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## Twitter Media Platform to Set-Up Political Branding: Analyzing @Kiyai\_Marufamin in 2019 Presidential Election Campaign

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### ABSTRACT

*The presence of a Kiyai in political contestation in Indonesia has its own challenges because it is motivated by a religious figure who believes that voters can support themselves, especially Muslim voters. Furthermore, the Kiyai carried out various strategies to lure voters effectively on social media, referred Twitter accounts a strategic platform to lure voters in a political context. This article aims to identify political branding using social media Twitter by KH. Ma'ruf Amin as a vice-presidential candidate in the 2019 presidential election contest. Furthermore, qualitative methods are used for this research. Then, the analyzer uses NVivo 12 plus software to see the coding intensity of the KH Twitter account. KH Ma'ruf Amin namely @Kiyai\_Marufamin, this tool can provide capture code of capture from a tweet that displays the intensity level. The results of this study indicate that KH. Ma'ruf Amin uses social media Twitter as a tool to find support, especially for Muslim voters. Social media activities in the period February 2019 - April 2019 were considered to have high intensity of coverage, this identified that the distribution of tweets by KH. Ma'ruf Amin is more about spreading tweets along with pictures, formal language and visual style against the background of a Kiyai. Thus, Twitter @Kiyai\_Marufamin can provide a good political brand for KH. Ma'ruf Amin as a vice presidential candidate to participate in the 2019 presidential election in Indonesia.*

**Keywords:** Twitter, political branding, KH. Ma'ruf Amin, 2019 presidential election campaign

### ABSTRAK

Kehadiran dari seorang Kiyai dalam kontestasi politik di Indonesia memiliki tantangan tersendiri karena dilatarbelakangi seorang agamawan yang meyakini bahwa pemilih dapat mendukung dirinya, terutama pemilih Muslim. Selanjutnya seorang Kiyai melakukan berbagai strategi untuk memancing pemilih secara efektif di media sosial, dimana akun Twitter sebagai platform strategis untuk memikat para pemilih dalam kontekstasi politik. Artikel ini bertujuan untuk mengidentifikasi-kasi branding politik menggunakan media sosial Twitter oleh KH. Ma'ruf Amin sebagai kandidat wakil presiden dalam kontes pemilihan presiden 2019. Selanjutnya, metode kualitatif digunakan untuk penelitian ini. Kemudian, alat analisa menggunakan perangkat lunak NVivo 12 plus untuk melihat intensitas pengkodean dari akun Twitter KH. Ma'ruf Amin yaitu @Kiyai\_Marufamin, alat ini mampu memberikan laju koding tangkapan dari tweet yang menampilkan tingkat intensitas. Hasil penelitian ini menunjukkan bahwa KH. Ma'ruf Amin menggunakan media sosial Twitter sebagai alat untuk mencari dukungan, terutama bagi pemilih Muslim. Kegiatan media sosial pada periode Februari 2019 - April 2019 dianggap memiliki intensitas liputan yang tinggi, hal ini mengidentifikasi bahwa distribusi tweet oleh KH. Ma'ruf Amin lebih tentang menyebarkan tweet bersama dengan gambar, bahasa formal dan gaya visual dengan latar belakang seorang Kiyai. Dengan demikian, Twitter @Kiyai\_Marufamin dianggap dapat memberikan merek politik yang bagus untuk KH. Ma'ruf Amin sebagai kandidat wakil presiden untuk berpartisipasi dalam pemilihan presiden 2019 di Indonesia.

**Kata kunci:** Twitter, merek politik, KH. Ma'ruf Amin, kampanye pemilihan presiden 2019

## INTRODUCTION

Social media and political practices have an intensity relationship, and both of it have played important in political communication (Kahne & Bowyer, 2018). Therefore, the extent of social media is seen as a challenger for politician's communication to promote themselves (Needham & Smith, 2015). Furthermore, it is believed to provide an opportunity to show their capabilities in political branding as seen from the polls and social interaction with the public through social media (Lin & Himelboim, 2019), moreover, this certain supports the importance an accomplish of the professional value of integrity and credibility, as well as objectivity from information disseminate (Opeibi, 2019).

Apparently, the use of social media as a political campaign has been encountered, and it has become a consumptive politician in each period of the election campaign (Fletcher & Park, 2017). Furthermore, the selection of interaction through social media is seen as having a wide range and volume, as well as high intensity in marketing their political brand (Williams, 2017), which expresses it through concept of communication, execution, and campaigning to mobilize masses/ supporters (Bossetta, 2018). Also, framing made through social media is related to be influential in encouraging audiences to strengthen their political image (Park, 2019). Moreover, without social media as a mediator between politicians and the public, it is not being able to influence community to frame a political communication and evaluate the understanding the public needs (Coelho, Correia, & Medina, 2017).

The relationship between politicians and social media in Indonesia is considered to be very beneficial for politics and speed, as well as broad reach (Susanto, 2017). Furthermore, politically, the politicians use social networks especially Twitter to interact and utilize several of the online media to campaign for politics which is consider to have very significant potential to increase a framing of their politicians (Fatanti, 2014). The results of a review in 2018, Twitter became one of the most popular social media in Indonesia which has more than 19.5 million of the world's most significant users (Chandra Kirana, Amir, & Nashrullah, 2018), it believed that Twitter platform is one of the latest news and information reference that trending topics, which is a politician is no exception (Pond & Lewis, 2019). Therefore, Twitter is a news and information guide that turns into a popular subject for digital native (Supratman, 2018).

Political dynamics through social media are not uncommon as on the Twitter platform, many politicians' personal accounts reveal political brands, furthermore, to attract net citizens to find out what politicians framed as a way to win their elections (Suharyo, Surono, & Farikhul, 2016). Among Twitter accounts that have a Pull is @Kiyai\_MarufAmin as a personal account. KH. Ma'ruf Amin, the vice-presidential candidate in the 2019 Indonesian presidential

election, as this is considered to have special attention given to citizens on social media, especially Twitter, various framing in posting status updates, photos, links, and videos on his account page. The rapid growth of politicians in presenting their ideas and experiences in social media is closely related to various factors to influence the thoughts and actions of others (Ratnamulyani & Maksudi, 2018). Lunge and framing of negative/ hoax coverage experienced by KH. Ma'ruf Amin in various online media, it is believed that through the @Kiyai\_MarufAmin Twitter account is seen as a forum to provide information on activities, responses, and confirmations from all aspects of slanted political reporting concerning him.

Therefore, to facilitate this research focus on political figure who was a vice-presidential candidates in the 2019 presidential election, namely KH Ma'ruf Amin, he is often the topic among net citizens through framing through social media Twitter. Moreover, this figure was chosen based on the actions he experienced, where this figure is a national figure in one of the Islamic mass organizations, *Kiyai* is nickname, which is the thickest on him. Furthermore, in (Kusmayadi, Agung, & Ali, 2017) the *Kiyai* is the central figure in gathering support by voters, especially Muslim voters. However, this figure also is still at odds with participation in practical politics. In addition, this research aims to determine the extent of the social media Twitter @Kiyai\_MarufAmin account in framing his political branding to participate in 2019 presidential election contestation.

### **The Framing of Political Brands Connecting with Voters**

Political brands play an active role to build framing for politician and political parties, this is seen as providing an opportunity for them to make opinions about their self-image and political parties (Widianti, Pawito, & Hastjarjo, 2019). Therefore, the essence of a political brand is that can be a very productive concept term for political marketing if they can think critical about it and reach consensus about what is at stake here in politics (Needham & Smith, 2015). Furthermore, political messages conveyed are considered not to be built instantly, so that the time is needed to provide an understanding of political messages to political targets/ voters (Dewi, Prasetyo, & Sudjoko, 2015). In addition, increasing brands by politicians and political parties are needed, so that the presence of brands help voters bind functionally and emotionally to the political brand in political framing (Jain, Pich, Ganesh, & Armannsdottir, 2017).

Therefore, political brands are intricate and complex products that cannot be broken down because of a most important brand totality, in which political brands must work to build, maintain, and measure the brand equity of political brands as a whole (Bulsara & Singh, 2018). Furthermore, parties and politicians have an interest in presenting a new framework

in offering voters a broader political branding (Downer, 2016). However, politicians and political party take a change in getting branding from voters as 'brand' consumers, moreover, it is branding can harden toward entrenched brand aspects (Grimmer & Grube, 2019). The fight in the context of political marketing is certainly very important to be further examine to approaches and methods chosen by politicians (Handini, Nugroho, & Nur, 2019), therefore, helps these politicians to use efficiently and effectively and be able to build communication that is good with the community (Barniat, 2019).

### **Brand Personality in Political Communication Context on Social Media**

The personal brands' pattern of communication on social media is very intricate, and it needs a unique mechanism to exploit the potential of social media for marketing purposes (Wagner, Baccarella, & Voigt, 2017). Moreover, it is viewed that framing in political communication shared through social media seems to indicate that the news is distributed can have an impact and consequences for citizens' behavior (Valenzuela, Piña, & Ramírez, 2018). Therefore, social media like Twitter platform media is currently dominated by socio-politic channels and tweets in disseminating framing and information on politicians. However, this is precisely considered as an object of delivery objectively (Ross & Rivers, 2018). Meanwhile, although social media such as Twitter also more inclined to subjectivity (Bode & Vraga, 2015). Furthermore, it is viewed that politicians actively use social media and distribute specific hashtags to frame news topics (Hemphill, Culotta, & Heston, 2013). As a media that has the most users in Indonesia, Twitter is one of the media platforms for politicians to gain voice and support from the public, as well as a forum for program plans presentation. It is seen that Twitter can be a channel that has the potential to improve strategy in political branding, networking and also interaction with users. Moreover, not a few politicians found Twitter playing an important part in raising political personal branding. This brands can be able to influence citizens in thinking, acting, and also influencing the condition of a community in the environment.

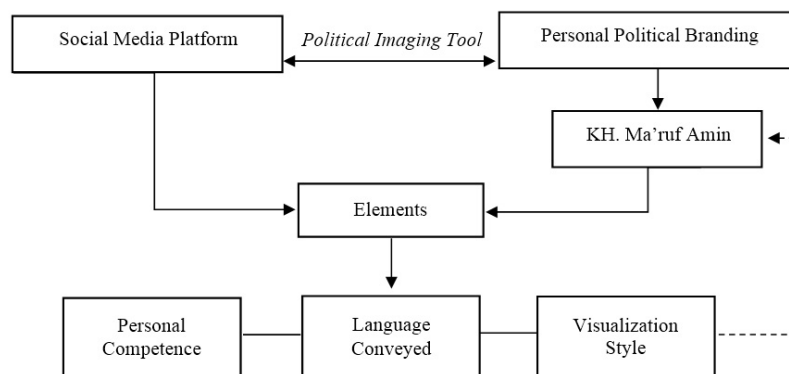
According to (Barniat, 2019) it was argued that in 2019 the year of the massive use of social media in political communication, especially on Twitter platform which was considered capable of distributing information quickly and be interactive. Furthermore, according to (Ratnamulyani & Maksudi, 2018) that social media Twitter can increase the participation of novice voters. Therefore, the politicians and the supporting parties can utilize Twitter for the political campaign process, so that, according to (Handini et al., 2019) the political marketing can be viewed in more depth from the approaches and strategic methods they offer. In addition, politicians provide their own meaning in communicating based on social media as



interpreted that tweets expressed by politicians require in-depth analysis of text uploads, visual images and possibility of own meaning connotation (Sukmayadi, Suryadi, & Rouf, 2019).

In particular, our research design shows a more specific in-depth analysis is exploring the presentation Twitter account @Kiyai\_Marufamin from KH. Ma'aruf Amin as a vice-presidential candidate from Ir. Joko Widodo in the 2019 presidential election contest. Therefore, the main purpose of this study was to understand how KH. Ma'aruf Amin manages his political brand and framing on Twitter. In figure [1], we make a research design to analyze the framing of brand personality by KH. Ma'aruf Amin in political communication through social media Twitter.

**Figure 1. Research Design**



**Source: Authors (Rahmat & Purnomo, 2020)**

## METHODS

This article tried to use qualitative research method approaches, in (Mohajan, 2018) noted that this method allows the researcher to explore and better understand a phenomenon, it is used to study one or more cases within a bounded setting or context, moreover, in (Rahman, 2016) using qualitative research can also test language and other previous research studies, therefore, as to achieve deeper insights about designing, managing and interpreting and easy to understand. Besides, the qualitative as well as to emphasize the interpretation the results of regret analysis (Aspers & Corte, 2019). Moreover, using qualitative research to understand the human interaction context in a particular situation based on the perspective of the research. Therefore, from the researcher perspective, the researcher should utilize the pernicious research finding to further explanatory such as confirmation and/or criticizes the previous research finding. Furthermore, this article to understand that qualitative

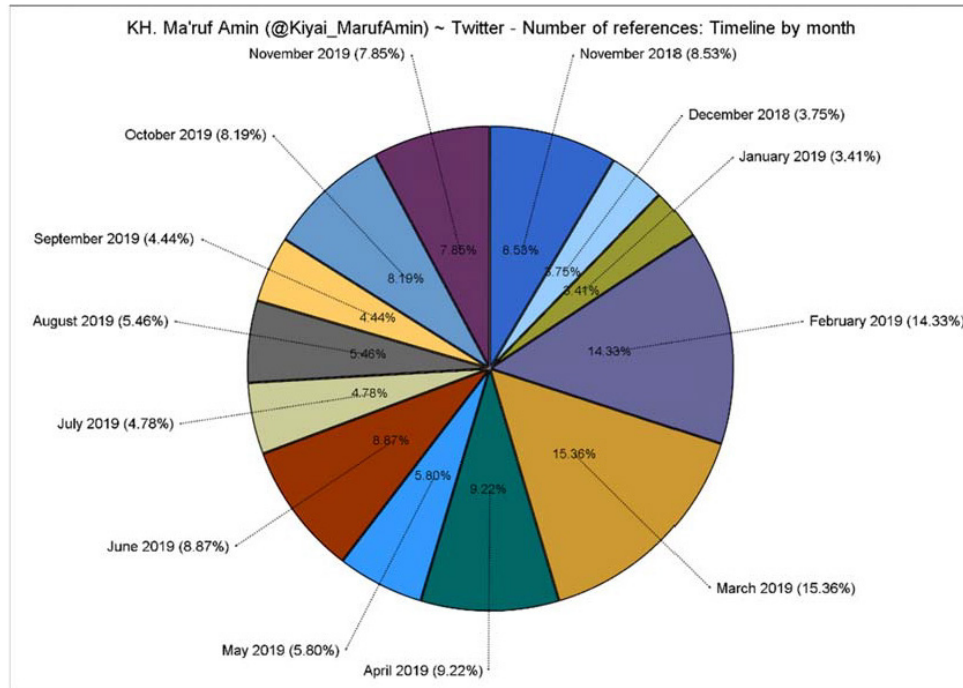
to provide emphasizes the phenomenon analyze of politician's personal branding by KH. Ma'ruf Amin on social media Twitter, therefore, it can add in-depth information for the reader.

The collecting data through @Kiyai\_MarufAmin as a personal Twitter account from KH. Ma'ruf Amin as the vice-presidential candidate in the 2019 Indonesian presidential election has disclosure process, the election of this account as part to see the extent of KH. Ma'ruf Amin of political branding in getting support from citizens, especially among voters in social media Twitter. The determination of the timeline in this research takes from November 2018 to November 2019, where this time is considered as a part of the campaign to the process of conducting the presidential election and its completion of political contestation. Moreover, this article can identify the personal political branding that has been offered by the candidate. So this article emphasizes identifying the strategies used in KH. Ma'ruf Amin political branding, through @Kiyai\_MarufAmin, is also to analyze the extent of voter involvement in tweets and responds to tweets that he Twitter account.

Therefore, the qualitative tools using NVivo 12 Plus software, this software operating like maps in a technique of qualitative manual data analysis, this just the system is much smarter (Elaine Welsh, 2002). Moreover, this software is easy to use, making it possible to import documents directly from the encoding of words easily. Using Nvivo by adding data into the tool, therefore, and our choice of coding intensity data rate from @Kiyai\_MarufAmin Twitter account has been verified by KH. Ma'ruf Amin. For the coding process in NVivo, we tried to capture the Twitter account from KH. Ma'ruf Amin, then inputted in an NVivo tool to analyze the amount of coding intensity of tweets during the 2019 presidential election content.

## **RESULTS AND DISCUSSION**

KH. Ma'ruf Amin as a vice-presidential candidate pairs with Ir. Joko Widodo who participated in the presidential and vice-presidential election contestation for the 2019-2024 period, indeed, KH. Ma'ruf Amin is one of the actors who has the intensity of support that is not inferior to other couples. Through the Twitter account @Kiyai\_MarufAmin is seen as a potential strategic container for him in increasing branding, networking and interaction with users. Given KH. Ma'ruf Amin through his Twitter account in posting various types of tweets reviewed from the results of data analysis using the NVivo 12 Plus software below.

**Figure 2. Reflects of Coding Intensity at @Kiyai\_MarufAmin Twitter**

Source: NVivo12 plus Coding Analysis of Crosstab Query Result

Based on figure [2], shows an increase the number of tweets are most significant and massive on the Twitter account @Kiyai\_MarufAmin that identification results show in February 2019 which has an intensity tweets of 14.33%. Therefore, in February 2019, KH. Ma'ruf Amin began visits to various places in Indonesia to attend the declaration of support for him at 2019 Presidential Election. Therefore, in March 2019, showing with a very significant intensity of tweets of 15.36%, the intensity shows participation in attending several agendas such as seminars, religious dialogues, attending community events and supporting volunteers, as well as face-to-face meetings with citizens, matters this is of course of enormous value as the campaign strategy he applied. In addition, this correlates with the results of research by (Handini et al., 2019) that there are approaches and strategies used in starting to win the hearts of the citizen. It is related to our finding in harmony with the very high intensity of KH. Ma'ruf Amin's Twitter account to find supporters/ voters using Twitter media.

Moreover, April 2019 showed a tweet intensity level of 9.22%, which identified that tweets distributed through the @kiyai\_MarufAmin account began to decline, this was because it coincided with the end of the campaign period and entered a period of calm before the ballot. This phenomenon of decreasing the number of tweets until May 2019 with an intensity

of 5.80%. Based on it, April and May is a time as a critical period for determining candidates who succeeded in winning to recapitulation results and also a lawsuit against the results set. Thereat, the tweets provided were only limited to tweet sentences which contained an invitation to strengthen character to maintain harmony between communities, so there were no more conflicts of interest that occurred, this occurred until early June 2019, but mid and late June had the intensity of amount tweet jumped by 8.87%. Meanwhile, it is decreased the intensity of tweets in following months, where in July 2019 the intensity was 4.78%, in August 2019 the intensity was 5.46%, and also in September 2019 the intensity was 4.44%, it those months there was no indication of the high intensity of tweet activity.

### **Personal Political Branding: Strategy Campaign from @kiyai\_MarufAmin**

Through his Twitter account @kiyai\_MarufAmin, it is considered that branding offered to get support is limited to three months from February 2019 to April 2019. This timeline identifies that being time with very urgent level in gaining support among the public, especially towards social media on Twitter. This timeline is believed to be a non-visual communication context, in sense of campaign using social media, which was posted by KH. Ma'ruf Amin through @kiyai\_MarufAmin Twitter account, this framing is seen as captivating citizens and also has a good impact on personal political branding. To supporting political parties, for example is a photo agenda of activities during the campaign in various places often posted via Twitter so that many citizens have tweeted the news. The finding is related to previous research by (Kahne & Bowyer, 2018) the activities carried out by politicians are strategies in interacting and activating to promote their brand, therefore, more broadly. Therefore, the activities can increase significance of their brand in social media and its networks. Moreover, concerning matters, this is consistent with other findings by (Valenzuela et al., 2018) tweets activities presented can have an impact and consequences on people's behavior, especially the users of social media.

Regardless, the high intensity of tweets apparently presented a variety of phenomena on social media such as the use of hashtags (#), however, wherein according to (Juditha, 2015) hashtag is one of various phenomena on Twitter social media as a marker to facilitate topics to be mapped such as the scope of socio-politics issue, therefore, net citizens can understand 'what is being discussed, furthermore, hashtags have made it a trending topic if hashtags get busy responses from Twitter users. #WapreskuKyai Tweet is one of the hashtags on Twitter that became a trending topic during the 2019 vice-presidential candidate debate. Besides of #WapreskuKyai, there is another hashtag i.e. #berSATUikutKyai, this hashtags believed to call for supporters KH. Ma'ruf Amin ahead of vice-presidential candidate debate,

meanwhile, it hashtags #berSATUikutKyai have no significance in top trending hashtags on Twitter social media.

The use of hashtags in increasing politicians 'branding through social media is seen as role of several actors in campaign activities, where a large number of accounts link politicians' Twitter with many other tweets so as to bring in new networks in channeling framing aimed at increasing the politician's brand by themselves (Widodo, 2017). According to (Widodo, 2017) state that there are at least six types of actors involved at the micro-level, including politicians, political parties, individual members of the public, mass organizations and buzzers, it is actors pursue their respective interests and they work to blow up a specific problem or statistic on an order basis (Widodo, 2017). Therefore, the selection of Twitter social media is seen as the most strategy as a channel for distributing information aimed at gaining support. Because it is supported by hashtags that have big challenges and have the most significant opportunities to increase political framing.

### **Personal Competencies KH. Ma'ruf Amin through Twitter and Previous Research**

The selection of KH. Ma'ruf Amn as vice-presidential candidate paired with Ir. Joko Widodo which is not a coincidence, the leadership capacity of KH. Ma'ruf Amin is one of several reasons. According to the research findings by (Fernandes, 2019) that Ir. Joko Widodo wants to be paired with his vice-presidential candidate is KH. Ma'ruf Amin, not long after a variety of issues that have spread, therefore, Ir. Joko Widodo was quickly appointed a person dubbed as *Kiyai*, this appointment was considered to be the strategy of Ir. Joko Widodo in showing his political strategy to win the votes of Muslim voters.

Furthermore, as a religious figure, KH. Ma'ruf Amin has a very strategic position in the largest Islamic organization in Indonesia, namely as Rais Am PB Nahdlatul Ulama, therefore, the competence possessed is seen from his experience in occupied very strategic political positions such as DPRD, DPR, and MPR. It was then assessed by Ir. Joko Widodo to go forward with KH. Ma'ruf Amin in 2019 presidential election. With competence in the field of religion, his considered capable of luring Muslim communities to support himself. Glancing at social media Twitter of @kiyai\_MarufAmin positively assessed that he as a high-charismatic *Kiyai*, this is recognized from several agenda activities that have been present during the campaign period, using the style a religious such as *Kiyai*, this can be seen from [figure.2] which is right polite and authoritative looks. In addition, great support is present among students (*Santri*) and Muslim scholars in Indonesia.

In connected the analyze, it has a related with previous research by (Nwanganga, Peter, & I, 2017) that the competence displayed to public and social media users is a strategy to increase personal political branding. Also, in (Hughes, 2018) it can be assessed that framing to personal brand through competence as an advertising method that considered reliable and successful in increase citizen participation. Moreover, as the competence of KH. Ma'ruf Amin, it is seen as the information that must be popularized and specified, therefore, citizens know their competence, furthermore, this competency is also in line with the results of research by (Valenzuela et al., 2018) that have an impact on encouraging framing behavior on social media users and confirming to social media users.

### **Imaging Politics: Language Delivered and Visual Style**

The *Kiyai's* involvement in political world is prominent, and there is no doubt that their perseverance in fighting for religious values ideals demonstrates their political role (Mahadi, 2015). Furthermore, Referring to the results by (Nurhadi & Sunarso, 2018) it is clear that *Kiyai* has three positions in politics, such as a collective political protector, political elite, and political mediator. Moreover, based on the results of the tweet submitted by KH. Ma'ruf Amin through the social media Twitter of @kiyai\_MarufAmin that many tweets and photos were posted, furthermore, adding to the significance of coding intensity of some religious agenda views posted along with information, because this post must be quickly conveyed when the timeline coincides with political campaigns. Then it was seen as a framing strategy that was carried out by @kiyai\_MarufAmin so that it had an impact on the interest of citizens to support themselves and social change in the community, therefore, the meaning is if shown to KH. Ma'ruf Amin can be called *Kiyai* as a powerful political elite in managing political parties and mass mobilization because he is a vice-presidential candidate in 2019 presidential election.

In particular, KH. Ma'ruf Amin explicitly gave a net citizen related tweets that talked about peace in politics contestation, the language conveyed used very simple without any frills to deflate the opponent. Therefore, the visual style used is simple with the style like a Kanai, he established his style in looming support through Twitter which is distributed with photos of activities during the campaign, and this is to attract supporters from Muslim background. It is related with the previous research by (Adinugroho & Prianto, 2019; Vendemia, Bond, & DeAndrea, 2019) shows that the political messages conveyed by politicians to net citizens on social media Twitter can frame themselves in expressing and promoting political attitudes to build a positive political image that arises when elections are held in the interest of political campaigns. However, it can be seen from the visualization in the figure [3] below.

Figure 3. Visualization of Framing Campaigns at @kiyai\_MarufAmin



Source: KH. Ma'ruf Amin at Twitter account

Based on the tweet in figure [3], especially if it is reviewed further that the status is made, then it is seen that KH. Ma'ruf Amin has carried out political branding by bringing religious framing so that it is considered very strategic especially in Indonesia as a Muslim-majority country. Furthermore, body language and appearance seemed to invite millennial people to support themselves in nomination as vice president. Furthermore, this framing is reviewed starting to appear since the beginning of the campaign in February 2019 to April 2019, if reviewed from the beginning of KH. Ma'ruf Amin, which is juxtaposed with Ir. Joko Widodo as an incumbent candidate from the previous president, so that the presence of KH. Ma'ruf Amin is a complement to get the trust of Muslim community and similar groups. His presence was seen as raising the political image built previously by Ir. Joko Widodo so that marketing and branding have been mapped in such a way so that the strategies that were met were able to increase citizens' trust in him. Moreover, political imaging is carried out solely to provide enlightenment information for their partners whose initial allegations are contrary to the Muslim community especially some Muslim groups in Indonesia, so KH. Ma'ruf Amin.

Furthermore, language as one of the significant communication influences of political communication, based on [figure2] about visualization, whereas the language conveyed by KH. Ma'ruf Amin tweets in @kiyai\_MarufAmin used formal and non-formal language style. Therefore, the tweet in photos that were served through @kiyai\_MarufAmin account Twitter that was seen trying to lure citizens to call for support to win candidate number 1 in 2019-2024 presidential and vice-presidential election contestation. Various styles of language that KH. Ma'ruf Amin serves a more formal, polite and dignified style of language, this symbolizes him as a *Kiyai*, besides that, without exception, in several tweets, he expressed his gratitude to some residents who had paid attention to him. Therefore, it analyzes above related with (Ross & Rivers, 2018), wherein the language of the use delivered is seen to several particular topic purposes that specified context. The rhetoric delivered by KH. Ma'ruf Amin in tweets from @kiyai\_MarufAmin has similarities in writing formal delivery both in campaigning and in agenda outside of interests.

## CONCLUSION

Explicitly, KH. Ma'ruf Amin uses Twitter's social media platform as a tool for political branding and it has a significant influence on every tweet delivered. Furthermore, twitter as social media is one of the steps of its political branding in increasing the framing it has built. Focusing on personal competence, language conveyed and visual style through his Twitter account. From the highest intensity of uploading tweets from February 2019 to April 2019, this period was very urgent time for displaying personality brands as vice-presidential candidates. Therefore, the branding strategy and campaign model that he built uses the most tweets and photos that convey various views about the activities he does such as attending religious events, meeting supporters/voters, and visiting several strategic locations such as Islamic boarding schools. KH Ma'ruf Amin has framed his visual political style using a religious framework. Visual politics by bringing religion is the most effective way to attract Muslims to support themselves and redistribute tweets because this is also supported by his background as a *Kiyai* who has a strategic position at the national level. Moreover, the political branding of KH. Mar'ruf Amin uses formal and polite language as a special attraction to him. The formal language chosen is believed to enhance the brand and frame itself with the authority that features the *Kiyai*. So that it can increase public confidence, especially among students and Muslim scholars in supporting KH. Ma'ruf Amin through political branding on Twitter for vice presidential candidates.



## SUGGESTION

In particular, this study suggests further research to find out who the main actors play a role in spreading hashtags, analyzing buzzer movements to increase politicians' branding through social media and can explain various tricks attacked by political opponents in build the positive framing politicians through social media Twitter.

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