Prediction Candidates and Political Parties in the Presidential Election 2024 in Indonesia Based on Twitter

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Abstract

Twitter is a popular platform on social media that is used to predict presidential candidates and political parties who will contest in the presidential election. This study uses a quantitative approach with descriptive content analysis. This approach describes the details of a text or message related to discussions and information on the Twitter social network in the 2024 presidential election. The research subjects are Twitter social media users based on the involvement of Twitter users in the 2024 presidential election discourse in Indonesia. The data is obtained from Twitter with Twitter Search focusing on the keyword "Pilpres 2024". The analytical tool used is Nvivo 12 Plus software with Word Frequency Query and Text Search Query analysis features. This study predicts that candidates with a strong chance as official candidates are Anies Baswedan, Prabowo, and Ganjar Pranowo. The mapping of political parties indicates that there will be political contestation between nationalist parties and religious-based parties in the 2024 presidential election.

Introduction

The issues regarding the presidential election 2024 have been widely discussed, although there is still some time left for its holding. These issues are discussed in the public sphere and have also been addressed in digital spaces such as social media. Several profiles of candidates and political parties also began to emerge in the discussion, which influenced the public's assessment of the opportunities and results of the upcoming elections. The debate took advantage of various social media platforms, including Twitter. Twitter has been widely used to assess candidate odds and political battles in elections [1], [2]. The assessment often considers every information and message on Twitter ahead of the election [3], [4]. This tendency to use social media also often underlies the emergence of political debates, thus influencing the diffusion of information to become more expansive and spread more quickly [5], [6]. This tendency also affects public political interest or other social media users in developing discourse.

Many studies predicting the presidential election have been carried out. However, very few studies still assess cases in the upcoming 2024 presidential election, especially elections in Indonesia, by analyzing using Frequency Query and Text Search Query approaches. However, several studies are considered quite relevant that can be mapped. *First*, the election results in the general election can be known through social media, but they are only predictive and not absolute [7], [8]. *Second*, an assessment of the probability of an election outcome can be analyzed using sentiment analysis [9], [10]. *Third*, the results of the election predictions also influence voters' political attitudes and political preferences before the election begins [11], [12]. *Fourth*, predicting the presidential election can use Twitter as a popular micro-blogging social media platform that has been used in several case studies such as elections in the U.S., UK, Spain, France, and Indonesia. [13], [14].

Based on the description above, this study aims to analyze the predictions and possibilities of the 2024 presidential election in Indonesia. In addition, this study seeks to fill in the gaps of previous research. The questions in this study are, (1) How does Twitter social media map candidate profiles in the 2024

presidential election. (2) How does Twitter social media map the profiles of Political Parties in the 2024 presidential election. (3) What is the relevance of Twitter's prediction results with the political situation in Indonesia? The latest Indonesian. Based on these three questions, it is hoped that they can contribute to political studies and social media studies, especially in assessing the political situation and forecasts ahead of the upcoming presidential election.

Methods

This study uses a quantitative approach with descriptive content analysis. This approach describes the details of a text or message related to discussions and information on the Twitter social network connected to the 2024 presidential election. The research subjects are Twitter social media users. The research object is seen from the involvement of Twitter social media users in the discourse of the 2024 presidential election in Indonesia. Data obtained from social media Twitter with Twitter Search focused on keywords (Pilpres 2024). The data collection and analysis were carried out using Ncapture and analysis software, namely Nvivo 12 Plus. Nvivo 12 plus software as an analysis tool that can display data in text and images through the data coding process. The analysis features used are Word Frequency Query and Text Search Query. These two features are used to map the number of references that often appear on Twitter. The trend in the coding results in the data is then visualized and followed by in-depth analysis to answer research questions.

Results

Mapping of candidates in the election 2024 based on Twitter

Since political discourse is discussed in digital spaces such as Twitter, it also affects the mapping of candidate profiles predicted to participate in political contests. These potential candidates can become candidates who will advance in the 2024 presidential election in Indonesia.

Figure 1 shows that there are several names of candidates who can participate in the presidential election as official candidates in the 2024 election. Anies Baswedan has the highest number of references (27.4%) among other candidates. Prabowo (26.5%). .2%), Airlangga Hartanto (5.9%), Ridwan Kamil (1.6%), Sandiaga Uno (1.1%), and Tri Rismaharini (0.5%).

Mapping of Political Parties in the Election 2024 based on Twitter

Apart from mapping candidates, it is also known that the mapping of political parties that are predicted to be involved in the next political contestation is also known. These political parties have the potential to influence candidates running for president and potentially influence the election results in the 2024 presidential election in Indonesia.

Figure 2 shows that several political parties are frequently discussed on Twitter. This is not only influenced by public awareness but also influenced by political party campaign models on Twitter. The PKS party is quite dominant (12.3%), followed sequentially by other political parties including the PDIP Party (9.4%), Golkar (8.0%), PKB (7.2%), Democrats (7.0 %), PAN (6.7%), PPP (6.5%), PSI (6.4%), Nasdem (6.4%), Gelora (6.1%), Hanura (6.1%)., Garuda (6.1%), PKPI (6.1%), and the Perindo Party (5.8%).

Discussion

Potential candidates in the election 2024 based on Twitter predictions

The top three results, Anies Baswedan, Prabowo, and Ganjar Pranowo, are predicted to be very potential candidates in the 2024 presidential election. This is based on the number of references that the three of them are pretty dominant over other candidates. Meanwhile, six other candidates are considered as alternative candidates, namely Agus Harimurti Yudhoyono, Puan Maharani, Airlangga Hartanto, Ridwan Kamil, Sandiaga Uno, and Tri Rismaharini. All candidates also have the same opportunity to run as candidate pairs, which will depend on political parties' support and future coalition models.

The dynamics of political parties in election 2024 based on Twitter predictions

These political parties can get involved and participate in efforts to influence the political situation ahead of the 2024 presidential election. These political parties also use social media Twitter to build a political image long before the elections begin. This indicates that ahead of the 2024 election, political parties are already trying to influence people's political responses and attitudes. The trend in the data also shows a political contestation between nationalist political parties and religious-based political parties ahead of the 2024 presidential election. Based on the data above, it is known where the PKS, PKB, and PAN parties are in a position that is considered to be trying to influence the dominance of the nationalist parties. Such as PDIP, Golkar, and Democrats. However, it also opens the opportunity for each of these political parties to build a political coalition in the upcoming election to win election.

The relevance of Twitter predictions to the latest political situation in Indonesia

The relevance of these findings has the same characteristics as the current political situation in Indonesia. It highlights the potential candidate's advancement opportunities by relating several things. First, Anies Baswedan is the Governor of Jakarta, often enters the candidacy market, has political experience, and several previous periods it was known that there were always candidates who succeeded in advancing as a presidential candidate after serving as Governor of Jakarta, and this can be seen from the experience of the current president, Joko Widodo. Who previously served as Governor of Jakarta. Second, Prabowo is a former candidate in the previous two presidential elections. However, losing Prabowo is possible to run in the 2024 election armed with a senior politician and chairman of the Gerindra party. Third, Ganjar Pranowo has become a new figure widely associated with running for the

presidential election based on surveys. The three potential candidates are also actively using Twitter social media [15], [16].

The relevance of Twitter's predictions about political parties ahead of the general election also raises the possibility of a similar situation in the previous election. In the last election, it was widely observed that Indonesia was experiencing a political contestation that gave rise to debates religious sentiments. This situation encourages political parties to seek to form strategic positions to influence public support. This tendency has resulted in political debates between religious-based political parties and nationalist political parties [17]. The situation in the previous election also allowed the two-party bases to form a coalition, so the relevance of Twitter's predictions about a contestation between the two-party floors, whether religious-based parties or nationalist parties, might be repeated, but also has the potential to form a political coalition.

Conclusions

It turns out that Twitter social media can map the potential of candidates and political parties in the 2024 presidential election in Indonesia. Social media Twitter can predict candidates who have a solid chance to run as official candidates, including Anies Baswedan, Prabowo, and Ganjar Pranowo. The three candidates have the most dominant number of frequencies among the other candidates. The results of the mapping of political parties predict that there will be political contestation between nationalist political parties and religious-based political parties ahead of the 2024 presidential election. This is based on the number of frequencies PKS, PKB, and PAN parties are in a position that allows them to influence the dominance of nationalist parties such as PDIP, Golkar, and Democrats. Nevertheless, both the names of the candidates who appear are considered to have still the opportunity to advance as candidate pairs and political parties that can still form a coalition with each other in the 2024 presidential election.

Overall, this study's results indicate a statistically significant relationship between the number of references on the online network, the likelihood of the situation in the election, and the outcome of the upcoming election. However, it is realized that there is another certainty that may be more accurate by considering the results of the official implementation by the election commission. This research's contribution is an essential reference in the following study related to the 2024 presidential election in Indonesia. The limitation of this study lies in the research method that only analyzes using specific social media platforms, so further research is needed that can analyze data sources on other social media platforms.

Declarations

Author contribution

Both authors read and agreed to the final manuscript.

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Consent for publication

They authors state that they agreed to publication this research.

Competitive interests

The authors state that they have no competing interests.

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Figures

Figure 1

The most discussed candidate on Twitter

Figure 2

The most discussed political parties on Twitter