

***THE ROLE OF PROTOCOL AND COMMUNICATION IN BUILDING  
PRESIDENT JOKO WIDODO'S LEADERSHIP IMAGE ON INSTAGRAM***

**PERAN PROTOKOLER DAN KOMUNIKASI DALAM MEMBANGUN CITRA  
KEPEMIMPINAN PRESIDEN JOKO WIDODO DI INSTAGRAM**

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**ABSTRACT**

*This research investigates how President Joko Widodo utilizes the social media platform Instagram to build a positive image at the end of his term of office. The research method used is discourse analysis, chosen because of its ability to reveal important linguistic aspects for understanding and interpreting content uploaded by President Joko Widodo (Jokowi) on the Instagram platform. The research results show that Jokowi consistently uses personalization and humanization strategies to strengthen his emotional relationship with society. The use of social media also emphasizes responsiveness to community aspirations and a focus on infrastructure development and social welfare. Attractive visual aesthetics have also proven to be a key factor in increasing the attraction and engagement of followers on President Joko Widodo's Instagram platform.*

**Keywords:** Social Media, President Joko Widodo, Public Image, Discourse Analysis

**ABSTRAK**

Penelitian ini menyelidiki bagaimana Presiden Joko Widodo memanfaatkan platform media sosial Instagram untuk membangun citra positif di akhir masa jabatannya. Metode penelitian yang digunakan adalah analisis wacana, yang dipilih karena kemampuannya untuk mengungkap aspek-aspek linguistik yang penting untuk memahami dan menginterpretasikan konten yang diunggah oleh Presiden Joko Widodo (Jokowi) di platform Instagram. Hasil penelitian menunjukkan bahwa Jokowi secara konsisten menggunakan strategi personalisasi dan humanisasi untuk memperkuat hubungan emosionalnya dengan masyarakat. Penggunaan media sosial juga menekankan pada responsifitas terhadap aspirasi masyarakat dan fokus pada pembangunan infrastruktur dan kesejahteraan sosial. Estetika visual yang menarik juga terbukti menjadi faktor kunci dalam meningkatkan daya tarik dan keterlibatan pengikut di platform Instagram Presiden Joko Widodo.

**Kata kunci:** Media Sosial, Presiden Joko Widodo, Citra Publik, Analisis Wacana

**INTRODUCTION**

Social media is growing rapidly in response to the growth and ease of access to information provided by the power of communications technology. This social media has a big influence on political communication in Indonesia (Indrapuspita et al., n.d.).

Quoted from the website Peran Media Sosial Dalam Membangun Citra Positif Organisasi (n.d.) states that social media has several advantages, including: 1. **Communication**. Before developing, social media initially focused on creating a good communication ecosystem for its

users. However, as the internet and technology develop, social media has become more than just communication. Social media has become a second world where people from all over the world can meet and interact. Social media has succeeded in establishing communication without time and geographic limitations. 2. **Brand identity (Branding)**. After successfully creating a gathering place for people from various parts of the world, social media continues to develop to serve various human needs, including branding. Branding is a method an

individual or organization uses to build an image in the eyes of many people. 3. **Establishment of a business or office.** After successfully providing communication and branding, social media is slowly developing to allow every user to build a business online or virtually. Because social media is open 24/7 (24 hours), it has proven to make it very easy for users to create an online business. This is believed to have great potential to reach more people than companies that only rely on the physical world. 4. Marketing. As a platform that is almost always used by people, social media has succeeded in creating services that make it easier for business people to introduce and reach more consumers. This method has proven to be effective in increasing profits and making it easier to meet user needs.

The use of social media, including Instagram, has become one of the main strategies for building and strengthening the public image of political leaders in this digital era. Social media not only provides a platform for sharing information but also functions as a direct communication channel that allows real-time interaction with the wider community. Instagram has high political communication potential and is used by politicians, parties, and government representatives to build and strengthen their public image (Bast, n.d.).

In Indonesia, President Joko Widodo (Jokowi) actively uses Instagram as a tool to communicate policies, respond to current issues, and build personal relationships with the community. President Jokowi's public image will become increasingly important towards the end of his term in 2024.

During complex political, social, and economic challenges, the use of social media is an important strategy to strengthen and secure leadership

traditions. In this context, Instagram is not just a forum for communication, but also a reflection of how President Jokowi's leadership is viewed by the Indonesian people and the world.

The role of protocol and communication in managing President Jokowi's images on Instagram is not only limited to conveying official messages but also how he addresses sensitive topics and interacts with his followers.

In this introduction, we examine how communication strategies via Instagram influence perceptions of President Jokowi's position and leadership, especially considering current political dynamics and public expectations of leadership.

## RESEARCH METHODS

In this research, researchers used qualitative methods. Qualitative research involves quite a complex process (Sitasari, 2022). This research uses a qualitative approach with an emphasis on discourse analysis techniques. This discourse analysis method was chosen because of its ability to reveal important linguistic aspects in understanding and interpreting content uploaded by President Joko Widodo (Jokowi) to the Instagram platform. Discourse analysis allows researchers to explore the meaning, images, and interests contained in written texts in the context of the social environment of a society (Fadiyah & Simorangkir, 2021).

## Literature Review

### Joko Widodo Biography

Quoted from (Kusuma & Pasaribu, n.d.) Ir. H. Joko Widodo or Jokowi is the seventh president of Indonesia. Jokowi is Indonesia's first president who does not side with the political or military elite. Starting as a furniture entrepreneur, he entered the world of politics. The concept called "blusukan" by taking to

the field, led him to become mayor, governor, and even president. Jokowi was inaugurated as the 7th President of the Republic of Indonesia at the age of 53. No one thought that a simple figure like Jokowi would occupy the highest leadership in Indonesia as Indonesia's seventh president. Jokowi was born in Solo on 21 June 1961 with the real name Joko Widodo. His father's name is Noto Miharjo and his mother's name is Sujatmi. He is the eldest of four siblings, his three younger siblings are all girls. Since he was little, he has formed himself to be a role model for his three younger sisters. He not only tries to be a good example but also tries his best to protect and provide a sense of security for his three younger siblings and his entire family. Jokowi grew up in a simple family and even moved house several times because his residence was evicted. Jokowi experienced a difficult and harsh life during his childhood. By the time he was at Tirtoyoso 111 State Elementary School, Surakarta, Jokowi had become a porter, umbrella motorbike taxi driver, and trader. He did this only to pay for his school needs and daily food. As a child, Jokowi also experienced the bitterness of being evicted, his house being evicted three times. After graduating from elementary school, he entered Surakarta 1 Public Middle School and then continued his education at Surakarta 6 Public High School. While studying, Jokowi was finally accepted into the Forestry Department at Gajah Mada University, Yogyakarta. There, he worked very hard to study wood and its processing technology and uses. Before starting his own business, Jokowi worked at his uncle's company CV Roda Jati Solo. After accumulating a lot of experience, Jokowi dared to open his own wooden furniture business in 1988 by establishing a business entity called CV. Rakabu was inspired by the name of

his first child, Gibran Rakabuming. Judging from the main character, Joko Widodo, we get the message that we must have an attitude of responsibility and discipline to continue moving forward to achieve our goals.

### **Politic Communication**

Two words, "communication" and "politics", are the roots of political communication. The relationship between these two terms is considered close and special because the communication process plays a fundamental role in the political field (Farni Syam Maela et al., 2018). Political communication is a field of research that studies interactions between political actors and society through various communication channels. In modern conditions, political communication is no longer limited to traditional political campaigns but also includes the use of digital platforms such as mass media and social media. Digital technology has transformed political communication by providing an interactive platform for discussion and debate, removing the limitations of conventional media, and enabling political actors and citizens to rebuild the process (Kutlu, 2018).

### **Image**

President Joko Widodo has shown a positive trend in the eyes of the public. The results of the June 2024 Kompas Periodic Survey showed that 89.4 percent of respondents rated the president's image positively. This proportion consists of 68.9 percent of respondents who gave a good rating and 20.5 percent of respondents who gave a very good rating (Gitiyarko, 2024). Social media plays an important role in shaping political images (Mauliana & Sampurna, 2023).

Kotler explained his theory that corporate image is a consumer reaction

to the company's products as a whole and is defined as a set of beliefs, ideas, and public impressions of the organization. (Amstrong et al., 2015). Strategy is very important for political parties to win political competition. Schroeder calls the imaging strategy a target image (desired image). Every organization, every political party, every candidate has a unique image in the environment in which they operate. This image is a picture of the public or voters about an organization, party, or candidate at a certain time.

### **Political Branding**

Branding is a concept that was initially used in marketing and later expanded to various fields such as communications and politics (Hidayati, 2021). Branding is increasingly used in politics to integrate political symbolism, ideology, values, and commitment into political parties and candidates.

## **RESULTS AND DISCUSSION**

Before delving into research regarding President Joko Widodo's (Jokowi) use of social media, it is important to understand the broader context in which this strategy is implemented.

The use of social media, especially platforms like Instagram, has fundamentally changed the landscape of political communication in the digital era. As a national leader, President Jokowi has used Instagram as a direct channel to communicate with millions of Indonesians and internationally. In the context of modern politics, social media is not only a tool for disseminating information but also plays an important role in building and strengthening the public image of leaders.

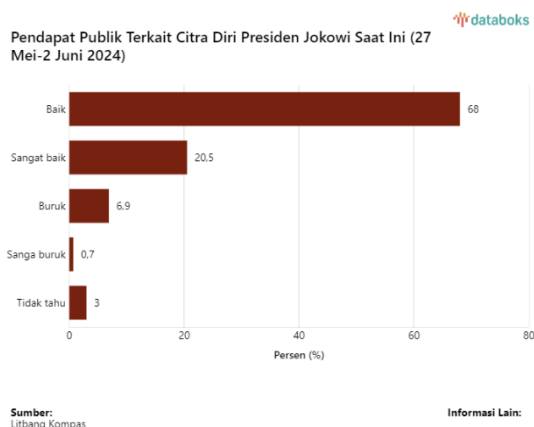
Instagram in particular provides a powerful visual platform that allows Jokowi to not only convey political and

political messages but also showcase his personality and build an emotional connection with his followers. Instagram, which has more than 50 million active users in Indonesia, is a very effective tool for Jokowi to reach a wide and diverse audience, including the younger generation who tend to be more connected to digital platforms.

In addition, President Jokowi's use of Instagram reflects the evolution of the government's communication strategy which increasingly utilizes digital technology. In a country that is already very advanced in terms of internet penetration and social media use, Jokowi's presence on Instagram not only signals the government's online presence but also strengthens transparency and accessibility as a core government principle. By utilizing interactive features such as live streaming and Stories, Jokowi and his team can increase public participation, gauge opinion, and adjust policy responses based on input received directly from the public.

President Jokowi's use of Instagram is not only a means of communication but is also an example of how modern leaders adapt to developments in information technology and direct communication with the public as an integral part of a two-integrated government strategy. At a time when public opinion can form and change quickly on social media, understanding Jokowi's use of Instagram will help the government determine how his public image and broader public perception are changing.

**Table 1. Diagram of Public Opinion Regarding President Jokowi's Current Self-Image (27 May-2 June 2024)**



Kompas Research and Development News provides an interesting picture regarding the public's perception of the image of President Joko Widodo (Jokowi) after the 2024 Election (Nabilah, 2024). These findings highlight several factors that influence people's assessment of Jokowi's leadership.

**The smooth 2024 election** is one of the factors considered positive for improving Jokowi's image is the 2024 election which is reportedly being held smoothly and without significant conflict, especially at the grassroots level. This gives the impression that Jokowi has succeeded in encouraging a safe and peaceful democratic process, which indirectly reflects the Jokowi government's administrative and diplomatic capabilities. **Quick resolution of election disputes:** In addition, resolving disputes related to the 2024 election without delay will also have a positive impact on public perception of Jokowi's image. The government's effective response to this problem shows its ability to maintain political and social stability in the country. **A low percentage of respondents have a negative image:** Although a small number of respondents think that Jokowi has a negative image, survey data shows that the majority of respondents rate his leadership qualities as positive. Of the 1,200 respondents,

only around 7.6% thought Jokowi's image was bad, 6.9% said it was "bad" and 0.7% said it was very bad. This research involved 1,200 respondents who were randomly selected from 38 provinces in Indonesia using a multistage systematic sampling method. Data was collected through personal interviews from 27 May to 2 June 2024. The margin of error is around 2.83 at the 95% confidence level indicating a fairly high level of accuracy in describing people's perceptions.

**Impact on the image of Jokowi and his government:** The results of this research show that despite challenges and criticism, Jokowi will continue to maintain his positive image in the eyes of the majority of Indonesian people after the 2024 election.

This shows its success. The increasing maturity of the democratic process and its responsiveness to public needs through social media such as Instagram can also be an additional factor in increasing political support and influence.

### Use of Instagram Social Media in Building a Positive Image of the President at the End of Office.

The use of social media, especially Instagram, has been a highly effective strategy for building and strengthening a positive image of political leaders, even during their final terms in office. The following are several aspects related to the use of Instagram to build a positive image of President Joko Widodo (Jokowi) towards the end of his term of office:

**Personalization and Humanization** Apart from being the country's leader, Instagram also allows Jokowi to show a more human and personal side. Jokowi's posts about activities outside of

<p>work, interactions with family, and social activities can also give the impression that he is a leader who is close to his people and has a balanced personal life. Quoted from one of the captions of President Joko Widodo's Instagram post, he said that direct visits are always This was an important moment for me to listen and respond directly to the aspirations of the people in the region. At the Bumi City Central Market, North Lampung Regency, I heard various residents' hopes for positive change for North Lampung, especially in terms of improving infrastructure and stabilizing basic food prices.</p> <p>I ensure that the government continues to strive to encourage economic growth and improve the welfare of society in all regions of Indonesia.</p> <p>In Joko Widodo's Instagram reels, he uploads about activities outside working hours, and interactions with family, Instagram video reels contain captions Saturdays are full of laughter and fun on the playground with his grandchildren, Jan</p>	<p>Ethes Srinarendra and La Lembah Manah, enjoying the crowds and sharing happiness visitors.</p> <p><b>Response to Crisis and Critical Events</b> Using Instagram is also important in responding quickly and appropriately to crises or important events affecting the country. For example, in facing natural disasters, pandemics, or sensitive political issues, Jokowi can use this platform to provide accurate information, calm the public, and show the steps the government is taking to overcome these problems.</p> <p><b>Visual Aesthetics and Message Delivery</b> The post also reflects the use of an attractive and clear visual aesthetic. Photos showing direct interaction with the public in the central market create a strong narrative about the president's working visit. Informative and inspirational captions provide further context about the purpose of the visit and the message you want to convey to the public. Several of Joko Widodo's Instagram posts have characteristic illustrations in his posts. Loyal followers of President Joko Widodo must be familiar with posting</p>
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pictures or illustrations on every big day or certain moments. Not a few netizens are waiting for this post to find out what other unique features the illustrator has included in the picture.

## DISCUSSION



**Picture 1. Source: Instagram (@jokowi) Personalization and Humanization**

Personalization and humanization in the use of social media, as illustrated by the caption of President Joko Widodo's Instagram post, shows a different approach to building a leadership image. Here are some elements that can be identified from the caption:

1. Closeness to the community. Jokowi demonstrated his closeness to the local community through direct visits to the area. This means not only listening directly to people's wishes but also responding directly to their needs and desires. This approach reflects the determination to be a leader who creates an emotional connection with the community.
2. Responsive to community aspirations. In his statement, Jokowi said the visit was an important moment to listen to and respond to the wishes of the people. This shows openness and concern for the real needs of society. Thus, the use of

social media is not just a tool to convey messages, but also a tool to offer real action in response to people's aspirations.

3. Focus on development and prosperity. Jokowi underlined the government's commitment to regional progress, especially in terms of improving infrastructure and stabilizing prices of staple foods. This reflects our focus on inclusive economic development and improving the welfare of communities throughout Indonesia. This message creates a positive image of you as an effective change agent as well as a proactive leader who solves real-world problems.
4. Visual aesthetics and message delivery. This post also reflects the use of an attractive and clean visual aesthetic. Photos showing direct interaction with the public at the Central Market became a strong narrative regarding the president's working visit. Informative and inspirational captions provide further context regarding the purpose of the visit and the message to be conveyed to the public.

Therefore, President Jokowi utilizes personalization and humanization on social media not only to create a strong and popular leadership image but also to strengthen legitimacy and public support for the policies and programs carried out by the government. This shows how social media, including Instagram, is used strategically to create positive narratives about government leadership and actions that have a direct impact on society.

Apart from this post in Joko Widodo's Instagram reels, he uploads about activities outside of working hours and interactions with family, the Instagram video reels contain the caption Saturday full of laughter and fun on the playground with his grandchildren, Jan



Ethes Srinarendra and La Lembah Manah, enjoying the crowds and share happiness with visitors.



**Picture 2. Reels Video Instagram (@Jokowi)**

Jokowi, who spends time at the playground with his grandchildren Jan Ethes Srinarendra and La Lembah Manah, has succeeded in presenting his image as a caring and warm grandfather. This not only shows the human and personal side of the national leader but also connects him emotionally to his supporters, who may play a similar role in their personal lives. By uploading happy moments with his family, Jokowi not only shows his side but also gets closer to society. Posts like these can build a stronger emotional connection between the President and the public and show that the President has a private life outside of his public responsibilities.

This post can also be an inspirational message about the importance of maintaining a balance between personal and professional life. In the context of using social media, this can be an example to show society the importance of appreciating time with family and enjoying happy moments amidst busy daily activities. Instagram Reels provides an ideal platform for showcasing everyday moments in an engaging and dynamic visual format. Captions on videos such as “Saturday full of laughter and fun at the playground with the grandchildren” not only provide the mood of the activity and context of the location but also add a narrative and emotional dimension to the experience being shared.

By utilizing social media in a personal and human way, Jokowi not only builds a strong leadership image but also strengthens emotional relationships with his people. This approach helps expand the reach of positive messages conveyed and strengthens public support and legitimacy for its leadership.

### **Response to Crisis and Critical Events**

In response to a crisis or important event, President Joko Widodo (Jokowi)'s use of Instagram is important as a means of conveying information, calming the public, and showing concrete steps taken by the government.



**Picture 3. Postingan Instagram Reels Pidato Jokowi**

The post discusses serious problems related to the arrival of Rohingya refugees from Myanmar to Indonesia, especially through the coast of Aceh Province. Here are several points that can be analyzed from the post:

- 1) Humanitarian and Security Issues: Jokowi uses the Instagram platform to inform the public about the ongoing situation, namely the increasing number of Rohingya refugees entering Indonesia. He also conveyed the government's suspicions regarding the involvement of perpetrators of the Crime of Human Trafficking (TPPO) behind their arrival. This shows the government's transparency in communicating sensitive issues that affect security and humanity.



- 2) Government Response: Apart from providing information about the problems being faced, Jokowi also stated that the government continues to provide humanitarian assistance to Rohingya refugees and coordinates with international institutions dealing with refugee management. This shows the government's commitment to providing solutions based on international cooperation and humanitarian concerns.
- 3) Effective use of captions: Captions on video reels provide clear and in-depth context about the background of the situation, including the government's efforts to overcome this complex problem. The use of words such as "suspecting TTPO involvement" and "providing humanitarian assistance" shows the government's responsive and proactive attitude in responding to the incident.

Before discussing the communication strategies involved in a post, it is important to understand the context and content of the post. In an Instagram video uploaded by President Joko Widodo (Jokowi), it was revealed that Rohingya refugees arrived in Indonesia from Myanmar, especially via the coastal route of Aceh Province. In his statement, Jokowi said the government suspected human traffickers (TPPO) were behind the influx of refugees. However, the government continues to show its humanitarian attitude by providing assistance to Rohingya refugees and coordinating with international organizations that handle refugee management.

The arrival of Rohingya refugees is a complex and sensitive issue because it not only impacts humanitarian and national security aspects but also reflects the challenges of international diplomacy. This post aims to educate the public about the situation and highlight

the government's commitment to handling this issue professionally and responsively. By providing direct information via his Instagram platform, Jokowi utilized social media to increase transparency and provide detailed explanations to the public regarding this important event. This is part of the government's communication strategy to maintain public trust, avoid unfounded speculation, and demonstrate commitment to overcoming complex global challenges.

President Jokowi's response to important events such as the crisis and the arrival of Rohingya refugees, via Instagram, shows how social media can be used as an effective public communication tool in situations that require a quick and appropriate government response. This is a good example of how it can be used.

### Visual Aesthetics and Message Delivery

The use of attractive and clean visual aesthetics in President Joko Widodo's (Jokowi) Instagram posts is one of the key elements in building narratives and conveying messages to the public. Each post uploaded is more than just an ordinary photo or illustration but reflects an effort to convey important messages to the public creatively and interestingly.



**Picture 4. National Children's Day Instagram post (@Jokowi)**

Jokowi's Instagram posts often display illustrations of certain important moments or days. The uniqueness of these illustrations attracts the attention of

his followers who often look forward to these posts to find out what is expressed and conveyed through these visual works. These illustrations not only add aesthetic value to your posts but also help convey complex or abstract messages in a way that the public can easily understand.

The use of illustrations in President Joko Widodo's (Jokowi) Instagram posts not only adds aesthetic value but also creates uniqueness and appeal for netizens. Illustrators who often include elements such as "oyen cats" or other viral phenomena have become a characteristic that Jokowi's loyal followers look forward to on social media platforms.

Netizens, as stated by @halimahh\_lim in her comments on yoursay.com, often look forward to the presence of the "oyen cat" in every illustration. This orange cat is not just an additional visual element but is also part of the narrative that builds an emotional connection between the leader and his public. His consistent presence in illustrations reinforces a recognizable visual identity and invites positive interaction from his community of followers.

Besides "oyen cat" (Nabila & Agustin, 2023), Illustrators also often insert other elements that reflect actual phenomena or events that are currently viral or famous. An example is "Hihang Hoheng", or the appearance of Intan, known as Rehan, good. The existence of these elements not only adds to the visual appeal of Instagram posts but also enriches the story to be told and builds a deeper connection with the audience.

Thus, the use of illustrations in Jokowi's Instagram posts is not only a tool to convey government messages but also a way to build a community that is actively involved in the content being shared. This reflects an effective

communication strategy in utilizing social media to strengthen a positive image, increase public engagement, and build closer relationships between leaders and their communities.

This research identifies and analyzes the communication strategies used by President Joko Widodo (Jokowi) in building his leadership image through the social media platform Instagram. One of the main approaches observed is the use of personalization and humanization of content together. Jokowi has repeatedly shown his emotional closeness to society through his captions and posts, both through direct visits to various regions and his interactions with various social groups. This approach not only creates a close relationship between leaders and the community but also confirms the leader's commitment to listening directly and responding to the needs and desires of their community.

Apart from that, this communication strategy also emphasizes Jokowi's responsive attitude to the wishes of the community. Each visit or activity uploaded to Instagram is often accompanied by a detailed explanation of the purpose of the visit and specific steps to overcome a community problem. This shows that the use of social media not only functions as a tool to disseminate information, but also as a means to educate, explain policies, and provide real solutions to various challenges facing the country.

Community development and welfare are also at the core of Jokowi's communication via Instagram. In his various posts, Jokowi highlights the government's efforts to build infrastructure, improve the economy, and stabilize prices of basic commodities. These messages not only convey his positive image as a

progressive and capable leader but also show that government policies are based on a deep understanding of society's needs.

Visual aesthetics also play an important role in this communication strategy. Jokowi's posts are often accompanied by interesting photos and illustrations that not only show direct interactions with the public and important moments but also provide deeper context and strengthen the story he wants to tell. This use of attractive visual aesthetics helps attract people's attention and increase interest in the content being shared.

Jokowi effectively uses Instagram to provide accurate information, reassure the public, and demonstrate the government's response during crises and important events. One example is Jokowi's response to the arrival of Rohingya refugees, where he used the platform to educate the public about the situation, highlight the government's commitment to humanitarian issues, and coordinate response efforts with international organizations.

Overall, Jokowi's communication approach via Instagram not only builds the image of a strong and trustworthy leader but also increases positive interactions between leaders and their communities. This strategy leverages the power of social media to not only expand the reach of positive government messages but also strengthen legitimacy and public support for the policies implemented.

## CONCLUSIONS

Analysis of President Joko Widodo's use of Instagram social media shows that personalization, a humanist approach, responsiveness to people's aspirations, a focus on development and welfare, and attractive visual aesthetics are the pillars of effective

communication. Strategies for building a strong leadership image.

Through this platform, Jokowi can approach the public not only as head of state but also as an individual who cares and is responsive to various societal problems. Every post and caption shared is not only a means of education and explanation of government policies, but also a form of deep concern for the real needs of society.

In addition, using attractive visual aesthetics will increase the attractiveness of your content and increase public interest in the message conveyed. During dynamic social media, this strategy not only strengthens public support for the government but also expands the scope of positive messages conveyed to Indonesian society as a whole.

Therefore, Jokowi's use of Instagram is not only a means of communication but also a tool to build closer, transparent, and meaningful relationships between management and employees.

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