

Research Article

# Discourse Analysis of Political Campaign Messages of Two Candidates for Regent of Banyuwangi 2024 on Instagram

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## ABSTRACT

Instagram social media is often used by the public for various purposes. No exception in the political world began to use Instagram social media in its activities. As in campaign activities during the 2024 Regional Head Election (Pilkada) moment. One of them is the use of Instagram social media in campaign tools to attract the attention of potential voters. As is happening in the middle of the 2024 Banyuwangi Regency Pilkada campaign. Where two pairs of cabup-cawabup candidates in the upcoming 2024 Pilkada have utilized Instagram as a campaign tool that contains messages from each candidate pair (Paslon). This was done by candidate pair number 1 Ipuk-Mujiono, and candidate pair number 2 Ali-Ali. This study aims to determine the campaign messages on each candidate pair's Instagram account in the 2024 Banyuwangi Regency Pilkada. The type of research used is descriptive qualitative research using the Teun A Van Dijk model discourse analysis method through analyzing the dimensions of text, social cognition, and social context.

**Keywords:** Instagram; Pilkada; Discourse Analysis

## 1. INTRODUCTION

Today, social media has become ingrained in people's lives. Social media itself has various types of platforms that are accessed every second by the public. It is not surprising that social media has become a tool that is used for various things. Starting from work, social life, and others (Suliyansyah, 2023). Social media itself has a relationship-building and dynamic nature, one of which is a communication campaign. The popularity and networking flexibility of social media allows certain organisations or parties to be able to reach their chosen target audience in the right way. Instagram is one of the social networking platforms that is popular and widely used today (Putra et al., 2022).

Nowadays, Instagram is no longer only used as a means of communication and entertainment. More than that, Instagram began to penetrate into the world of business to politics. Especially during the current Pilkada period, where Instagram is used as a campaign tool (Pratama, 2022). The moment of a democratic party is often seen and known by the public through social media such as Instagram. Pilkada candidates conduct online campaigns through Instagram to more easily touch the attention of the wider community (Kariman & Qorib, 2020). During the campaign period, candidate pairs will introduce and invite the public to vote for themselves. To disseminate information to the public, candidate pairs use mass communication. The method used in mass communication can be done directly or indirectly. The use of social media as a medium for disseminating messages to the wider community is an example of indirect mass communication (Ma'rifatun & Aminulloh, 2019).

Precisely on 27 November 2024, simultaneous regional elections were held. At the provincial and district levels, a number of regional head election events have been held. Where from September to November before the Pilkada the candidate pairs began to carry out campaigns in their respective regions. Such as the central campaign activities carried out by the Banyuwangi Regent-Vice Regent candidates in the 2024 Pilkada. Where there are two candidate pairs that will compete in the upcoming democratic party. First, candidate number 1 Ipuk Fiestiandani Azwar Anas and Mujiono (Ipuk-Mujiono) who are incumbent candidates. Ipuk herself is the Regent of Banyuwangi for the 2019-2024 period who is the wife of the Minister of Administrative Reform and Bureaucracy (Menpan-RB) Abdullah Azwar Anas. Meanwhile, the cawabup who accompanied him was Mujiono, who has a background as a state civil apparatus (ASN). During Ipuk's leadership, Mujiono became the Secretary of Banyuwangi Regency (Sekab).

Candidate number 2 is the Ali-Ali pair. Cabup candidate number 2 is Ali Maki or known as Gus Maki, a religious figure who once served as Chairman of the Nahdlatul Ulama Branch (PCNU) of Banyuwangi Regency. Meanwhile, cawabup number 2 is Ali Ruchi who has a background as an ASN, the last position held by Ali Ruchi was Secretary of the Library and

Archives Office (Dispusip) of Banyuwangi Regency. Both candidates have organised strategies and various ways of campaigning for themselves. Both of them not only go directly to the field to meet residents, but they also utilise various facilities in social media, one of which is Instagram, to campaign. In the campaign on social media, of course the candidates have prepared various strategies. Both have Instagram accounts to introduce them as a way to campaign. The easy dissemination of information from Instagram is interesting to research. Especially the way the candidate pairs campaign through Instagram social media (Ichsana et al., 2023). In the campaign carried out by the two candidates, there are several messages that they convey. Each candidate pair has their own message that aims to attract the sympathy of potential voters through the campaign messages they convey.

In Pilkada campaign activities, there is a form of 'mobilising' support and power through the use of linguistic elements. Candidates use images of figures to try to convince the public through Instagram campaigns. So that it can create perceptions and gain public sympathy (Asror & Sholehudin, 2016). The discourse in each candidate's campaign on the Instagram account was studied using Teun a Van Dijk's discourse analysis. Discourse analysis of candidate campaign messages aims to provide explanations for their respective interests. The study of cana analysis sees or evaluates language in its natural context (Sakka et al., 2023). Like previous research conducted by (Septiani, 2014) which examined the discourse analysis of the content of political advertising messages in the DKI Jakarta Pilkada on the internet media. In this study, the analysis of political advertisements on the internet media has been presented. This research only explains about internet media to attract public interest by using certain language in political advertisements.

Similar research has also been conducted by (Rif et al., 2024) which focuses on analysing the political discourse of presidential candidates' images through Instagram. Based on the analysis of the results of this study, it shows that every statement from presidential election candidates is able to influence public opinion. Although the research to be conducted and the media used (Instagram) are the same, the focus of the analysis is different. So that there is a more detailed analysis of the 2024 Banyuwangi Regency Pilkada campaign on Instagram. In addition, research related to the use of Instagram as a campaign tool was conducted by (Fajar, 2021). If you look at the responses of a number of people, the use of Instagram as a campaign media looks quite effective. According to this study, Instagram can have a significant impact in raising people's voices if done correctly and with the right approach.

The use of Instagram as a campaign tool carried out by the candidate pairs actually has a fairly effective impact. Candidates who campaign to various Instagram accounts that have thousands of followers are able to raise the self-image of each candidate. Like research conducted by (Azka & Syahputra, 2023), where Instagram plays an important role in communicating the messages that each candidate wants to convey to potential voters. Still in the scope of social media, research related to political communication has been conducted by (Wazis, 2017) which focuses on Facebook social media. In Wazis's research, in addition to Instagram, the use of Facebook was also used by local authorities, namely the Regent of Jember dr. Faida, MMR when she was in office to convey her political messages to the general public in cyberspace. The use of social media is still considered effective in channelling messages to the wider community. In addition, social media is more interactive and faster in communicating without being constrained by distance and time.

Another research on the use of social media in campaigns was conducted by (Hafid et al., 2024) entitled 'Prabowo Subianto's "Nyantri" Political Communication Strategy in Winning the 2024 Presidential Election'. The results showed that the use of social media must be supported by an effective communication style. From various theoretical studies and previous research studies, the topic of using Instagram social media as a campaign tool in the 2024 elections is still interesting to review. In addition, a more in-depth analysis related to the discourse of campaign messages through Instagram in the 2024 Pilkada is still minimal and needs to be explored. Therefore, researchers want to examine more deeply the discourse analysis of the two candidate pairs' campaign messages in the 2024 Pilkada through Instagram, which is more focused on the implementation of the 2024 Pilkada in Banyuwangi Regency.

## 2. RESEARCH METHOD

Descriptive qualitative research is the method used in this research. The reason for choosing this method is because it analyses the discourse of campaign messages which include the use of diction and language style in the 2024 Banyuwangi Regency Pilkada. According to (Hartinah & Kindi, 2020) this qualitative descriptive research is a type of research that contains illustrative facts not numbers. This research procedure produces written words and various observed behaviours as data. This research uses the discourse analysis method of Teun A Van Dijk model through analysing the dimensions of text, social cognition, and social context (Sakka et al., 2020). The concept behind this analytical approach is to integrate the three discourse elements into one cohesive analysis (Wulandari & Jannah, 2023). This analytical model is characterised by combining all of these dimensions into a unified analysis.

The text dimension is one of the focuses in Teun A Van Dijk's analysis model. This dimension focuses on the text structure used and emphasises the discourse used. The text structure applied in this study can be seen from the remarks made by each candidate and the captions used in each post. This dimension also explains the discourse analysis of the study of the

choice of words used by speakers when conveying messages and ideologies. Based on research from (Novita & Hudiyono, 2023) the choice of words in speech can affect the perception received by the reader. This social cognition dimension studies the news text production process involving individual cognition. This dimension also analyses the understanding of the news text formation process involving the author's cognition (Fitriana et al., 2019).

Meanwhile, the third dimension, namely the social context, studies the discourse building that develops in society towards a phenomenon. This dimension of social context research is more focused on the formation of discourse that occurs in society related to a problem (Arifeni et al., 2024). The data in this study are posts and words used in the campaigns of candidate numbers 1 and 2, namely Ipuk-Mujiono and Ali-Ali. The data source in this research is the campaign account of each candidate. This discourse analysis study structurally, the text is connected to the Instagram marketing setting. Text production in written or spoken form, such as speech variation, is the main focus of data used in discourse analysis (Mita et al., 2024). Analysis of online news documents in the form of relevant articles is one of the data collection methods used in this study (Hakim et al., 2024). To support the research method, the data collection techniques used are observation of studies on social media, language analysis and Instagram content from each candidate's account, marketing and campaign concepts (Rachmandani et al., 2020). As well as a review of data documentation relevant to the research topic; and library research, namely data collection through various scientific research papers, journals, and references related to the topic (Lestari et al., 2024).

### 3. RESULTS AND DISCUSSION

#### 3.1 Banyuwangi Regency Election 2024

The five-year democratic party at the regional level will be held on Wednesday, 27 November 2024. The 2024 Regional Head Election (Pilkada) will be held simultaneously in Indonesia, where Banyuwangi Regency is one of the regions that will hold the upcoming 2024 Pilkada. In the upcoming Pilkada, there are two candidate pairs (Paslon) who will compete for the seat of the leader of the Sunrise of Java Regency. As stated in KPU Decree Number 1466 of 2024 concerning Determination of the Sequence Number of Candidate Pairs for Regent and Deputy Regent of Banyuwangi Simultaneous Election in 2024.

Based on the decree, candidate number 1 was successfully 'secured' by the incumbent candidate, namely regent candidate (Cabup) Ipuk Fiestiandani Azwar Anas with deputy regent candidate (Cawabup) Mujiono. Candidate number 1 received various supports through a 'fat' coalition. Ipuk-Mujiono is supported by 14 political parties in Banyuwangi Regency, namely Nasdem, PKS, PAN, Golkar, Gerindra, PPP, PDIP, Demokrat, Perindo, PKN, Buruh, PSI, Gelora, and Ummat. Both have backgrounds that are close to the Banyuwangi Regency government. Ipuk has been the number 1 person in Banyuwangi for 3.5 years, continuing the baton of leadership from her husband Abdullah Azwar Anas, who currently serves as Minister of State for Human Resources. During her tenure as Regent, Ipuk has organised various programmes and regional festivals. Meanwhile, his cawabup, Mujiono, is a former Regional Secretary (Sekda) when Ipuk led Banyuwangi. During 3.5 years of collaboration in the government of Bumi Blambangan, both of them want to continue various programmes in the future as candidate number 1.

Meanwhile, candidate number 2 is held by cabup H Moh Ali Makki and cawabup Ali Ruchi. Both are candidates who are carried by only one party, namely PKB. Although only carried by one political party in Banyuwangi, Ali-Ali (as it is called) for candidate number 2 is still optimistic that he can lead Banyuwangi in the future. Cabup number 2 H Moh Ali Makki or better known as Gus Makki has a fairly flashy career in the religious world. Gus Makki is the former Chairman of the Tanfidziyah of the Nahdlatul Ulama Branch Leadership (PCNU) Banyuwangi for the 2018-2023 period. Gus Makki is also the caregiver of Bahrul Hidayah Islamic Boarding School, Rayud, Parijatah Kulon Village, Srono District, Banyuwangi Regency. Meanwhile, cawabup number 2 Ali Ruchi is a bureaucrat. The last position held by him was Secretary of the Library and Archives Office (Dispusip) of Banyuwangi Regency. Previously, Ali Ruchi had also held a number of positions as Secretary of the Social Service for Women's Empowerment and Family Planning (Dinsos PPKB), Secretary of the Transportation Service (Dishub), Acting Head of Dishub, and others.

**Table 1. Candidate Pair Sequence Number of Regent and Vice Regent of Banyuwangi Simultaneous Election in 2024**

| Sequence Number | Name of Candidate Pair       |                           | Supporting Political Party   |
|-----------------|------------------------------|---------------------------|--|
|                 | Regent Candidate             | Candidate for Vice Regent |  |
| 1               | Ipuk Fiestiandani Azwar Anas | Ir. Mujiono., M.Si        | Nasdem, PKS, PAN, Golkar, Gerindra, PPP, PDIP, Demokrat, Perindo, PKN, Buruh, PSI, Gelora, Ummat |
| 2               | H. Moh Ali Makki             | Ali ruchi, S.T., M.Si.    | PKB  |

Source: (SK KPU Nomor 1466 Tahun 2024, 2024).

### 3.2 Social Media as a Campaign Tool

Social media seems to be a necessity in the daily lives of people in Banyuwangi Regency. Instagram is one of the most popular social media platforms among the general public. It is not surprising that Instagram is one of the ways Pilkada 2024 candidate pairs utilise it as a campaign tool. Media has a role as a tool of representation and construction. Where the media has a role as a messenger and ideology from the candidate to the public. As explained in Goncing & Syahrul's (2021) research on media that has a dual role. One of them is to influence the minds of readers. This happens because in the campaigns carried out by the candidate pairs convey their various ideologies that the wider community wants to know. One easy way to convey this ideology is through media labelled as public information.

The campaign conducted by each candidate implies various political messages. The messages conveyed in the campaign through social media can be seen from various kinds of political social imaging models such as on Instagram. One of the political messages that the candidates want to convey is to show that each candidate is the most appropriate figure. As a socialist and populist individual and has the characteristics of a leader. The selection of Instagram as a variable in the study is based on the large number of users. Based on data collected by researchers from the article site (Mallawa, 2024), it is known that Indonesia is ranked 4th as the largest Instagram user country in the world. Instagram is the second favourite social media in Indonesia after Youtube. It is recorded that 19.6% of Indonesians use Instagram to spend an average of 16 hours 10 minutes every day.

Based on research (Saputro, 2022), social media, especially Instagram, has emerged as one of the important campaign tools in modern times. Where the candidates for the 2024 Banyuwangi Regency Pilkada use Instagram to attract public attention to their self-image through their respective language styles. According to (Wazis et al., 2023) a straightforward and good language style makes it easier for readers to understand the meaning of the message to be conveyed. Both Ipuk-Mujiono and Ali-Ali have their own ways of using Instagram as a campaign tool. The Ipuk-Mujiono pair centralised one account as a form of campaign tool, while the Ali-Ali pair created their respective campaign accounts. The Instagram account of candidate number 1 Ipuk-Mujiono, @ipukmujionocenter, has 1,245 followers. Meanwhile, the account belonging to candidate number 2 is divided into cabup and cawabup accounts, namely @gusmakkicenter with 1,183 followers and @sahabat\_aliruchi account has 432 followers. In total, the followers of the Ali-Ali pair's Instagram account are 1,615 followers.



Figure 1. Instagram account of candidate number 1

Source: Instagram



Figure 2. Instagram account of candidate number 2

Source: Instagram



**Figure 3. Instagram account of Cawabup Number 2**  
Source: Instagram

If you look at each candidate's Instagram account, there is a tagline that they carry. The account of candidate number 1 carries the tagline 'Forward Together for All 2024-2029'. Meanwhile, the tagline of candidate number 2 is 'Bangkit Makmur Semua'. Each account has its own way of building their self-image for potential voters through Instagram. However, there is one word that is used in the taglines of the two candidate pairs, which is 'all'. In this case, it can be analysed if both candidates want to show themselves as leaders who want to embrace the community. The analysis of the taglines of the two candidates shows the way of political communication of each candidate. Through political communication, each candidate wants to convey political messages (Susanto & Rahmawati, 2023). The taglines carried by the two candidates contain political messages that are oriented towards the political goal itself. The use of Instagram as a campaign tool aims to build the perception of the candidates to potential voters. Perception, according to (Dhara et al., 2020), is a process that requires communication with the human brain through connections with the surrounding environment. Social perceptions of others and everything that makes them recognisable to potential voters. Through Instagram, each candidate will build their own self-image or political branding. Political branding itself is a strategic way for someone to build a political image (Fadiyah & Simorangkir, 2021). With communication through interactive Instagram, it can form a political image that can influence public attention.

### 3.3 Discourse Analysis of Messages in the Instagram Campaign of Candidate Number 1

Candidate number 1 Ipuk-Mujiono is an incumbent candidate who is again trying to waltz into the regional leadership seat. It is not surprising that in several posts on the @ipukmujionocenter Instagram account there is the word 'continue'. On the account belonging to candidate number 1, the use of the word can be analysed in several posts that read 'The good is continued, the unfinished is completed'. The sentence shows that this incumbent candidate has a programme that has been running during the previous term and wants to be continued as one of the weapons in winning the contestation of the upcoming 2024 Banyuwangi Regency Pilkada. Such as the MSMEs Upgrade programme, Rantang Kasih, and various other programmes that are considered to have a positive impact on economic development in the community. Therefore, the word 'continue' became one of the keywords in the Ipuk-Mujiono campaign on the @ipukmujionocenter Instagram account. In addition, it is in line with research conducted by (Goncing & Syahrul, 2021) that candidate number 1 is a candidate leader who cares about the people. This self-image became Ipuk-Mujiono's campaign message to continue the programmes that had been implemented during Ipuk's tenure as Banyuwangi Regent. Ipuk's campaign message is implied in their tagline, 'The good is continued, the unfinished is completed'. During her tenure, Ipuk was known as a regent who was able to improve MSMEs in Banyuwangi. Through the MSMEs Upgrade programme launched by Ipuk, various MSME products are able to compete in modern markets. The MSMEs Upgrade programme became one of her flagship work programmes. As in Figure 4, is one of the posts on Instagram @ipukmujionocenter, where Ipuk visits one of the MSMEs whose workers are mostly housewives. In this activity, Ipuk easily mingled using an emotional approach, namely gender issues as a fellow woman. In addition, through these posts Ipuk wants to create a self-image as a leader who cares about MSMEs and other small businesses to grow bigger. The campaign message that Ipuk wants to express through the Instagram account is that the closeness of a leader must protect all groups. Especially related to gender, namely fellow women, it strengthens the bond created between Ipuk and prospective voters from the mothers' group.



**Figure 4.** Instagram account posts @ipukmujionocenter  
**Source:** Instagram

Some uploads on the @ipukmujionocenter Instagram account indicate content that leads to important messages to be conveyed. The uploaded content is neatly and attractively packaged using easy-to-understand communication language. The message of the word ‘continue’ which is the tagline of candidate number 1 shows that Ipuk-Mujiono is a candidate leader who has a vision and mission to continue the programmes that have been running in the previous period of office. As shown in Figure 5 where the Ipuk-Mujiono pair explained their vision and mission.



**Figure 5.** Instagram account posts @ipukmujionocenter  
**Source:** Instagram

In the post, candidate number 1 explains his first mission and another tagline that they use, which is ‘Forward Together for All’. Through this tagline, Ipuk-Mujiono wants to invite all parties to work together and collaborate. The use of a larger font size compared to other sentences shows Ipuk-Mujiono's campaign message related to their tagline. ‘Forward Together for All’ is used by Ipuk to garner support from potential voters in the upcoming 2024 regional elections. Ipuk-Mujiono wants to invite the whole community to be involved in various activities that can advance Banyuwangi Regency.

Synergy and collaboration is the way Ipuk-Mujiono wants to emphasise in the vision and mission post. Collaboration between the government and the community is reflected in the word ‘Forward Together’ while the results of the collaboration will ultimately lead to the benefit of all Banyuwangi people reflected in the word ‘for All’. The word ‘All’ in this case is the people of Banyuwangi Regency. While in some points the mission carried out by Ipuk-Mujiono implies a campaign message to continue the various programs that have been implemented both during their tenure. One example is the mission in point 2 which is written to strengthen the agricultural sector, MSMEs, tourism, and other people's leading economies in a sustainable manner. Point 2 on the mission of the Ipuk-Mujiono couple has a campaign message that they want a number of programs in several fields to be forwarded. During his tenure, Ipuk carried a number of programs such as Jagoan Tani, UMKM up class, and others.

In addition, from the mission sentence, the word “continued” appears again in the word “sustainable”. The word” next ” is often thrown in various moments of Ipuk-Mujiono's Instagram account posts. As the incumbent candidate, the word “continue ” became the keyword of this number 1 candidate. In addition to implying messages related to the various programs

that will be continued by him. Ipuk-Mujiono also showed various achievements in one of his posts. The use of words such as “proven achievement” gives a message to voters that Ipuk-Mujiono is a couple who have been recognized as leaders who managed to bring Banyuwangi for the better. For more details, the following is an analysis of the discourse of the @ipukmujionocenter campaign message in accordance with the Teun a Van Dijk model discourse analysis which includes three dimensional aspects, namely text, social cognition, and social context.

**Table 2. Analysis of Instagram Content @ipukmujionoCenter according to the Teun A Van Dijk method**

| Dimensional Aspects | Analysis   |
|---------------------|--|
| Text                | The text in the Instagram account post @ipukmujionocenter explains the message about the principle they want to continue various programs that have been implemented in previous periods of office. This is indicated by the word “continue” spoken by Ipuk in the video of the post. In addition, the tagline “Maju Bersama untuk Semua” became a form of Ipuk’s invitation to the community to collaborate.  |
| Social Cognition    | Various posts uploaded on Instagram @ipukmujionocenter make people think Ipuk-Mujiono is a leader who has a social soul and cares about increasing the economic empowerment of citizens, especially MSMEs. From these posts, the public is shown various solutions to improve people’s living conditions. Ipuk implies a message for the public to be able to judge for themselves and show the various ways that have been prepared by Ipuk in answering problems in the community related to the economy.  |
| Social Context      | The post on the @ipukmujionocenter account shows the candidate’s efforts in fostering good perception in the community. They provide real answers to the main problems facing society, especially financial ones. One of them through various programs that have been run during the leadership of Ipuk while serving as regent of Banyuwangi. Where there is a MSME program Up Class, Kanggo Riko, and others who target the people of Banyuwangi to become entrepreneurs to improve the family economy.<br>Couples Ipuk-Mujiono also shows the importance of the role of society in building Banyuwangi through invitation to collaborate in accordance with their tagline “forward together for all”. During his tenure, Ipuk was known as a leader who always invited to continue collaborating and working together to become a superteam in bureaucracy and society. |

Source: Personal Analysis

### 3.4 Analysis of the message discourse in the campaign on Instagram candidate candidate Number 2

Paslon number 2 is a couple that carries the theme of change. Couples Gus Makki and Ali Ruchi or better known as Ali-Ali is a potential competitor in the elections Banyuwangi 2024. Paslon number 2 carries the tagline “coalition with the people”. The Tagline became one form of buzz that wants a change in government Banyuwangi five years into the future. As Instagram competitors, Ali-Ali and @sahabat\_aliruchi showed various messages about the change plan, such as the pamphlet in the post on @gusmakkicenter’s Instagram account in **Figure 6**.



**Figure 6. Instagram account posts @gusmakkicenter**  
Source: Instagram

As a potential competitor in the elections Banyuwangi 2024 upcoming, Gus Makki couple through his campaign Instagram account shows more satirical quote. In Figure 6, it is implied that the message to be conveyed by cabup serial number 2 wants to show a change. Especially in leadership that is considered more embracing of society than having the desire to dominate. The use of the word “ngancani” in Javanese means to accompany, and the word “nguasani” which means to master this want to emphasize the real changes in the wheels of government Banyuwangi future. Especially when the Ali-Ali couple was chosen as the winner in the 2024 Pilkada.

Paslon number 2 also carries the tagline “*Bangkit Makmur Semua*”. Where the word indicates the desire of the community to change the word “rise”. Couple Ali-Ali wants people to wake up from sleep surinya all this time. Especially during the previous government. The message of wanting change is a strategy implemented by the Ali-Ali couple in attracting public sympathy and gaining support in the upcoming 2024 regional elections. The background of this Ali-Ali couple is quite varied. Examined from the background of Gus Makki who is quite famous scholar in Banyuwangi, Gus Makki want to show the attitude of a humble and simple leader. No wonder that in every post on the Instagram account @gusmakkicenter Gus Makki retains his identity. At least it can be seen from one of the posts on Instagram @gusmakkicenter in Figure 7. Meanwhile, his deputy candidate, Ali Ruchi, was an ASN who decided to enter politics. Not much different from the way the campaign conducted by Gus Makki. Ali Ruchi also targeted various groups, especially suburban communities. It is not uncommon for Ali Ruchi to participate in various activities that are being held by the community. It is not surprising that in various posts on the accounts of these two, they continue to show their partiality towards *wong cilik* or *orang kecil*.



**Figure 7. Instagram account posts @gusmakkicenter**  
Source: Instagram

In the post, Gus Makki formed an image as a populist and simple leader. By uploading Instagram content that is sitting on a pisan leaf on the edge of the field with the farmers, Gus Makki wants to convey the message that a leader must embrace all circles to those below. Not only in these posts, Gus Makki often shows activity during casual discussions with residents without tents or formal meetings with his supporters. Gus Makki prefers lesehan and talks wherever the community gathers. The campaign message in the form of leaders wherever they are equal to their citizens wants to be shown by Gus Makki through his activities. The way this one candidate Pair campaign is almost different from the candidate pair Number 1. Where Gus Makki and Ali Ruchi as candidates for representatives are always targeting people in the suburbs. The use of the word in the caption to the post on the @gusmakkicenter account carries the theme of change and substitution. The Slogan “moment of change” which means it's time to change was proclaimed by the Ali-Ali couple as potential competitors. The campaign message to be conveyed by the couple Ali-Ali is to provide a change in the leadership of Banyuwangi for 5 years ahead. Especially the changes are felt by various citizens who are in suburban areas to obtain equal rights with other.

Not only that, from various posts on the @gusmakkicenter account, Gus Makki's campaign is targeting people in remote areas. It was in line with the sentence in one of the posts belonging to Gus Makki who wrote cabup Banyuwangi number 2 Gus Makki mbecak, serving unserved. The sentence on the post provides a campaign message that gives a promise when elected as regent of Banyuwangi 2024-2029 he will provide comprehensive services to all citizens, no matter who is in remote areas and who is in the middle of the city.



**Figure 8. Instagram account posts @gusmakkicenter**  
Source: Instagram

In the post of candidate candidate Number 2, it implies criticism of the results of the previous leader's government regarding road infrastructure in one of the regions. As potential competitors, the Ali-Ali couple showed various posts that wanted to bring change and correct the shortcomings that had occurred in the previous administration. This was reinforced by the tagline that carried the “coalition with the people”. In the tagline, Ali-Ali wants to embrace the entire community, especially in suburban areas that are believed to have received less attention before. In several posts on their Instagram accounts, Gus Makki and Ali Ruchi showed several forms of criticism and evaluation of the previous leadership. It is being fought by Gus Makki to improve and target some parts that need attention from the government. For more details, the following is an analysis of the campaign message discourse Ali - Ali @gusmakkicenter account in accordance with the discourse analysis of the Teun a Van Dijk model which includes three dimensional aspects, namely text, social cognition, and social context.

**Table 3. Analysis of Instagram content @gusmakkicenter according to the Teun a Van Dijk method**

| Dimensional Aspects | Analysis  |
|---------------------|---|
| Text                | The text in the Instagram account post @gusmakkicenter explains the message about the principle they want to bring change to Banyuwangi Regency according to the tagline “Bangkit Makmur Semua”. In the tagline, Gus Makki and Ali Ruchi want to invite people to choose leaders who are able to bring change. The new government has a different system of government. This is what the couple wanted to emphasize Ali-Ali. In addition, through the tagline “coalition with the people” shows the implied message that Ali-Ali's partner is a candidate for leader who is present from the people. Have a commitment to embrace the entire community from the periphery to our area. Candidate candidate Number 2 wants to touch the people who have not been touched by the previous government. |
| Social Cognition    | Various posts uploaded on Instagram @gusmakkicenter and @sahabat_aliruchi make people think the Ali-Ali couple are leaders who are present from the people. From the post, the public was shown the figure of a simple and populist leader. In this case, Ali-Ali wants to shape public perception regarding the figure of a simple and all-embracing leader. Through various campaign activities that have been carried out to the community, Ali-Ali wants people to assess the figure of the best leader.  |
| Social Context      | Through posts on the accounts @gusmakkicenter and @sahabat_aliruchi showed a number of activities when the two candidates were present in the community. Mingling with the community is a way for both of them to show the message of the leader figure that the community really needs. Ali-Ali formed a self-image as a leader who is able to protect the community below to get a change of life. Candidate candidate Number 2 wants the public to be able to capture the message of the second campaign. Where people are able to see solutions to the problems they experience. So that the election of a new leader is able to bring fresh air to the community.  |

Source: Personal Analysis

This study shows that an inclusive, relevant, and effective approach to da'wah, such as those carried out by Ustad Maulana and Mama Dedeh, is a very effective strategy in conveying religious messages in the era of globalization. The use of humor, rhetoric, and simple and clear communication, allows religious messages to be accepted by a wider audience. This implication indicates the importance of innovation in da'wah strategies in the modern era, where the mass media plays a vital role in reaching the wider community.

### 3.5 Election Results Banyuwangi 2024



**Figure 9.** Posts Instagram account @kpubanyuwangi  
Source: Instagram

Based on the results of the Indonesian survey Circle (LSI) Denny JA, The Ipuk-Mujiono pair received 52.4% of the vote, while the Ali Makki-Ali Ruchi pair received 47.6%. Based on the results of the district level vote recapitulation conducted by the KPU Banyuwangi, Ipuk-Mujiono won the vote in Banyuwangi Pilbup 2024. Ipuk-Mujiono won 404,366 votes with a percentage of 52.11%. While the couple Ali Makki-Ali Ruchi received 71,688 votes or 47.89% (Yaqin, 2024).

## 4. CONCLUSION

Banyuwangi Regency elections 2024 colored two pairs namely Ipuk-Mujiono as incumbent couples and Ali – Ali is a potential competitor. Through the analysis of the discourse of campaign messages from both Instagram each candidate using the method of Teun a Van Dijk obtained a number of results. Both candidates have campaign messages to be conveyed to prospective voters to support them. Based on the analysis using the Teun a Van Dijk method, candidate pair Number 1 Ipuk-Mujiono as the incumbent candidate wants to convey a message of sustainability of the program that has been running in the previous term. In the campaign post on the Instagram account @ipukmujionocenter shows a number of activities and the use of words that imply support for the sustainability of the program that has been carried out. Meanwhile, the campaign message of candidate pair Number 2 on the Instagram accounts @gusmakkicenter and @sahabat\_aliruchi shows the desire for change. As a potential competitor, Ali-Ali shows a message to the community about a leader figure who brings change to society by protecting citizens. Ali-Ali's campaign message is to show the figure of a populist and simple leader for the people.

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