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Twitter and Online Trust: Ganjar Pranowo and Anies Baswedan Towards the 2024 Presidential Election

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ABSTRACT

Leading up to the Presidential Election, Anies Baswedan and Ganjar Pranowo have influenced voters' political attitudes on Twitter and demonstrated strengthening public trust in both, showing trust's critical role in the democratization process. This research explores the relationship between Twitter use and online trust in the two candidates in the context of preparations for the 2024 presidential election in Indonesia. This research uses a quantitative approach with sentiment analysis on data from Twitter, which focuses on searching for the keywords #aniesbaswedan (17,998 Tweets) and #ganjarpranowo (17,918 Tweets) to understand the opinions, attitudes, and emotions contained in the text. These findings show that there is potential to transform public trust online. If the candidate uses Twitter effectively and succeeds in building online trust, this can provide an advantage for the candidate in their efforts to achieve victory in the 2024 Presidential Election. Ganjar Pranowo is more dominant in influencing the level of public trust in Twitter to be relatively positive, although Ganjar Pranowo also received quite a negative response. Meanwhile, Anies Baswedan needs to be more dominant to influence public trust on Twitter. The dominant factors affecting the level of trust in candidates are the coalition of political parties, Israel's rejection, and leadership. This study also found the tendency of other factors to transform trust online, including quality content, consistency, transparency, responsiveness, ethics, sharing of references, and honesty. Social media has the potential to foster political confidence online. However, this depends on how the candidate maximizes the potential of social media.

***Keywords**: Online trust, social media, presidential election, online discussion*

ABSTRAK

Menuju Pemilihan Presiden, Anies Baswedan dan Ganjar Pranowo telah memengaruhi sikap politik pemilih di Twitter dan menunjukkan penguatan kepercayaan publik pada keduanya, memperlihatkan peran penting kepercayaan dalam proses demokratisasi. Penelitian ini bertujuan untuk mengeksplorasi hubungan antara penggunaan Twitter dan kepercayaan *online* terhadap kedua kandidat tersebut dalam konteks persiapan menuju Pilpres 2024 di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis sentimen pada data dari Twitter, yang difokuskan pada pencarian kata kunci #aniesbaswedan (17998 Tweets) dan #ganjarpranowo (17918 Tweets), untuk memahami pendapat, sikap, dan emosi yang terkandung dalam teks. Temuan ini menunjukkan adanya potensi dalam mentransformasikan kepercayaan publik secara daring. Jika kandidat menggunakan Twitter secara efektif dan berhasil membangun kepercayaan *online*, maka hal tersebut dapat memberikan keuntungan bagi kandidat dalam upaya mencapai kemenangan di Pilpres 2024. Ganjar Pranowo lebih dominan memengaruhi tingkat kepercayaan publik di Twitter menjadi relatif positif, meskipun Ganjar Pranowo juga mendapatkan respon cukup negatif. Sementara itu, Anies Baswedan dianggap tidak cukup dominan memengaruhi kepercayaan publik di Twitter. Faktor dominan yang memengaruhi tingkat kepercayaan pada kandidat adalah koalisi partai politik, penolakan Israel, dan kepemimpinan. Studi ini juga menemukan kecenderungan dari faktor lainnya untuk mentransformasikan kepercayaan secara daring di antaranya adalah konten berkualitas, konsistensi, transparansi, responsif,

etika, berbagi referensi, dan kejujuran. Media sosial memiliki potensi untuk menumbuhkan kepercayaan politik secara daring. Namun, hal tersebut sangat bergantung pada bagaimana kandidat memaksimalkan potensi media sosial tersebut.

Kata Kunci: Kepercayaan daring, media sosial, pemilihan presiden, diskusi daring

INTRODUCTION

Long before the 2024 presidential election began, Anies Baswedan declared he was ready to advance in the political battle as a presidential candidate in Indonesia. After that, Ganjar Pranowo also declared his progress in the presidential election after being supported by enormous political forces such as the PDIP Party (The Jakarta Post, 2023). Information regarding the advance of the two candidates has been widely discussed and has influenced the political attitudes and beliefs of voters (Baharuddin, Qodir, Jubba, & Nurmandi, 2022). A research institute, Saiful Mujani Research and Consulting (SMRC), the report shows that public trust in Anies Baswedan and Ganjar Pranowo continues to strengthen (Jawa pos, 2021). It also shows that public trust is essential to democratization, especially in the general election arena (Baharuddin, Sairin, Qodir, & Jubba, 2023; John, 2021; Welzel, 2021).

This trust is generally influenced by public opinion (Klein & Robison, 2020). In the context of the 2024 Presidential Election in Indonesia, several political dynamics that generally influence public opinion toward candidates include their leadership performance in previous positions, especially related to handling the COVID-19 pandemic and the economic crisis, as well as their track record in policy while serving as Governor (Luth, Maswati, & Baharuddin, 2023; Sijabat, 2020; Umayah & Rahmawati, 2022). In addition, political parties and forces that support candidates also play an essential role in shaping public perceptions of candidates (Jubba, Baharuddin, Qodir, & Iribaram, 2023). Other factors include how the candidate communicates with the public, the political narrative they promote, and how the media covers and interprets their activities and statements. Also, sensitive issues such as religion and political identity can influence public opinion (Jumaynah, 2023; Kurniawati, Pawito, & Hastjarjo, 2022). These potential candidates then consciously build public opinion to influence political trust towards the 2024 election.

Trust, in general, is often measured and expressed in public spaces (Bargain & Aminjonov, 2020; Larson et al., 2018). In the political context, politicians also often become dominant figures in the public space because they are involved in making decisions and influencing the direction of public policy. Public trust in politicians can significantly influence their popularity, support, and ability to influence opinion and voters (Baharuddin, Jubba, Nurmandi, & Qodir, 2022; Baharuddin, Qodir, et al., 2022; Janssen, Rana, Slade, & Dwivedi, 2018).

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Politicians who gain high trust tend to have more significant influence in society, while less trusted politicians can face difficulties in influencing and winning public support (Baharuddin et al., 2023; Kalichman et al., 2018; Rodríguez-Pose & Hardy, 2015).

In an increasingly advanced digital era, public trust has been transformed and transferred to the digital space (Painter, 2015; Santa, MacDonald, & Ferrer, 2019; Yang & DeHart, 2016; You & Wang, 2020). The Internet and social media have been central in shaping public opinion and perceptions of politicians, organizations, and political issues (Ceron, 2015). In the digital space, many people can quickly and easily access information. The public can access news, opinions, and comments from various sources online (Dekker, Engbersen, Klaver, & Vonk, 2018; Laakso, Niva, Eranti, & Aapio, 2022; Swart, 2023). Social media also provides a platform for individuals to share their views, provide feedback, and interact with politicians directly (Halpern, Valenzuela, & Katz, 2017; Hampton, Shin, & Lu, 2017; Howard, Woolley, & Calo, 2018). However, the transformation to the digital space also brings new challenges. The ease of disseminating information on the Internet can raise issues of truth and validity of information. Hoaxes, fake news, and manipulation of information can quickly spread on social media and influence public perception (Clayton et al., 2020; Meel & Vishwakarma, 2020).

In addition, digital space can also create an environment that is less moderated and the intensity of discussion is high. This can lead to polarization of opinion and the formation of mutually isolated groups, where people prefer to hear and follow voices that align with their views. In a political context, this can strengthen sentiment and limit debate and more comprehensive understanding (Grover, Kar, Dwivedi, & Janssen, 2019; Salahudin et al., 2020). However, digital spaces also provide opportunities for greater public participation (Ahmad, Alvi, & Ittefaq, 2019; Chen, Chan, & Lee, 2016; Xenos, Vromen, & Loader, 2014). Communities can easily express their opinions, organize political movements, and monitor the actions of politicians through online platforms such as social media. Politicians can also utilize social media such as Instagram, Facebook, and Twitter to communicate directly with voters and build closer engagement (Kahne & Bowyer, 2018; Kruse, Norris, & Flinchum, 2018).

Public trust in Twitter transforms through a series of interactions and content spread on the platform. Twitter has become the leading platform where users can access political information, participate in discussions, and convey their opinions directly to politicians and fellow users (Enli & Rosenberg, 2018; Jubba et al., 2023). Apart from interactions and content spread on Twitter, other factors influencing the transformation of public trust on this platform

include the influence of politicians, mass media, interest groups, and ongoing political events (Koivula, Malinen, & Saarinen, 2021; Su & Xiao, 2022). Information conveyed by politicians and mass media, along with the active participation of interest groups and responses to political events, can all shape narratives and views that influence public perception and trust in Twitter (Baharuddin, Qodir, et al., 2022; Baharuddin, Sairin, Qodir, Jubba, & Nurmandi, 2022).

Much research has been done on social media, especially Twitter, and so is the study on trust. However, very few research results have been found that specifically and simultaneously link these two topics, especially those that focus on online trust analysis by linking it to the 2024 presidential election case in Indonesia. However, there is still some literature that can be used to assist in the analysis of this study. *First,* it is essential to continue to pay attention to and navigate the role of digital space in shaping public trust (Baharuddin, Qodir, et al., 2022; Huber, Barnidge, Gil de Zúñiga, & Liu, 2019)*. Second,* digital spaces such as social media make it possible to foster a sense of mutual trust among its users (Ardèvol-Abreu & Gil De Zúñiga, 2017; Kim & Peterson, 2017; Yahia, Al-Neama, & Kerbache, 2018). *Third,* politicians' use of social media has been studied globally and is considered crucial media, especially in a general election (Jaidka, Ahmed, Skoric, & Hilbert, 2019; Subekti, Nurmandi, & Mutiarin, 2022).

This study aims to fill in the gaps in previous research and contribute to the development of subsequent research, especially in discussing topics about social media and online trust. Some of the research questions are formulated as follows. (1) What is the level of trust online by Twitter users in the two candidates? (2) How does Twitter succeed in transforming trust online through social media like Twitter? It is possible to find answers to these two questions about the online trust level of the candidates, the transformation of online trust on Twitter, and the implications for the upcoming 2024 presidential election. Apart from that, this study also contributes to the development of subsequent research, especially in discussing the topic of social media and online trust. Furthermore, the implications of online trust in candidates and its transformation on Twitter could provide valuable insights for Presidential Elections in many other cases in the future.

RESEARCH METHOD

This research uses a quantitative approach with sentiment analysis. Sentiment analysis analyzes and understands opinions, attitudes, or emotions in text or data collected from various sources, such as social media. This approach was chosen to help researchers

understand how the public responds to a topic related to the 2024 presidential election in Indonesia. The subjects of this research are Twitter users. The research object is seen from the involvement of Twitter users in the 2024 presidential election discourse associated with Anies Baswedan and Ganjar Pranowo. Data was obtained from Twitter social media with a Twitter search focused on searching for keywords in the form of @aniesbaswedan (17998 Tweets captured) and @ganjarpranowo (17918 Tweets captured).

The choice of keywords such as @aniesbaswedan and @ganjarpranowo is because these accounts are the official Twitter accounts for the two candidates. This selection was also carried out to ensure the validity and relevance of the data collected. These two accounts are considered legitimate and trustworthy sources of information regarding the views, policies, and campaign activities of Anies Baswedan and Ganjar Pranowo. By focusing searches on official accounts, this research can exclude potential influences or biases that may arise from fake or unofficial accounts. Additionally, selecting official accounts allows researchers to identify tweets originating directly from candidates clearly and better understand the context and intent behind each post better understand each post context and intent. Thus, using official accounts as keywords not only ensures the accuracy and reliability of the data but also increases the relevance of the findings to the dynamics surrounding the 2024 presidential election on Twitter social media.
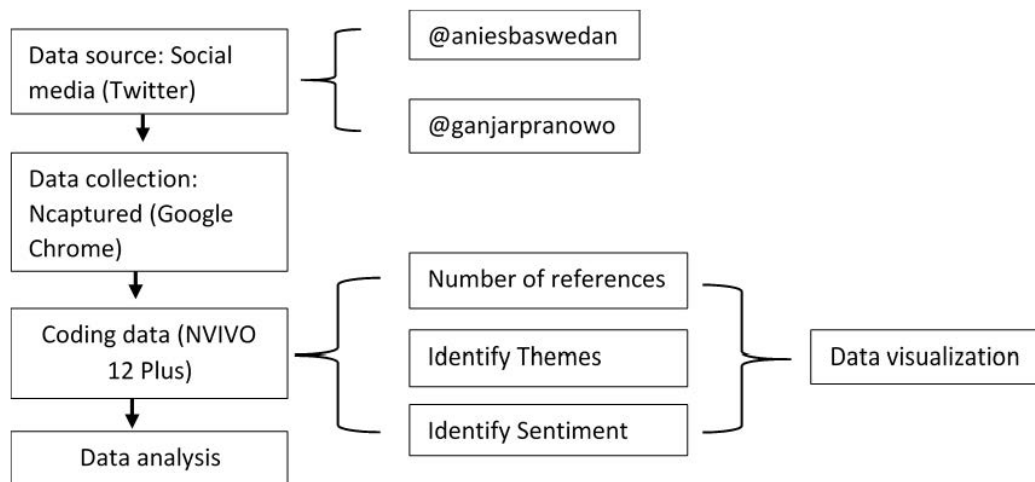

Image 1. Data Analysis Process

Image 1 shows a power analysis process where Twitter data is captured using Capture in Google Chrome. The data is then transferred to the Nvivo 12 Plus analysis tool for data coding. Then classify the data and code it based on the unit of analysis, including the number of references, identifying themes, and Identifying sentiments. The number of references is used to calculate the number of dominant word choices in the encoded data source. Identify themes are used to detect significant word phrases to identify the most frequently occurring themes. Sentiment Analysis helps identify expressions of political trust in social media users towards the two candidates. The data coding results were then followed by the visualization stage and analyzed based on trends in the data and research questions.

DISCUSSION

Level of Trust Online by Twitter Users in Ganjar Pranowo and Anies Baswedan

The use of social media, including Twitter, has played an essential role in facilitating and expanding political discussion (Bosch, 2017; Waisbord & Amado, 2017). he use of Twitter in political discussions often influences the public's response to political issues. It also greatly influenced the distribution of information on Twitter, especially on the 2024 presidential election, which linked the names of the two candidates (Baharuddin, Qodir, et al., 2022). In addition, using Twitter in political discussions can impact public trust in various political entities, including candidates. The following is the level of public trust on Twitter regarding Ganjar Pranowo and Anies Baswedan on Twitter:
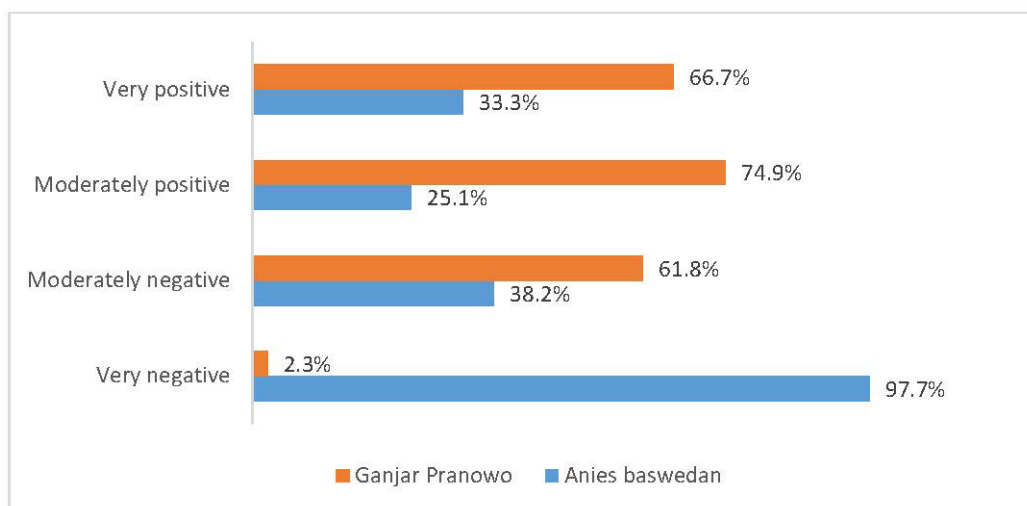

Image 2. Comparison of the level of public trust in Twitter regarding the two candidates
Source: Processed by researchers using Nvivo 12 Plus, 2023

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Image 2 shows that Ganjar Pranowo is more dominant in influencing the public trust on Twitter to be relatively buoyant, even though Ganjar Pranowo also gets a negative response. Meanwhile, Anies Baswedan needs to be more dominant to influence public trust on Twitter. From the tendency of these data, it is known that Twitter can transform trust into social media such as Twitter. The influencing aspect is the public discussion about their candidacy for the upcoming 2024 Indonesian Presidential election. The main implication is that communication and interaction on social media, especially Twitter, significantly impact people's perceptions of and support for political candidates. Therefore, candidates and their campaign teams must pay close attention to how they communicate, respond to emerging issues, and build more robust engagement with potential voters through the platform. In addition, this research shows the importance of careful analysis of emerging trends and sentiments on social media in designing campaign strategies that are effective and responsive to the changing dynamics of public opinion. By understanding the factors influencing public trust in Twitter, candidates can optimize their efforts to build a strong image and increase their chances in the 2024 Indonesian presidential election.

Furthermore, this study succeeded in mapping the dominant factors that influence the level of trust of candidates in online social networks, such as Twitter. Some of these dominant factors are described as follows:
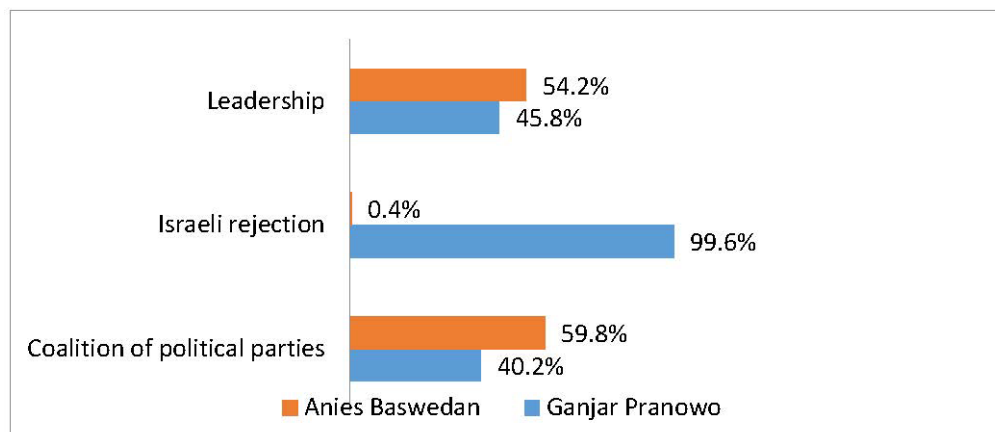

Image 3. Several dominant factors influence public trust in candidates
Source: Processed by researchers using Nvivo 12 Plus, 2023

Image 3 shows some of the dominant factors influencing public trust on Twitter regarding the two candidates. Some of the dominant aspects that influence them are regarding the rejection of the State of Israel in Indonesia by Ganjar Pranowo. The rejection had a very negative impact on the public's trust in the candidate. Previously, in many media, Ganjar Pranowo became the news center because of the idea of   Israel's rejection in Indonesia (Nugraha & Bhwana, 2023). The news greatly influenced the public's response, especially on social media. Indonesia, as a Muslim-majority country, has a society that is sensitive to issues involving Palestine and Israel (Muttaqien, 2013). This has been demonstrated by the majority of the Muslim community in Indonesia long before the issue of the 2024 presidential election. Therefore, this rejection has caused a negative response among the public, especially on social media. Apart from this rejection, another dominant factor influencing public trust is the problem of coalitions of political parties. It is known that the PDIP Party supports Ganjar Pranowo, while the Nasdem Party supports Anies Baswedan. The coalition reaped the pros and cons among supporters. However, the one that seems profitable is Ganjar Pranowo.

Although this study does not explicitly assess the role of each candidate's political party in influencing the level of public trust, it is essential to recognize that political parties significantly influence public opinion and perception of a candidate. Political party coalitions, as seen in the support of the PDIP Party for Ganjar Pranowo and the Nasdem Party for Anies Baswedan, can reflect the ideological orientation and political currents that influence the public's view of the candidate. Moreover, the attitudes and actions of the supporting political party can become a public assessment of the candidate they support, thereby influencing their trust and support. In the context of democracy, political parties often represent political choices that reflect policies and values   considered necessary by the public (Jubba et al., 2023), so the involvement of political parties in supporting candidates can play an essential role in influencing voters' opinions and preferences.

In addition to these dominant factors, there are other factors, namely the leadership problem. In this aspect, Anies Baswedan is considered a representative candidate representing the public interest regarding leadership. In several studies, strong and effective leadership can positively influence the level of public trust in candidates. Candidates with a clear vision who can communicate it well to the public can build trust (Jong, Dückers, & van der Velden, 2016). Vot to feel more confident in candidates who have clear direction and can lead with a strong vision. In addition, the candidate's ability to communicate clearly and effectively is vital in building public trust (Bene, 2017; Howard et al., 2018; Kerr & Lührmann,

2017). Candidates who can articulate their ideas and ideas in an open, transparent aeasy-to-understandand manner can gain the public's trust.

In order to increase public trust and maintain public support during the election process, candidates need to pay close attention to the factors that influence the public's perception of them. This includes handling sensitive political issues tactfully, maintaining relationships with political parties without damaging their image, and developing strong leadership and communication skills (Jubba et al., 2023). By understanding these dynamics, candidates can design campaign strategies that are more effective and responsive to the needs and aspirations of the community. Additionally, it is essential for candidates to actively engage in public discussions and respond to emerging issues with transparency and openness to strengthen their image and win the trust of potential voters. Thus, a deep understanding of the factors influencing public trust is critical to a candidate's success in the electoral context.

Twitter: Transforming Trust Online

Twitter is an online social media platform that allows users to share short messages, known as "tweets," with their followers (Oschatz, Stier, & Maier, 2022). However, Twitter can be an effective tool for conveying opinions and ideas to a broader audience; transforming trust online requires several essential factors, including quality content, consistency, transparency, responsiveness, ethics, sharing evidence or references, and honesty.
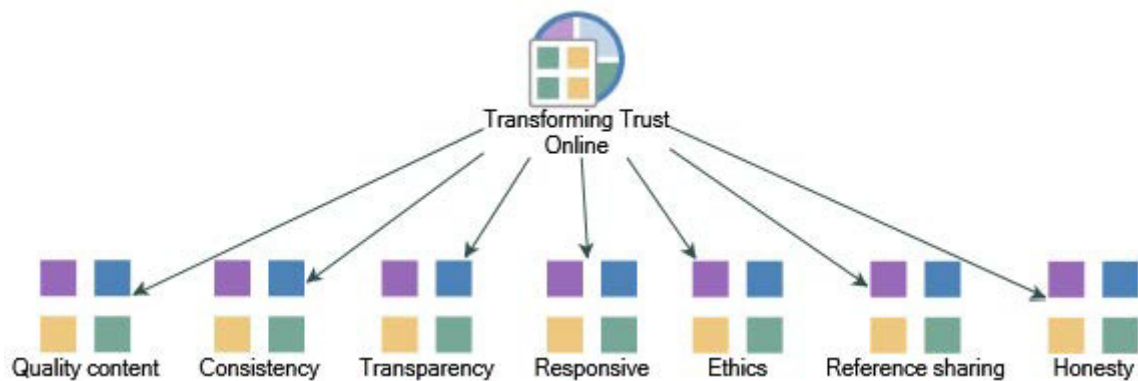

Image 4. Transforming trust online involves several important factors
Source: Processed by researchers using Nvivo 12 Plus, 2023

To build trust on Twitter, it is essential to ensure that the content shared is of high quality (Nanath & Joy, 2023; Weismueller, Harrigan, Coussement, & Tessitore, 2022). Provide accurate, helpful, and relevant information. Avoid spreading false news or unverified information, as this can undermine the trust of followers or other social media users. In addition, consistency is also one of the other essential factors. Consistency in conveying messages and sharing content is essential in building trust on Twitter. Constantly interact with followers, answer questions, and discuss their needs. This indicates that it is unsuitable for politicians or anyone else to appear only when they have something to promote or campaign for. However, it regularly contributes to building strong relationships with followers or Twitter users.

In addition to these factors, other important factors are identified through the transparency aspect. This communication on online social networks is considered capable of building public trust (Rendi Ziar Zhafira, Nurmandi, Kurniawan, Muallidin, & Loilatu, 2022). Not enough that online trust also requires a responsive attitude (Walsh, 2020). It encourages politicians or candidates to take immediate action to respond to some comments on social media chats or take part in responding to some critical issues. It encourages politicians or candidates to pay attention to comments or questions raised by Twitter users and get involved in emerging issues. Other factors are ethics, sharing references, and honesty. It is essential to maintain ethics and integrity in all interactions on Twitter. In these interactions, it is possible to provide supporting evidence or references (Mansoor, 2021). That will help build trust and show that valid data support the candidate.

Using social media by candidates in the political arena of presidential elections can have a significant positive impact. Social media allows candidates to connect directly with voters. They can communicate in real-time, share thoughts, and respond to questions or input from voters (Baharuddin, Qodir, et al., 2022). This creates a solid two-way communication channel between candidate and voter, enabling direct interactions that can build bonds and trust. Social media allows candidates to get voters actively involved in their campaigns. Through status updates, posts, polls, or other participatory campaigns, candidates can encourage voters to participate, share their views, and contribute to the movement of the campaign. This helps strengthen the bond between candidates and voters, increasing voter engagement in the political process (Halpern et al., 2017; Jubba et al., 2023).

Effective use of social media, candidates can influence political agendas and shape public perceptions on essential issues (Casero-Ripollés, 2021; Helberger, 2020). Through posts, Tweets, and other social media content, candidates can drive public conversation, build awareness about critical issues, and promote their proposed solutions (Ewing, Men, &

O'Neil, 2019; van Esch & Black, 2019). This allows them to portray themselves as experienced leaders and deeply understand the issues. Social media has the potential to foster political confidence online. However, this depends on how the candidate maximizes the potential of social media (Baharuddin, Qodir, et al., 2022).

Political trust online depends heavily on how candidates maximize the potential of social media. Candidates need to maintain consistency in their messages and behavior on social media. Voters must feel that the candidate can be trusted and act appropriately. Transparency is also essential, providing honest and open information to voters (Alessandro, Cardinale Lagomarsino, Scartascini, Streb, & Torrealday, 2021; Reischauer & Ringel, 2023). In addition, Candidates who are responsive to comments, questions, and concerns expressed by voters on social media can build trust. By interacting directly with voters and responding to their concerns, candidates can show that they care and are concerned about their opinions and input. Candidates must also have a deep understanding of their audience on social media. This involves understanding the issues voters find essential, communicating effectively with them, and adapting messages and content to suit voters' preferences and needs.

In order to maximize the potential of social media to build political trust online, candidates need to put in the time and effort to learn how to use relevant social media platforms best, keep abreast of trends and changes in the behavior of social media users, and stay abreast of sound communication principles, effectively and ethically in cyberspace (McGregor, Lawrence, & Cardona, 2017). In a digital world full of information and online interactions, trust is the basis of all online relationships and transactions. Internet users must feel confident that the information they receive and the people they interact with can be trusted. In the political context, online trust is becoming increasingly important due to its influence on public perception, political participation, and the determination of election results. Candidates who can build trust online with voters have a better chance of influencing the political agenda, building support, and achieving their political goals.

CONCLUSION

If a candidate uses Twitter effectively and succeeds in building online trust, this can provide an advantage for the candidate in their efforts to achieve victory in the 2024 Presidential Election. Ganjar Pranowo is more dominant in influencing the level of public trust in Twitter to be relatively buoyant, even though Ganjar Pranowo also received a negative response. Meanwhile, Anies Baswedan needs to be more dominant to influence public trust on Twitter. The dominant factors influencing the public trust in Twitter regarding the two

candidates include the coalition of political parties, the rejection of Israel, and the leadership. This study also found the tendency of other factors to transform trust online, including quality content, consistency, transparency, responsiveness, ethics, sharing of references, and honesty. Social media has the potential to foster political confidence online. However, this depends on how the candidate maximizes the potential of social media. The limitation of this research lies in the research method, which is limited in accommodating other social media platforms. That prompted subsequent research to maximize other social media platforms. That could be found in a more comprehensive online and Twitter trust analysis.

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