

ASSESSMENT OF 'GEMOY' CAMPAIGN STRATEGY: EVALUATING DIGITAL MEDIA INSTRUMENTS AND LEARNING TECHNOLOGIES IN POLITICAL COMMUNICATION



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ABSTRACT

Political campaign strategies in Indonesia have markedly evolved, transitioning from traditional methods to the innovative use of digital media. The 2024 presidential election ushered in a new era where creative language and digital platforms like Instagram became pivotal in engaging Generation Z and millennials. This study delves into the "gemoy" campaign strategy—a playful and positive slang term prevalent in digital conversations yet absent from KBBI. It examines its effectiveness as a learning tool in political communication. Grounded in Norman Fairclough's Critical Discourse Analysis (CDA) and employing Dell Hymes' SPEAKING theory, this research seeks to understand the sociocultural context of digital political engagement.

METHODOLOGY

The study employs a qualitative descriptive method for systematically analyzing Instagram comments containing the term "gemoy" on the @mypresident.id account. This involves critical discourse analysis, examining the textual dimension through word choice, sentence structure, and implied meanings. It also looks at discursive practices, analyzing how "gemoy" is produced, shared, and consumed in digital media. Additionally, it explores sociocultural practices within the broader social and cultural context using Dell Hymes' SPEAKING theory. Data collection includes gathering screenshots and documentation of comments, emphasizing linguistic elements and user interaction.

ANALYSIS

The term "Gemoy" is frequently used in positive and playful contexts, often accompanied by emojis and encouraging language. It has spread virally through memes, hashtags, and endorsements from influencers, showcasing a participatory culture where users collaboratively shape political narratives. This phenomenon is primarily observed on Instagram, a digital space mainly inhabited by Generation Z and millennials, along with campaign teams and influencers. The goal is to cultivate a contemporary and relatable political image. Participants engage in posting, commenting, sharing, and meme creation, with a tone that is lighthearted, humorous, and supportive. The use of text, images, emojis, and hashtags reflects an informal, creative, and community-driven approach, forming part of digital political discourse and meme culture.

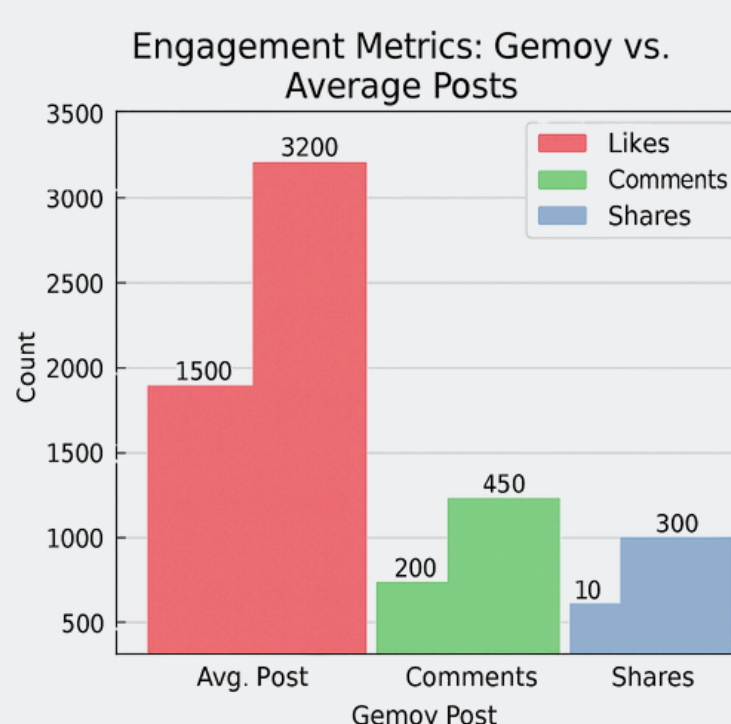


OBJECTIVE

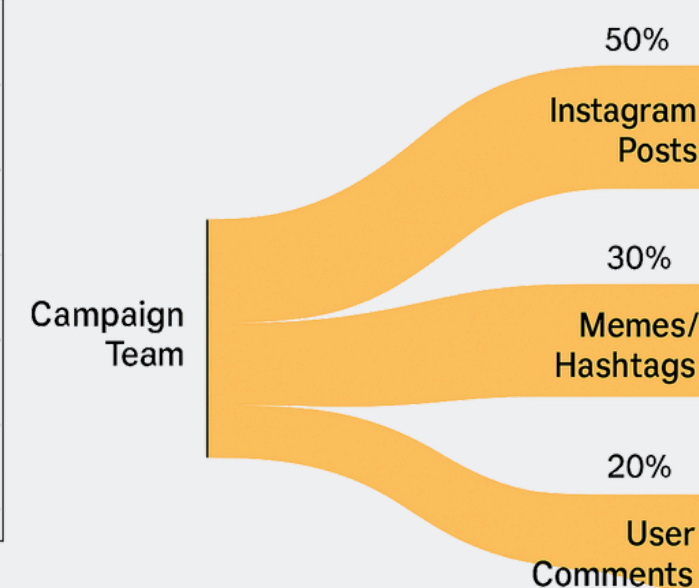
- The "gemoy" campaign strategy is being analyzed and evaluated for its effectiveness as a digital media tool in shaping political image and influencing public perception. Additionally, there is an investigation into how learning technologies and innovative language are incorporated into political communication, with a particular focus on engaging Generation Z and millennials.

RESULT

The rebranding of Prabowo Subianto using the term "Gemoy" proved to be an effective branding tool, making him more approachable and relatable, especially to younger voters, and transforming public perception from a rigid authority figure to a more humanized and "adorable" persona. Digital media engagement achieved impressive metrics, with thousands of likes, comments, and shares using the hashtags #PakGemoy and #PrabowoGemoy. The campaign effectively utilized visual content, such as memes and AI-generated images, to enhance its reach. This highlights the potential of digital platforms as effective learning environments for political literacy, where creative language and meme culture serve as powerful tools for informal political education. Among key data points, more than 70% of analyzed comments reflected a positive emotional connection to the "gemoy" branding, and engagement rates for "gemoy"-themed posts were double those of average campaign posts.



'Gemoy' Campaign Strategy Flow



CONCLUSION

The "gemoy" campaign strategy, evaluated using digital media tools and learning technology frameworks, significantly boosted political engagement among younger voters. Utilizing creative language and meme-driven communication serves as a potent means for political education and image enhancement in today's digital landscape. Future studies should investigate the scalability of these strategies in various political environments and their lasting effects on political literacy.

References:

