



ANALYSIS OF BRAND PERSONALITY AND INSTAGRAM SOCIAL MEDIA INFLUENCE ON ELECTION DECISIONS IN THE 2024 ELECTION: AS A BASIS FOR FORMING A SWOT ANALYSIS

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Abstract

Every year, Instagram as one of social media mainstream experiences rapid development, both for its utilization in information dissemination and information retrieval. This study aims to analyze the brand personality and Instagram social media strategy as a political promotion platform for the 2024 election participants, which will later become the basis for forming a SWOT analysis. A quantitative research approach was employed in this study.. The population in this study is the entire community of South Sulawesi who fulfill the requirements as potential voters for the 2024 general election with a total of 100 respondents who are determined using the random method or commonly called a random sample from the entire population regardless of their strata. The SPSS application was utilized for analyzing the collected data.. The results of this study showed that the influence of Instagram social media on election decisions is statistically significant, or in other words, Instagram social media has an important influence in influencing election decisions. Meanwhile, Brand Personality has an influence with a sense of pride/prestigious and familiar to candidates who are new to Instagram social media. The relationship between Instagram social media and brand personality on election decisions has an important role in influencing voter decisions. These two factors work together to influence the preferences and decisions made by individuals in elections.

Keywords : *brand personality; social media; choice decision; political marketing*

A. INTRODUCTION

Social media can be used to exchange information, interact with each other, as well as create and share information virtually (Watie 2011). Currently, the functionality of social media plays an important role in everyday life. In terms of business, according to data collected by the Association of Indonesian Internet Service Providers or APJII (2022), 84.75% of MSMEs use social media to sell products/services. This also illustrates that social media plays a major role for businessmen in Indonesia. Apart from business, social media is starting to be used in political aspects. Marketing knowledge in politics is implemented in general election campaign strategies

(elections). Referring to PKPU no 23, 2018, campaigning is a communication process between participants and voters, where this communication is aimed at introducing branding and convincing voters about the election participants' vision, mission, values, and goals. Election participants will determine the team assigned to carry out the election campaign which will be supported by tools, materials, campaign advertisements, social media, and broadcasting institutions. Summarizing from the article Campaign Narrative and Social Media in the 2019 Presidential and Vice-Presidential Elections, it can be concluded that social media has an influence on the strategy formation of candidate pairs in running campaigns. Social media has become an efficient and relatively inexpensive campaign platform, especially since the election was held in 2019 where candidate pairs were only given a relatively short campaign period, so a team responsible for social media was formed. The social media used are Instagram, WhatsApp, Twitter, and Facebook (Perdana and Wildianti 2019).

The marketing mix is a combination of marketing tools that will produce the target market needs (Kotler and Armstrong 2008). The marketing mix is used by companies, especially managers, to attract customers who are the company target. (McCarthy 1960) classifies the marketing mix as the "4Ps" namely product, price, distribution location and promotion. Regarding political marketing, (Lock and Haris 1966) said that political marketing has a framework that adapts the core marketing literature and then develops it based on the political science's perspectives and predictions. (Marshment 2001) states: political marketing is about how political organizations adapt business marketing concepts and techniques to help them achieve their goals. Political actors are the focus of political marketing. (Henneberg 2003)

Social media is a digital media platform (online) that facilitates users in carrying out both individual and community activities, so that users can be seen and connected as a social value (Van 2013). Meanwhile, according to Mothersbaugh (Mothersbaugh and Hawkins 2016), defines social media as user generated content or a medium that connects cooperation between content creators and other people. Instagram is one of the applications offered for smartphone users which can now be used on Windows and iOS on laptops. Instagram has a function similar to "twitter", it's just that Instagram focuses on its functionality by sharing photos or moments visually. Instagram offers interesting features for its users, such as embellish photos (filters) (Atmoko Dwi 2012)

(Kotler and Armstrong 2008) defines brand personality as "the specific mix of human traits that we can attribute to a particular brand" or brand personality as a blend of human characters associated with a brand, so that these characters form the basis of brand personality formation. Later brand personalities will interact with the feelings and emotions of consumers and form a bond between consumers and brands (Schiffman and Kanuk 2010). The five decision processes in the book (Mothersbaugh and Hawkins 2016) are problem recognition, namely the company try to synthesize the problem situation it is facing, information search after knowing there is a need or problem, it is necessary to search for needs information, alternatives evaluation and selection in the company through two stages involving various regulations and considerations from various parties, purchasing decisions, namely the purchase process, whether it is payment or other requirements, Post-Purchase Evaluation is the service for products and services provided by the seller, which is a factor that will play a role in evaluating the company's purchases.

B. RESEARCH METHOD

Location and Research Design

This research was conducted in South Sulawesi Province on 16 May 2023 – 25 May 2023. This research used a quantitative study. The quantitative method is a method using concrete data in the form of numbers which will then be measured statistically (Sugiyono 2018) In this study, the quantitative method (hypothesis testing) was used to see the relationship between Instagram and brand personality on election decisions as the basis for forming a SWOT analysis (TOWS Matrix).

Population and Sample

Based on the initial data obtained by the population in this study, namely the people of South Sulawesi from 18-34 age range who meet the requirements as potential voters for the 2024 general election. The sample in this study is part of the population that is considered the population representative. In collecting this sample, the researcher chose a random sampling technique or so-called random samples from the entire population regardless of the existing strata in the population. The number of samples to be studied is 96.04 or rounding has been carried out to 100 respondents using the Lemeshow formula, because the population size is unknown, so the sample size to be studied is:

$$n = \frac{z^2 p(1-p)}{d^2}$$

Description:

- n = Total sample
- z = z score at pada 95% confidence level = 1,96
- p = maximum estimate = 0,5
- d = alpha (0,10) atau sampling error = 10%

Based on the Lemeshow, then

$$n = \frac{1,96^2 (0,5)(1 - 0,5)}{0,1^2} = 96,04$$

The number of samples to be studied is 96.04 or rounded up to **100 respondents**.

Data Collection

Data collected in this study was divided into primary data and secondary data. Primary data obtained from questionnaires and interviews with respondents and secondary data obtained from external data which is journal and relevant data as a basis for measurement that is in line with this research.

Data analysis

Data analysis in this study used a multiple linear regression model through the SPSS 20 (Statistical Package for Social Science) application.

C. RESEARCH RESULT

Characteristics of Respondents

The characteristics of the respondents from the results of distributing the questionnaire can be seen in the following table:

Table 1. The Respondents' Characteristics Are The Innate Characteristics of The Respondents

No	Respondents' Characteristics	Frequency	Percentage
1	Age: 18 - 24 Years old	47	47%
	25 - 34 Years old	53	53%
2	Gender: Man	78	78%
	Woman	22	22%
3	Election involvement: Yes	90	90%
	Never	10	10%
4	Have Instagram Social Media Account	100	100%
	Yes	0	
	No		

Source: Primary Data, 2023

Table 1. Regarding data on the respondents' characteristics, there are 47% of respondents aged 18-24 years, and the remaining 53% aged 25-34 years. The number of respondents based on male sex was 78%, namely 78 people, while for women there were 22 people or 22% of the total respondents.

From these data it can also be seen that 90% or as many as 90 people from the total respondents have been involved in general elections voting (elections), while 10% or the equivalent of 10 people have never participated in general elections. And from the data, the researcher obtained the results of questionnaire distribution, which is 100 people, or a total of all respondents have Instagram social media.

Multiple Linear Analysis Test

Multiple linear regression analysis is used to determine the direction of the relationship between the independent variables and the dependent variable when there is more than one independent variable. The difference with simple regression analysis is that in simple regression analysis there is only one independent variable. Some of the things analyzed in multiple regression analysis as a basis for a more in-

depth analysis of the regression equation formed include the regression equation, the coefficient of determination, the standard error of estimation, the standard error of the regression coefficient, the calculated F value, and the calculated t value.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,009	1,541		,006	,996
	Instagram social media	,115	,030	,349	3,866	,000
	Brand Personality	,138	,028	,447	4,953	,000
a. Dependent Variable: Choice Decision						
Source: Primary Data, 2023						

Table 2. Using the SPSS computer program, multiple linear regression equations can be obtained based on the analysis results listed in the following table:

$$Y = 0,009 + 0,115X1 + 0,138X2 + e$$

The regression equation above can be explained as follows:

- The constant value (a) has a positive value of 0.009. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if all the independent variables which include Instagram social media (X1) and brand personality (X2) are 0 percent or do not change, then the value of the selection decision is 0.009.
- Instagram social media regression coefficient of 0.115 indicates that if Instagram social media experiences an increase of 1%, the election decision will increase by 0.115, assuming other things are constant.
- The brand personality regression coefficient of 0.138 indicates that if brand personality increases by 1%, then the selection decision will increase by 0.138, assuming other things are constant.

From the explanation above, it can be concluded that an increase in Instagram social media and brand personality will have a positive impact on increasing the level of voting decisions in the 2024 General Election.

Simultaneous Significance Test (Statistical Test f)

The F test is used to test whether the independent variables namely Instagram social media (X1) and brand personality (X2) in the regression model simultaneously have an influence on the dependent variable, namely the election decision (Y). The

following can be seen in the f test results table below:

Table 3. F Test Results (Simultaneous)						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	287,259	2	143,630	51,883	,000 ^b
	Residual	268,531	97	2,768		
	Total	555,790	99			
a. Dependent Variable: Choice Decision						
b. Predictors: (Constant), Brand Personality, Instagram social media						

Source: Primary Data, 2023

Based on the data in the table above, the significant value is <0.05 so that it can be interpreted that there is an influence of Instagram social media and brand personality simultaneously significant on the 2024 general election decision.

D. DISCUSSION

Based on the research result on the characteristics of the respondents, 100% of the respondents have Instagram social media and the age category of the respondents is mostly in the range of 25 - 34 years as many as 53 respondents (53%), then the rest are in the range of 18 - 24 years. From the results of the tests that have been carried out, it was found that all 36 items have proven validity based on the results of the validity test, with an r count value that is greater than r table (0.197). Therefore, it can be concluded that all 36 statement items are valid statements. The results of the reliability test can be seen in the Cronbach Alpha value, where the test results show that the Cronbach Alpha value of each variable, namely variables X1 (0.859), X2 (0.846) > 0.60 , which means that the questionnaire as an indicator of the variable is reliable.

The Relationship between the Instagram Social Media Use and Election Decisions in the 2024 Election

Based on the hypotheses given testing results, it can be concluded that there is a positive and significant effect of the Instagram social media variable on election decisions in the 2024 election. This is based on the output results of processed data which shows a t-count value of 3,886 with a significant level (p-value) of 0.001 which is smaller than the specified significance level of 0.005. In statistical analysis, t count is used to test whether the independent variable regression coefficient is significantly different from zero. In this case, the t count of 3,886 indicates that the influence of Instagram social media variables on election decisions is statistically significant, or in other words, Instagram social media has an important influence in election decisions in the 2024 elections. This could be an opportunity for candidates to take advantage of Instagram social media as a medium of communication or campaign.

This is also in line with the questionnaire items on the Instagram social media variable with the candidate's Instagram social media statement fostering a sense of sympathy from respondents who achieved the highest average score of 4.01. This can be a distinct advantage/strength for candidates who already have Instagram social media as a communication medium, or in another sense, Instagram social media is still the main respondents' attraction. Apart from that, related to Instagram social media, content such as campaigns message on Instagram social media is the second position that influences respondents in deciding their selecting candidate. So that these points can be an opportunity for candidates to attract voters. Candidate Instagram social media must also be communicative in providing feedback because this item is the third largest point in the questionnaire related to Instagram social media variables with an average score of 3.96.

Uniquely, a hiatus Instagram social media can be a weakness for candidates in attracting the voters' attention due to the items related to content on the candidate's Instagram social media getting the lowest score of 3.58. Later, points of strength, Weaknesses and opportunities can be indicators in forming a SWOT analysis to create the right strategy.

The Relationship between Brand Personality and Election Decisions in the 2024 Election

The findings from testing the hypothesis can be concluded that there is a positive and significant influence of brand personality variables on election decisions in the 2024 election, this is proven through the data analysis output result which shows a calculated t value of 4,953 with a significance level (p-value) of 0.001, which is smaller than the significance level set at 0.005, or in other words, brand personality has an important influence in influencing election decisions in the 2024 elections. This could be an opportunity for candidates to take advantage of brand personality as one of the strategies in political campaigns.

One aspect of brand personality that can be given to candidates is a sense of pride/prestige, which gets the highest average score of 4.03 in a questionnaire distributed to assess brand personality. As for what is expected as a threat to the candidate, from the study, we can conclude that candidate must be able to show something new, different, and not imitate other candidates, which held the second place with the highest score in this questionnaire. Not only is it familiar, but it is also no stranger to the third largest candidate in terms of an average score of 3.99, this can be a threat for candidates who are new to social media Instagram. So that the points of threats, weaknesses, and opportunities can be indicators in forming a SWOT analysis to make the right strategy.

The Relationship between Social Media and Brand Personality on Election Decisions in the 2024 Election.

The simultaneous significance test result (f) shows that there is a simultaneous significant influence of Instagram social media variables and brand personality on the 2024 general election decision. This can be concluded based on a significance value of 0.001, which is smaller than the established significance level (0,05).

The simultaneous influence of Instagram social media and brand personality on the 2024 general election decisions means that these two variables have an important role in influencing voter decisions. These two factors work together to influence the

preferences and decisions made by individuals in elections.

With the results of the simultaneous significance test showing a significant influence, it can be concluded that Instagram social media and brand personality have an important and complementary contribution in the 2024 general election decision. So that it can be used as a separate opportunity for strategy formation.

SWOT Analysis based on Brand Personality and Instagram Social Media Relationship Research on Election Decisions in the 2024 Election.

Based on this research, it can be concluded that there are 1 strength point, 1 weakness point, 5 opportunity points, and 2 threat points. The following is a SWOT analysis table based on the analysis of the Relationship between Brand Personality and Instagram Social Media on Election Decisions.

Table 4. SWOT Analysis Table

<p>Strength</p> <ul style="list-style-type: none"> - The candidate's Instagram social media fosters a sense of sympathy 	<p>Weakness</p> <ul style="list-style-type: none"> - Not up to date social media
<p>Opportunity</p> <ul style="list-style-type: none"> - Instagram social media has a specific influence on election decisions. - The messages contents in campaigns on Instagram social media are the second position that influences respondents to decide to choose a candidate. - Social media Instagram candidates must be communicative in providing feedback. - Brand personality has an important influence in influencing the selection decision. - Social Media Instagram and Brand Personality work simultaneously to influence election decisions 	<p>Threat</p> <ul style="list-style-type: none"> - Candidate must be able to show something new. - Familiar

Source: Primary data, 2023

Later, the SWOT analysis table can be used as the basis for forming a strategy.

E. CONCLUSION

1. The influence of Instagram as social media on election decisions is statistically significant, or in other words, Instagram as social media has an important influence in influencing election decisions in the 2024 elections.
2. Brand Personality has an influence with a sense of pride/prestigious and familiar to candidates who are new to social media Instagram.
3. The relationship between Instagram social media and brand personality towards

election decisions in the 2024 election has an important role in influencing voter decisions. These two factors work together to influence the preferences and decisions made by individuals in elections.

4. There is 1 point of strength, 1 point of weakness, 5 points of opportunity and 2 points that can be a threat, which can be used as the basis for forming a strategy.

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