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# Instagramable Politics: Indonesian Celebrities Politicians Campaign

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**Abstract**- In the digital era, Instagram is used by celebrities to participate in political contestation. Starting from incumbent celebrities to new celebrities who are running for politics, they use Instagram as a campaign media in the 2019 election. The presence of Instagram is a new alternative to revolutionizing political campaigns. Their popularity as a celebrity and celebgram made it easier for them to be able to built their image themselves and be able to win votes in their constituents. This study aims to see the use of Instagram by Indonesian celebrity politicians in influencing public attitudes and views that not only are they popular but they can also carry out their duties as people's representatives. By using the method of text analysis on instagram feeds celebrity women politicians who focus on various elements, including framing political ideologies through personal life displayed in the form of struggles the women politicians is facing in applying political values and ideology of political parties. The result of this study illustrates that the presence of Instagram media has inspired celebrity politicians to use isntagram as a "two-way" campaign media between politicians and voters. The campaign revolution was driven by intense voter behavior in using Instagram, as well as being more aware and reactive to political issues. On isntagram, women celebrity politicians put themselves as "political celebrities" by displaying that they are the main political players in various posts. This analysis highlights the effects and implications of the online political campaign revolution in Indonesia. In general, it offers an indispensable display on image-based e-politicking and contributes to academic literature on social media, permanent campaigns, as well as celebrities and politics in Indonesia.
**Keywords:** Instagram, politician celebrities, political campaign revolution, women politicians.

## Introduction

The use of Instagram in 4.0 era is no longer a new trend for Indonesian society. Instagram is a social media which is popular, methods known as IG. [1] Instagram has many benefits for various community starters for their respective interests. [2] Instagram focuses more on activities of sharing feelings or photos and videos, whether in the fields of business, information, education, entertainment etc. [3] [4] [5] Therefore, isntagram has a broad scope with its role in meeting the needs of the community. It meets their needs in the form of, news, creative ideas, creative products, work programs, etc., which can be carried out either visually or audiovisually. Instagram's appearance is attractive, easy to use, and it always has tool and content changes that increasingly attract the attention of its users. [6] Every uploaded picture

and video can be commented out or marked "love" by other users. [7] [8] Another feature of isntagram is "follow" feature that allows users to follow other users. [9] Therefore, other users' uploaded posting can be displayed in the one following's feeds. [10] [11] The number of followers interprets how much we are recognized by other Instagram users [12]

Instagram users can read, listen, view, as well as create content through photos, text, video or audio that is uploaded both on Instagram Story and on their timeline. [13] This is because Instagram media has a wide range and connectivity with various other social media such as YouTube, Twitter, website, Facebook, WhatsApp, as well as with various market places in disseminating good economic, business, political, social, educational and other content. [14] [15] Content and tools on Instagram create a chance for users to carry out two-way communication.

Instagram was chosen to be part of a political campaign considering the tools in IG ease the politicians to conduct political campaigns in two directions. Political campaign allows politicians to introduce themselves, their political ideology through the programs that they have made to the public prior to the election. Thie introductions are aimed to be able to get the most votes from the citizens. Political campaigns are carried out to achieve agreements between politicians and the public. The campaign is carried out using persuasive language leading community behavior in accordance to the behaviour they expected.[16][17][18]

Instagram was chosen to be part of a political campaign considering Indonesian Instagram user is not small in number. According to the latest Indonesian Internet Service Providers (APJII) data survey in 2016, internet users in Indonesia reached 132.7 million and social media Instagram became the second most popular social media with a number of users reaching 19.9 million or 15 percent (www.apjii. or.id). In Indonesia, the use of Isntagram is very popular among various political elites, celebrities, eitehr young or old, rich or poor, educated or not. They all use Instagram to meet their needs, according to their respective interests.[2][16]

In Indonesia, almost all political elites (data) are Instagram user. For instance, the Indonesian president join instagram with @jokowi accounts, as well as regional leaders such as @ridwankamil, @ganjar, @anibaswedan, @puanhamarani and all other political elites who are intensely using Instagram in socializing political programs and also brand themselves. [19] Campaigning on social media is not limited by the mass number and public speeches. Globalization also influences the behavior and the expression of voters in reacting to the campaigns of politicians in socializing their vision and mission. [18] Therefore, Instagram is widely used by political elites both in socializing work programs and political campaigns ahead

because there are many potential voters to be influenced by their opinions and political attitudes. The communication that occurs in Isntagram media is a two-way communication between users and follower that happened through the comment column provided by Instagram.

Therfore, prior to the 2019 campaign, many female political elites have risen up in Instagram to introduce themselves and seek as much support as possible. [20][21] In the last few years before the election, politicians usually create and distribute advertisements in the form of banners, flyers, posters, brochures about their mission, vision, and also their work program once being elected later. The electoral area which is very wide and is fought by politicians to get votes encourages the politicians to have a more effective campaign method. [22] They use effective campaign method to be always remembered by the public until the election time. [23] Conventional political campaign methods are starting to feel less effective and irrelevant. It caused by the development of voter behavior, which mostly have used gadgets, namely program [24]

The popularity as a celebrity with many followers is one of their strengths. It makes the celebrities confidence to participate in political contestation. [25] Therefore, in the 2019 elections, a number of celebrities were involved in political stage, regionally / city, provincially and nationally. This condition is used by celebrities to become women legislative candidates and get as much support as possible. The large number of followers is expected to attract voters and brand them selves to become politicians. In spreading and carrying out political propaganda, celebrity politicians use two channels. First is face-to-face, it is used to establish closeness and direct relation to the community. Second is visit. They show it in the form of what so called as "blusukan" and then broadcast it to social media using Instagram so that it can be more intense in interacting with people and more economical.

The Instagram usage by celebrity politicians is varied, especially in terms of provoking the public on an issue or for their political campaigns to get a good impression and support from the community. [24] [26] [27] The political system is always changing dynamically; the policies produced by each of the rulers in the Indonesia adjusting the technological advancement that continue to have an impact on politics in Indonesia. Indonesia which is a democratic country that adheres to the principle of political trias, which is "power is in the hands of the people, for the people, and from the people". The community has the opportunity to be able to express ideas or needs that are not overcome by the government, especially relating to the issue of women and children. This issue cannot be separated from the existence of social

media. One of that social medias is Instagram, which can spread information related to government policies quickly.

## Method

This study used a qualitative approach, and the analysis method used is textual analysis. Textual analysis is used as a method of exploring and interpreting the interests that exist beyond text media. Textual analysis is used to conduct descriptions and also narrative analysis on visual images and audiovisual made by politicians on their iantsagram accounts. There are 7 celebrities who became national politicians from different political parties participated in the 2019 elections. Out of seven people, four of them are incumbents who have been politicians for 10 years, 3 are new celebrities, 2 are qualified to become DPR members 2019-2024, one person did not qualify because of the vote lose. The selection of informants is based on the background, a celebrities before becoming politicians. Instagram is the media they use most often for their activities, both in the field of artistry and politics. Contens that are observed are narration or content that is generally displayed on Instagram in the form, text, audio, visual, audiovisual which is managed starting in a few months prior to the 2019-2024 election in Indonesia. Selected posts are all posts between September 2018 to April 2019, which have lots of likes and comments compared to other posts. The research also wants to see the convergence of the media used in the electoral candidate's political campaign simultaneously with the presidential campaign in the 2019 election, as well as how women politicians use the Instagram to promote themselves and their political goals to their constituents.

## Result and Discussion

Each politician chooses his or her own way to attract voters through Instagram. [28] The presence of Instagram as a political campaign media is taken into account and has the potential to win votes. [29] Some celebrity politicians have other social media connected to their Instagram to broaden the masses that support them.[30] Meanwhile, others focus only on Instagram. From all politicians who use Instagram as one of their campaign media, almost all of them have the same content prior to the election. The text contents of the politicians' Instagram include political activities, their current personal branding, and active interactions in the comments column. [31] Instagram has feature to report an account or post if it is disturbing or dangerous. The one who can report is Instagram users, not the government. This

is one of the reasons that Instagram is used as a political media [32] [33] [34] which is very familiar with the term "Instagramable politic" or also called a political program.

Politics on social media can be categorised as true politics. It is politics that truly contains real ideas and actions for the common good. [35] This is the politics that has the break down power. Various social issues that have been a burden on society often get a solution on social media. [36] For the record, social media can be a solution to minimize injustice. Social media can be a counterweight to television broadcast media which are no longer able to maintain their independence and fairness. Television is owned by businessmen who now enter various parties. This condition causes the television media to become the mouthpiece of the owner's political party. It causes the urgency of social media. [37] The 2019 election is related to the presidential elections, so as a legislative candidate, it is needed to be actively involved in campaigning for the presidential election as well as being promoted by his political parties. [38] [39] Elections were held simultaneously creating political drama in the 2019 election contestation and apparently one of the most horrendous in the Indonesia elections history.

Some of legislative candidates also actively involved in conveying social, political, environmental and community education activities. The celebrity politician informants are divided into two, namely incumbents who already have experience as members of Parliament for two epriodes and new political celebrities. Incumbent celebrity politicians include accounts named: @riekediahp (PDIP), @rachelmaryam (grind), @arzetibi (PKB), @nulularifin (PAN), while new celebrity politicians consist of @nafaurbach (Nasdem), @krisdayanti (PDIP), @mulanjamieela (PAN) (Burrs). Of the seven informants, @nafaurbach was not elected to the DPR although the popularity level on social media came second after the @krisdayanti account. @krisdayanti has 4.6 followers while nafaurbach has Instagram followers reaching 2.6 billion people.

There are differences in the behavior of political campaigns on Instagram between the two political groups. That is reflected in the content posted on Instagram. [40] Some celebrity politicians have new content in the form of personal branding, there is a process of transition from its past activities to present activities. While incumbent political celebrities, they already have political capital with the activities that are being carried out and those that have been carried out as members of the Indonesian Parliament. The incumbent celebrity politician (@riekediahp (PDIP), @rachelmaryam (grinding), @nurularifin (PAN)) are aware of the speed and effectiveness of reaching his constituents. As seen on their Instagram bio, they include their identities as politicians, members of the DPR, and also categorize their feeds according to the narrative they wish to convey. Only the @arzeti account shows more her identity as a

model and a mother. She also shows a little activity as legislative, she dominates Instagram feeds with her activities as a model. For 10 years as a politician, these incumbent celebrities occasionally continued to carry out their artistic activities.

In Instagram posts, politicians have given their own impressions to their profile display (photos, profile information, and also followers), feed categorization, post intensity, IGs intensity, and also the hashtag (#) used by women politicians. [41] As illustrated in the table below:

Table 1.1 Instagram content

| IG acc | Feed | tagline | Raised issues | hashtag |
|--------|------|---------|---------------|---------|
| riekediahp (categorised feed in bio) | **DPR activities:** work meetings, work visits, formulating, compiling, and revising rules | Strive with oneng | social justice, labor and Pancasila | #tetappancasila #lawan #pancasilapower #pancasilahargamati |
| | **personal branding:** mother of two, the presidential candidate's successor  team, sports, interviewee on national TV, national days greetings, vlogs | | | |
| | **Political campaigns:** serial number posters, vision and mission posters, citizen visits | | | |
| rachelmaryams (categorised feed in bio) | **DPR activities:** public discussion, community discussion, work visit at home or abroad, keynote speakers, RESES | Serve with heart | social welfare: health | #1hatibersamarachelmaryam |
| | **Personal branding:** family photo, eating alongside the road, taking pictures with figures (religious teacher, presidential candidate, fans), social activities, saying national day with interesting caption, the success team of presidential candidates (spokespersons), media activities, participating in theater, TV speakers , community event | | | |
| | **political campaigns:** socialization of how to vote, visitation  to remote areas, serial number posters | | | |
| Arzetibi (categorised feed in bio) | **DPR activities:** Work meeting, FGD | | social, child and humanitarian issues | #sahabata2eti #perempuancantiksurabayasidosarji |
| | **personal branding:** children's activities, model activities, activities with friends, OOTD, TV activities, speakers (campus seminars, and community (models and beauty)), activities with figures (governors, artists and models, elementary school, middle school, high school pupils), wise quotes, culinary | | | |

| | | | | |
|---|---|---|---|---|
| | **campaigns:** blusukan (visit), community visits, socialization of how to vote for the party | | | |
| na_nurularif in (non-categorised feed in bio) | **DPR activities:** electoral district visits<br><br>**Personal branding:** activities with artists (film), family activities, activities with citizens (women), party activities, activities with friends, activities with leaders (president, PDIP chair, guest lecturer and speaker, solidarity, culinary activities<br><br>**Campaign:** political education, activities with women, socialization of party and candidate number, socialization of party ideology, party regeneration, traditional market visits, presidential candidate socialization, millennial support | cool women (creative, energetic, religious) Nationalist | Woman issues | #perempuan keren #4golkar4nurul |
| krisdayantulemos | **personal branding:** singing activities, endorsements and promotions, family activities, photos with political figures, solidarity, activities with socialite friends, artist support friends, OOTD, election posters, regeneration, activities as womenpreneur, activities with figures<br><br>**political campaigns:** market and terminal visits, sequence number socialization, visits to small businesses owned by residents, citizens 'visits - listen to residents' voices. An invitation to vote number 1, volunteer information | Strong women build great Indonesia | | |
| mulanjameela | **personal branding:** family activities, singing activities, activities with the Koran community, OOTD, endorsements, religious lectures, self-narcissism, activities with religious leaders<br><br>**political campaigns**: declaration of presidential candidates carried by the party, joint activities of citizens, campaign of presidential candidates | | | |
| nafaurbach (categorised feed in bio) | **personal branding:** filming, bullying socialization to school children, children's activities, activities with mothers and society, activities with leaders<br><br>**political campaigns:** coblos socialization, non-abstentions socialization, socialization of party-nominated presidential candidates, joint activities of citizens, visits (remote areas, markets, villages, districts), election socialization, grand campaign activities, regeneration, ideology of political parties, socialization of protection | | | |

| | women, support other legislative candidates, campaign activities to residents, self profile campaigns (video) | | | |
|---|---|---|---|---|

Based on the above table, it shows that there are differences in behavior between incumbent politicians and new politicians. The behavior of political campaigns is illustrated through an Instagram feed that explains the content of political campaigns delivered by incumbent celebrities. That is in the form of political activities (in the form of his passion to become a member of the DPR in the previous period), personal branding as a candidate for the DPR, and the message of the campaign ahead of 2019 by branding political parties and presidential candidates elected by political parties. Incumbent politicians is consistence in explaining their narratives related to political issues or political programs. This was taken as the focus of the study that they raised in the DPR and which strengthened their identities (what distinguishes them from one another). For instance @riekediahdp account, she is concerned with issues of social justice, labor, and also Pancasila. While @rachelmaryam, she focused on public health. @arzeti is concerned with issues of social, child and humanitarian issues. @an_arifin raised the issue of women's empowerment. In explaining the narrated issue, they use #hastag which is also consistently used. Hastag is used so that the content in our feed has a wide reach, and is categorized with Instagram users both abroad and domestically. This certainly has an influence on the situation of millennial voters who tend to be apolitical in their attitude or expression.

Politicians are aware of the speed and effectiveness of Instagram to reach their constituents supported by a large number of followers. [42] That makes their way a lot easier. For example, when she first posted her candidacy for the house of representative RI, @nafaurbach account had very good support from the public. The level of popularity of @nafaurbach had its own selling points to increase popularity with political parties as well. This is what underlies political parties' target to be able to increase the popularity of their parties, so they can pitch to parliament. [43] In the 2019 election, following the election policy, namely the "parliamentary threshold or also referred to as the parliamentary threshold, is the minimum vote limit for political parties in the election to participate in determining the acquisition of seats in the house of refrensetative the Republic of Indonesia. This policy was

carried out with the aim of stabilizing the relationship between the executive and legislative branches in Indonesia which adheres to democracy. In using Instagram as a contemporary campaign edition, it can be seen that the intensity of the posts based on the text classified on 3 themes; DPR activities, personal branding outside the context of the campaign message, as illustrated in table 1.1 above.

Table 1.2 Content Intensity

| IG acc | activity DPR | branding personal | Campaign |
|---|---|---|---|
| riekedyahp | 32,8% | 36% | 31,3% |
| rachelmaryam | 27,3% | 33,2% | 39,5% |
| na_nurul | 0,6% | 63,1% | 30,6% |
| Arzety | 3,6% | 40,1% | 56,3% |
| krisdayanti | | 75,7% | 24,3% |
| nafaurbach | | 45,7% | 54,3% |
| mulanjameela | | 95% | 5% |

Based on table 1.2 above, the narrative intensity conveyed in contemporary digital political campaigns carried out by celebrity politicians both new and incumbent by politicians from the 23rd September to the 13th April 2019 is divided into 3 sections: DPR activities, personal branding (apart from its activities) and narration in the form of political campaigns. In the IG @riekedyahp account, she shows equal activity of its activities in the DPR, other activities as its personal branding, and also its political campaigns. These three things are part of the message of political campaigns, both directly and indirectly in the form of personal branding. Accounts @nafaurbch more often post political campaigns even without being followed by the caption, it's just that the identity of legislative candidates who are campaigning is seen from the attributes of their clothing and activities in the form of visits to remote areas in their constituencies. Apart from that, the visualized campaign is very strong so that it can be remembered by netizens through the template in the photo posted using the phrase "legislative candidate numbered ..." But according to the researchers, there is no directive from political parties in the use of social media by the politicians, who significantly use Instagram as a campaign media.

In the mass campaign, there are inconsistencies in the posting of each narration. [44] That is not maximized by female celebrity politicians, it can be seen that the account

@mulanjameela @krisdayanti who rarely post content about ideas, vision, mission, as well as political ideology. Their post turned into an activity as a celebrity who was greeted with activities as a politician who was carrying out a campaign in the form of a "visit" to various voting areas. Likewise, the content about activities as celebrities is more dominant than their activities as politicians who will participate in the 2019 legislative elections. Social media is not suitable for "empty" politicians, but only for those who have the ability to think and have dialectics.[45] Social media is also not suitable for the selfish one, but for those who have sensitivity and concern for various problems faced by the community. Only politicians who have sympathy and empathy for the people's problems will reap public sympathy and empathy. But the other side of the political face that has been symbolized by the ferocious, rough, and dirty games that are usually present in audience spaces through television, now seems to feel closer, easier and not boring to discuss in public spaces in this case column space comment.

This does not apply to accounts @ mulanjameela1 with 1.5 billion followers who almost never post political campaigns on the IG, only 5% of the votes there. But that was not the only thing that became the power to win this political contestation. This widespread public in the social media is difficult to identify which ones are part of the region of choice for politicians. This is proved by the account @ mulanjameela1, although she rarely makes political campaign posts and often there is blasphemy against her family life but still wins political contestation and delivers her as a member of Parliament. That's why @nafairbach's account with a follower of 2.6 billion more dominant to post about political campaigns but can not win the political contestation vote. A different thing from the @krisdayantilemos account with 4.6M follower, she managed to qualify for the Parliament Building.

Celebrity politicians who have just nominated themselves to become members of the Indonesian Parliament in narrating their texts in the Instagram only narrate their political campaign messages to show themselves that other activities and professions other than celebrities are as politicians. Other activities in the form of celebrity activities are grouped in personal branding to show their existence as celebrities with high popularity. Of course their names are already well-known to the community, therefore in face to face will be easily recognized by the community. Likewise, in the istagram world, they are very easy to compare their politics, but life experiences as celebrities are used as recommendations for information by voters. So, it can lead to positive things or negative things. The narration delivered in the form of a report on their recent activities as celebrities, family activities, and also political activities. In the accounts of @ krisdyantilemos and @ mulanjameela1, the narration about

their celebrity activity is more dominant than their political campaign activities. The comments column works for an interactive tool between millennial voters and politicians.

Being a celebrity and also a political celebrity Instagram (political celebrity) is a political value and capital that easily increases the party's votes and voting votes. Political parties are looking for candidates from celebrities assumpting that these artists are already known to the public. They already have a mass that is marked by a large number of followers, so that political party campaigns is easier to raise party votes. They just have to be add creativity to the campaign. Celebrities are used as endorsements from parties to win votes and to neutralize every phenomenon that exists. They attract attention through webstyle, videostyle, photos, poetry, and graphics used by politicians to attract the political constituents they want. As said by Bystrom, Kaid & Robertson (2004), the use of webstyle, videostyle, and newstyle has become a new phenomenon in contemporary political campaigns in the world. Even this medium is used by male and female politicians in their own ways. The medium can even affect gender. That's because it has a stereotype in creating political campaign material and the physical appearance of their website on their personal pages. The politician's website does not merely discuss politics in a political way, but they spread his ideals with his work. Various brief poems but full of meaning written by them become more meaningful for those art lovers than listening to speeches for hours without stopping. They presented a variety of photographs, or just articles on political issues presented in readings that are easily understood, would be more interesting for those who are political laity compared to having to listen to ideological doctrines [46]

**Voter's attitude change**

Instagram media is an interactive political media between politicians and voters. [47] [48]Interactive communication takes place through the comments column in the live feed or IG. They can express their views on the narration conveyed by politicians celebrities. In fact, several times the IG account of celebrity women politicians often rise on political issues in social media from interactive activities in the commentary text. Researchers found the fact that there has been a shift or change in the audience as voters. Changes in voter behavior certainly have an impact on the use of Instagram and the political campaign revolution in Indonesia. [49] From using conventional media to digital. Conventional media for directing the masses in following the campaign began to feel empty. [18] [50] The nature of one-way communication with the agenda setting pattern interprets the lack of ideas and ideas, such as feeling lonely meaning. Conventional political campaigns are minimal discussion or debate. [51] [52]

A strong Instagram with visual characteristics can be a medium for politicians to be able to create creative content and have good visualization. [53] Every politician will promote themselves as visually as possible. In the era of 4.0 things like this are very interesting for millennials involved in the 2019 elections. [54] There are 80 million millennial voters aged 17-35 years from the total number of voters, both domestic and abroad, totaling 192,828,520 total turnout. Milennial lifestyle that is completely instant and dependent on IT becomes a platform for politicians to package campaign messages by providing accents in the form of images, videos, photos and packaging and managing Instagram feeds according to their goals and needs. [55] National survey centers for strategic and international (CSIS) in 2017 and 2018 showed there are differences in characteristics, attitudes, and millennial behavior based on the characteristics of the area of residence. Regional characteristics for millennials can influence their political views, attitudes and behavior. Therefore, the job of being a candidate is to have to develop a campaign strategy based on the personality that they will display on Instagram. The existence of Instagram Live, gives politicians the opportunity to be able to interact directly with voters, and even a question and answer session can be done first by using Instagram live.

This provides an opportunity for users, both politicians and voters. [56] Therefore, the existence of discussion or debate among users is no longer a taboo subject, but it is very fluid and carried out openly. This is certainly an easy target for millennial voters to be able to freely discuss and express all views and arguments. Vice versa, politicians can receive information or views from followers (among whom are voters) and do two ways communication. There is a relationship and intimacy between politicians and voters to be able to exchange ideas or just comment on content that has been voted on by politicians. Instagram is used for the purposes of existence, socialization, shopping, narcissistic, and personal branding, as to what they want to show and be accepted. Users or creators of Instagram who have many followers will get the nickname "selebgram", different from the politicians. "Instagrameble political" is a nickname for political celebrities.

The ease of Instagram using leads individuals, as the subject of users, to be able to make the most of this media. For politicians, this is clearly very cost-effective compared to conventional media. On the other hand, voters have the convenience to interact more intently with the politicians they will choose ahead of the 2019 elections and are easy to find relevant information. Based on the explanation above, there are categorizations of millennial voters on Instagram. Among them:

Figure 1: four figures of millennial behavior that shows that millennial voter behavior in Indonesia consists of: rational, skeptical, critical, traditional voter behavior
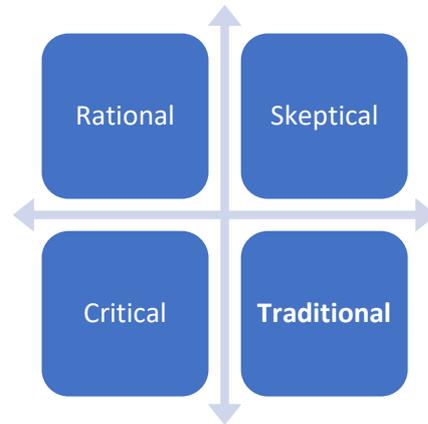


1. Rational voter; "Who are the candidates? and what is the program?

Rational voters see candidates for members of the House of Representatives from a figure or figure (people, parta, ideology, etc.) behind them. In selecting candidates for the DPR, rational voters will first need to know the track record of the police they will choose, as well as what vision and mission and programs are the mainstay of politicians. As well as how successful the program is relevant to do. These rational voters will elect legislative candidates who have ideas and views that are in accordance with their ideology.

2. Skeptical voters: "have no trust on the candidate"

Although skeptical voters are almost the same as critical voters, skeptical voters have the view that they do not trust the candidates who in this study have work backgrounds as celebrities. Critical voters consider that this DPR candidate does not have the ability to change the political, economic, and social conditions in Indonesia. This is caused by their field or their background who are not a politician, but rather as a celebrity. Skeptical voters tend to be pessimistic when they first see celebrity DPR candidates, even though some of them already have experience. In fact for skeptical voters, all this will not be able to change, it will remain just like that. There is no attachment or bond between skeptical voters and researchers. This skeptic election caused millennial youth to end in GOLPUT.

3. Critical type; "Why nominate?"

Critical voters see candidates as having to be more complex and complicated. It is divided into two parts: first, voters see the ideology of the political parties that carry it, then see how the candidates are compatible with the candidates and the ideals of political parties.

Secondly, voters see the candidate's competence as adjusted to the values of political party ideology. The purpose of one's candidacy has relevance to the future.

4. Traditional Voters: "whatever the word x, I follow"

This traditional voters were the easiest to mobilize during the campaign period. They have high loyalty, what is conveyed by a group is a word that will never look wrong or mistaken. They may not have a personal reflection of candidates, but when they have, they can also be changed by not trusting the candidate but trusting someone else. On the basis of trust, it will also be believed or what becomes the choice. So it's possible that they can change their minds when people they trusted also change in their political choices.

**Conclusion**

Digital era provides new space for politicians in carrying out campaigns, not only to uttering speeches in the open field, but also distributing posters and putting up banners on the streets. Digital era provides politicians a wider range of campaigns. The large number of followers in Instagram is used as a reference for the initial success of each user. The number of followers boosts confidence for politicians as users to get involved in political contestation. That also makes Instagram as a political campaign media. This research found campaign models on Instagram that were used by celebrity politicians to persuade followers as voter candidates in their contestation and also attract as many masses as possible.

The result of this research is that celebrity politicians have their own ways to attract voters' hearts through content narrated in Insatgram. Various facilities on Instagram such as feeds, Instastory hashtags, and shares in the form of photos, videos, and also captions are used by celebrity politicians to win votes in constituents in the 2019 political contestation. It eases for politicians to create personal branding outside of their artistic activities. Like a political contestation game, contestation is only dwelling on the intensity of posts, content creativity, and the addition of followers. Even if they are not elected, personal branding as a member of the legislative party has affected their followers and is beneficial for other activities. In other words, the use of Instagram is a new collective area for the benefit of political brand image or other personal branding activities. From the activities of celebrity politicians using Instagram, millennial voters can be formed in the 2019 legislative elections.

**Conclusion**

Digital era provides new space for politicians in carrying out campaigns, not only to uttering speeches in the open field, but also distributing posters and putting up banners on the streets. Digital era provides politicians a wider range of campaigns. The large number of followers in Instagram is used as a reference for the initial success of each user. The number of followers boosts confidence for politicians as users to get involved in political contestation. That also makes Instagram as a political campaign media. This research found campaign models on Instagram that were used by celebrity politicians to persuade followers as voter candidates in their contestation and also attract as many masses as possible.

The result of this research is that celebrity politicians have their own ways to attract voters' hearts through content narrated in Insatgram. Political intagrambale has visual power in the form of: photoseni and also audio that tells a reality of a political campaign, the creativity of the campaign caption that supports the image, the duration of the campaign, two-way campaign activities between politicians and political voters, as well as connectivity with various other social groups.Various other facilities on Instagram such as feeds, Instastory hashtags, and shares in the form of photos, videos, and also captions are used by celebrity politicians to win votes in constituents in the 2019 political contestation. It eases for politicians to create personal branding outside of their artistic activities. Like a political contestation game, contestation is only dwelling on the intensity of posts, content creativity, and the addition of followers. Even if they are not elected, personal branding as a member of the legislative party has affected their followers and is beneficial for other activities. In other words, the use of Instagram is a new collective area for the benefit of political brand image or other personal branding activities. From the activities of celebrity politicians using Instagram, millennial voters can be formed in the 2019 legislative elections.

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