Regency with the "Sehari Lapor, Sehari Halus" program which is expected to give confidence to the community.

In addition, candidate 02 also uploaded content by listening to complaints from *UMKM* where *UMKM* needed solutions so that their businesses were more widely known, candidate 02 also provided solutions where if they were elected there would be strengthening of regulations related to marketing and a new industrial area would be established to attract investors so that raw materials were more efficient and effective. Then Ischak also went directly to explore the location of the village bridge construction plan that had not yet been realized, Ischak also provided solutions and hopes by showing his commitment to improving accessibility and connectivity for the surrounding community, where Ischak also always listened to the aspirations of the community.

Furthermore, there is a position yourself shown by candidate 02 where Ischak visits the farmers, the farmers express their complaints and hang their hopes on Ischak. Ischak also conveyed his commitment that if he is elected, he will facilitate farmers and provide assistance that can help farmers be more prosperous and prosperous.

Figure 14. Sentiment Classification Results Using the Naïve Bayes Model

Confusion Matrix				Fri Jan 24 25, 22:23:30

Confusion matrix for Naive Bayes (showing number of instances)

		Predicted		
		Netral	Positif	Σ
Actual	Netral	50	0	50
	Positif	0	9	9
	Σ	50	9	59

Position your self paslon 02

Source: processed by researchers using orange data mining

From some of the position yourself shown by paslon 02 in Figure 14 shows a more dominant neutral result, this happens because Instagram is a visual-based platform, where the attention of Instagram users is more focused on the aesthetics and visualization of content compared to the content of the text or comments left, so that comments left are often descriptive or brief praise, such as "great," or "send emoji," which does not contain strong emotions so that the sentiment shows results that are classified as neutral. The use of Naïve Bayes models in sentiment classification for social media analysis also provides a valuable tool for understanding users' responses to a candidate's branding style. The Naïve Bayes classification model is also more inclined to show the dominant class, which in some cases shows neutral results (Andriawan & Ernawati, 2024)

Manage Your Brand

It is the last personal branding strategy, where the key to "manage your brand" is the existence of a "word of mouth" which means that a person is expected to give confidence to the public about his brand or brand. (Rangkuti, 2013). It can be seen from the two candidates in each of their uploads through Instagram social media that they are prospective leaders who can resolve a concern from the community. Both candidates in each of their uploads leave a good impression on the people who follow their Instagram accounts. This success basically makes a good image in the public's view of the two candidates which ultimately has a positive impact on the campaign agenda in winning the 2024 election.

Figure 15. Greeting people from all walks of life

Source: https://www.instagram.com/p/DClZjdivUqA/

Figure 15 shows a post uploaded by Bima Eka Sakti on how his personal branding shows simplicity but still has meaning. With a light caption, such as *"Mancing dulu sebelum menyambut hari tenang"* Bima Eka Sakti indirectly shows his relaxed and unique side. Then it also shows the side of Bima Eka who participates in bird races and is greeting people from various layers, in the post above, Bima Eka Sakti is seen surrounded by mothers. By showing various sides of himself such as fishing, interacting or greeting each other with the community, Bima Eka Sakti can give and leave an impression on the community as someone who is multitalented and friendly. The public can also judge that Bima Eka Sakti is not only a serious person, but also has a relaxed and fun side. From the comments made in the comments column, it can be seen how Bima Eka Sakti's manage your brand has succeeded in building his closeness to the community. Words such as *"multitalenta"* and *"ramah"* are the result of personal branding that is consistent with the initial objectives to be conveyed. This simple but interesting content helps foster a closer relationship with followers and strengthen a positive image in the eyes of the public.

In addition, we can also see posts uploaded by Syaeful Mujab, where in the post it can be seen that Syaeful Mujab, who also greets people from various levels by showing a friendly, smiling, and charismatic side, can build personal branding, especially managing your brand well on Instagram social media. In addition, Syaeful Mujab also listened to complaints from the community that needed to be addressed, Syaeful Mujab also gave a positive response by replying to responses from the community well and opening the widest possible communication.

From the responses in the comments column, it can be seen how Syaeful Mujab's manage your brand has succeeded in building his closeness to the community. Words like *"mantap"* and *"semangat mas mujab"* are the result of the personal branding he has built.

825

Figure 16. Sentiment Classification Results Using the Naïve Bayes Model

Source: processed by researchers using orange data mining

From the manage you brand shown by *paslon* 01, the results show a more dominant neutral sentiment. This happens because most of the Instagram users tend to avoid topics that are too emotional or controversial. The comments they leave in the comments column tend to be safe, impartial, or do not show strong opinions. So the responses from Instagram users do not show positive or negative polarity (Annissa Widya Davita et al., 2024)

Figure 17. Addressing community organizations

Sumber: https://www.instagram.com/p/DBF_5f_IBx6/

Then in pictures 17 *paslon* 02 also shows managing your brand on Instagram social media by showing its close relationship with the NU organization, which is the largest Islamic organization in Indonesia. With a background that is close to the NU organization, candidate 02 manages his political branding by often visiting recitations with several clerical figures, visiting several community organizations and interacting directly with the community, so that the public can assess how the branding is being carried out by candidate 02. From the comments made in the comments column, it can be seen how manage your brand is carried out by candidate 02, such as in Figure 19 *"semangat terus mas kaji"* this succeeds in showing his

826

closeness to the community because the call is considered not too formal and makes people feel closer to candidate 02.

Figure 18. Sentiment Classification Results Using the Naïve Bayes Model

Source: processed by researchers using orange data mining

From manage your brand shown by *paslon* 02 shows more dominant neutral results, this happens because the sentiment analysis system used uses a model from Naïve Bayes, where the model is based on natural language processing (NLP) which sometimes has difficulty in understanding the specific context of comments on Instagram, such as sarcasm, irony, or hidden meaning. This can cause the sentiment classification to be skewed towards neutral results (Ezra Rofran & Joanda Kaunang, 2024)

Conclusion

Political branding built by the two candidates for regional head of Tegal Regency through Instagram social media has an important role as a medium in delivering political branding messages from the two candidates. There were several responses from Instagram users to the personal branding carried out by the two candidates. Where from the four personal branding development strategies carried out by the two candidates showed sentiment results that tended to be neutral, so that the branding built was not too strong in increasing their electability on Instagram social media. This study has limitations in the data collection process, where there are several posts that cannot be used as research material due to the absence of responses from Instagram users on relevant content and the use of software to process data, where classification is done manually. Therefore, there is room for further research to use more data and more complex tools in conducting sentiment analysis, as well as using more varied types of social media in conducting political branding analysis.

Acknowledgments

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