

## Personal Branding and The Law: A Case Study of Anies Baswedan in The 2024 Presidential Election

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**ABSTRACT:** Personal Branding is something that is important to shape a person's characteristics to the public. Along with the development of the branding context, branding has now penetrated into many lines, including in the personal development of a public official. This research reviews the personal branding strategy of a public official represented by Anies Baswedan. Anies Baswedan is a leader who is loved for his thoughts in addressing regional progress. One of the objectives of this research is to embody the leader's point of view in defining his identity. This is necessary because self-existence is a fundamental thing that must exist in a person, including public officials. This research uses a descriptive qualitative method supported by eight main concepts of Peter Montoya's personal branding. The results showed that Anies Baswedan's personal branding fulfils all eight main concepts.

**KEYWORDS:** Personal Branding; Social Media; Anies Baswedan

### INTRODUCTION

The era of globalisation has allowed people around the world to access technological advances. The impact of the internet has made people in all corners of the world feel the ease of information technology, including in rural Indonesia. Access to Communication technology that penetrates all villages, making residents have a new lifestyle that is often called the lifestyle of digital society (digital native).

The rapid development of this technology which then makes it easier for people to see the development of the world. The existence of the internet also gave rise to a social platform that now cannot be separated from people's lives to complement information needs in various matters and make it easier for people to connect with each other. The data revealed by Google Consumer Behaviour states that in 2018 alone, 50% of Indonesia's total

population of 265.4 million people accessed the internet.

In 2020, a survey conducted by the Association of Internet Service Providers (APJII) illustrates the number of Indonesian internet users has increased by 8.9 per cent or equivalent to 25.5 million users. Among the many social media used such as Facebook, Tumblr, Twitter, Blog, Youtube and others, Instagram is a social media that has unique characteristics. Instagram is famous for media that can share images in the form of animations, photos or other artwork and Instagram is also consistent with its visual features for sharing videos. Since its inauguration in October 2010, Instagram has more than 400 million users worldwide who actively use it every day. With the presence of Indonesian users occupying the third position after Japan.

Thanks to the diverse features offered by Instagram, especially as a medium for communication and information exchange, this application has become an important tool for communities, institutions, public figures and public officials to build a personal branding. For a public official or a politician, personal branding is needed to get attention from the public. This personal branding practice is used as one of the strategies for winning. A politician must portray his persona to increase awareness so that he is elected. This has been the case since the political constellation in the country in 2004.

Where this year the first-ever presidential election direct democracy. With direct democracy, every candidate for political leadership needs to establish a figure, popularity, and physical appearance that is able to get the attention of voters and influence electability. This was then captured by President Joko Widodo, who during the campaign carried the image of a "blusukan leader". This jargon is interpreted as a leader who is close to the small community, as a result in the 2014 and 2019 election years was elected President of the Republic of Indonesia. This series of political agendas is then used as a benchmark in winning the sympathy of the people to lead in this country.

On the 14th of February 2024, Indonesia had a presidential election. Each candidate is trying to establish personal branding to build public trust in the leader to be elected. Each success team utilised all social media to further increase the public's positive memory of one of the candidates. It is at this stage that the influence of the media in political contestation has a very crucial role, because the media is a source of information for the public and the media can also change a person's behaviour in determining political choices and even determining a decision in choosing. One of the public officials and presidential candidates who uses Instagram social media to build personal branding is Anies Baswedan with the account name @aniesbaswedan.

At the time of this research, he had 6.4 million followers and had posted 5,495 pictures and photos. As the former Governor of DKI Jakarta, Anies Baswedan is fairly active in using social media and is quite popular because of his activity in greeting citizens on social media accounts, including his Instagram. He shares various activities on social media, such as activities when visiting residents, cycling, preaching, and conveying ideas and innovations along with his policies. This has been done since he became the Governor of DKI Jakarta in 2017. With a language that attracts millennials, it is not wrong if Anies Baswedan's followers are in the millions.

Although he was not elected president in the 2024 election, Anies is still loved by many young people in Indonesia. Anies Baswedan's uniqueness and new way of introducing himself to the public attracts many eyes and is more democratic. In line with what Haroen said about personal branding, he said that personal branding is an activity that we do to build other people's perceptions of us about who we are. Although branding is usually used in the marketing of products or services, personal branding is also used to build people's perceptions of who we are.

Branding in Generation Z is very necessary for anyone who has an interest in getting public attention. For this reason, each candidate who will compete in the 2024 elections has prepared themselves in advance with a good image and impression. So personal branding can be said to be an explanation of a person's character, competence and strengths. Based on the explanation above, this study will analyse how Anies Baswedan's political campaign strategy in building personal branding in the 2024 presidential election through his Instagram social media account @aniesbaswedan.

## METHODS

Researchers use a qualitative approach to conduct intensive, detailed and in-depth research on an organisation, institution or certain symptoms as well as

by observing objects (activities or events) that are studied in depth (Sugiyono, 2010). In this study, the qualitative approach helps researchers to interpret the meaning of an event of human behaviour in a particular situation according to the researcher's own perspective and describe how personal branding is carried out by Anies Baswedan as a presidential candidate by describing speech, descriptions, written data and other descriptive data in accordance with what the researcher has learned.

## RESULT

### SOCIAL MEDIA INSTAGRAM

The process that social media has undergone has been a journey of rapid growth in recent years. Especially with the emergence of popular platforms such as Instagram. Instagram has become one of the most widely used social media, both for personal use and for business and political purposes. This platform has been used as campaign media, promotional media and branding media. Both for political and business purposes (Indrawan et al., 2023).

In addition, Instagram has also become a platform for disseminating historical and cultural information, as well as influencing various aspects of life, including online shopping interests, sharenting practices and political branding. With these wide and varied uses, Instagram has become an integral part of modern life and has a significant impact in various aspects.

As of April 2023, Instagram's user base has reached 109.3 million users, which represents an increase of 3.45% compared to the previous month. This shows that Instagram continues to experience

increase in users, and more and more public figures who use this platform for personal branding (Habibullah Arief et al., 2023).

Instagram has a significant impact in influencing one's personal branding. Through this platform, a person can build

and strengthen their image and self in the eyes of the public. Starting from displaying one's own characteristics, lifestyle and personal interests so as to create a strong identity and distinguish himself from others. So that the formation of personal branding that occurs on Instagram can change or move people more broadly.

The diversity of features owned by this Instagram which then makes Instagram a tool that is widely used by all circles in shaping personal branding. The Instagram platform allows users to share photos and videos with filter adjustments, organise photos with deep tags, and group photos by location through geo-tagging. Content produced by users can be published publicly or only to followers who have been allowed to become followers of the account (Martha, 2021).

In addition, users can also use tags to find other similar content on Instagram based on tags and location, view popular content, follow people, and more.

users to add their content to their personal social media usage and use Instagram for various daily activities. As time goes on, Instagram continues to develop new features, which include; IGTV where users can post videos longer than 60 seconds on IGTV, Reels which is useful for posting short videos with music and special effects, Shopping is useful for buying and selling products, Live is useful for broadcasting live, Highlights is useful for saving their stories on the user's profile, and Polls is useful as polls conducted by users to get feedback from the user's followers.

### PERSONAL BRANDING

Personal branding, according to Peter Montoya, is a process of building positive perceptions about oneself. This concept includes several important aspects, such as specialisation, leadership, personality, distinction, visibility, unity, constancy and goodwill (Adji Trianto et al., 2022).

From the observations made by researchers in the study, there are eight personal concepts that Anies Baswedan

uses in his personal Instagram account in helping personal branding as follows:

1. Specialities
  - a. Ability



**Source:** Aniesbaswedan Instagram, 2023

In the picture above Anies wrote a thank you to the MRT Construction Workers. Currently Anies Baswedan has finished serving as Governor of DKI Jakarta, but the MRT project was also running when Anies Bswedan became Governor of DKI Jakarta, in this post the public considers that the success of this MRT is the success of Anies Baswedan in leading and managing the construction of the MRT.

Anies Baswedan's achievements during his time as Governor of Jakarta prove that Anies has the ability to lead, this is evidenced by Anies' many achievements during his time in Jakarta, including: Building the Jakarta International E- Prix Circuit (JIEC), building the Jakarta International Stadium (JIS), Revitalising Kota Tua Batavia,

Infiltration Wells, Construction of Bicycle Lanes, JPO Pinisi Jalan Jenderal Sudirman, Jakarta Kini Application, JakLingko, Sidewalk Widening, Freeing PBB under 2 M, 0% DP House, Aquarium Flats, Fly Over Horseshoe, Revitalising Simpang Lima Pasar Senen, Anjungan Bundaran HI. Many of the developments carried out by Anies Baswedan are felt by the people of Jakarta and people outside Jakarta and even outside the island can also find out about the results of this development through Anies Baswedan's posts on Instagram.

- b. Behaviour



The behaviour portrayed by Anies Baswedan on his Instagram is physically no different from the real world. A friendly smile is always in the public eye when he is faced with people who interact with him. The facial expressions he makes get special attention from netizens. This was imaged from a post on 17 January 2024 where Anies was conducting

#EkspedisiAMIN in Sorong, Papua with residents of Kampung Rufe. In the post Anies Baswedan was meeting with the community and following a typical Papuan dance, not only that Anies also danced with the children there.

c. Services

In service specialisation, there are several dimensions that he displays on his Instagram account. Among them are: ability, lifestyle, behaviour, mission, profession and service. First, in the ability dimension. Physically, recently Anies worked with @ubahbareng to create a programme called Desak Anies. This programme is very attached to the style of democracy that he has wanted all this time. Everyone can convey their ideas and ideas to the current ruler. In the programme, Anies Baswedan and the Success Team visited various provinces, cities / regencies with various issues. At the event

anies appeared as a guest speaker. Where Anies was asked by a variety of people. Ubah Bareng is a youth community of volunteers for Presidential and Vice Presidential Candidate Number 01.

Anies Baswedan's physical appearance on his Instagram is not much different from his daily life. He adjusts his appearance to who he meets, when meeting at formal events he wears a white shirt tucked into his pants and added with a suit as an outer. When meeting with people in the field, he wears a normal t-shirt.

Socially, the specialisation that Anies Baswedan tries to display on his Instagram is a person who is very close to the community and has dialectical abilities because he is a lecturer who is involved in the world of Public Policy. And in terms of his psychological specialisation, he is known as a figure who is widely knowledgeable, educated, smart in speaking, smart in conveying opinions to the crowd so that his ideas and ideas can be accepted by a large audience. This can be seen from some of the comments of netizens who commented on the comment column on Anies Baswedan's Instagram. In service,

physically, Anies is the former Governor of DKI in 2017 and has completed his term in 2022. Socially, he describes his profession on social media as the same as in reality.

d. Profession



This picture was taken when Anies Baswedan was giving a public lecture at the Australian National University. The credibility portrayed by Anies Baswedan is in line with his abilities and profession. In Anies Baswedan's Instagram upload on 08 March 2023, Anies Baswedan uploaded a photo when he was giving a public lecture at the ST Lee Annual Lecture, Crawford School of Public Policy at the Australian National University.

The caption of the post reads:

"Back to the Australian National University in Canberra. Yesterday afternoon gave a public lecture at the ST Lee Annual Lecture, Crawford School of Public Policy at the Australian National University,

Canberra. The lecture discussed how to ensure that technocratic processes in government are synchronised with democratic processes. We arrived to be welcomed by the ANU Chancellor, Dean and several senior lecturers at this campus. The large public lecture hall was filled with students from various faculties. It was great to see so many old friends, lecturers and researchers at ANU again."

From this post, it is imaged that Anies Baswedan is a credible figure in giving lectures on how technocracy in government is synchronised with democracy. ANU is one of the famous universities, with the presence of Anies Baswedan as a guest lecturer, giving the image that Anies is a figure that is quite calculated in the global academic world.

#### e. Mission

As presidential candidate Anies Baswedan and presidential candidate Muhaimin Iskandar have a mission to build their personal branding with the word "change". There are 8 missions of change that he echoes on social media to advance in political contestation in 2024. His mission as a presidential candidate is themed around changing Indonesia. This mission aims to be felt by families in Indonesia. His mission is the 8 Paths of Change. Ensure the availability of basic needs and low cost of living through food independence, energy security, and water sovereignty. Alleviating poverty by expanding business opportunities and creating jobs, realising fair wages, ensuring economic progress based on independence and equity, and supporting Indonesian corporations to succeed in their own country and grow in the global arena.

Then, realising sustainable ecological justice for future generations, strengthening the country's defence and security systems, as well as enhancing Indonesia's role and leadership in the global political arena to realise national interests and world peace and restoring the quality of democracy, upholding law and human rights, eradicating corruption without selective action, and governing in favour of the people.

#### f. Leadership

In the concept built about Anies' leadership in his Instagram account, people are humble, conceptualised, populist, responsive and as a good listener. This is evidenced by the Desak Anies programme. In the Desak Anies Programme, everyone present can ask about Anies Baswedan and Muhaimin Iskandar's Vision and Mission if elected President of Indonesia for the 2024-2028 period.

In his Desak programme, Anies always answers questions in detail. These questions are recorded and given ideas and solutions to solve various problems in the community. It can be seen from Anies Baswedan's leadership character from the way he accommodates the aspirations of all groups, without discriminating he treats everyone the same, namely the Indonesian people who have aspirations. The portrait of Anies Baswedan at the event was captured on the Instagram accounts @aniesbaswedan and @ubahbareng.

In addition to the Anies Desak event, at other times it was seen that Anies Baswedan visited the residents of Kampung Akuarium who were evicted by the previous

government for curbing. During the visit Anies not only visited but also examined the problems that occurred there. After Anies visited he planned to build houses for the residents there. Village portrait The spinach plant that Anies Baswedan built was immortalised on his Instagram.

The interpretation of the above verse suggests that any legal form can be established. In the process of deriving legal principles (istinbat), it is important to consider masalah mursalah (public interest). One example of the application of masalah mursalah in contemporary issues where there is no specific legislation in the Quran and Sunnah is related to the implementation of productive waqf. According to al-Ghazali, masalah mursalah can be used as evidence in determining the legal framework for productive waqf as long as it is in line with the Shariah, not contradictory to the Quran, Sunnah, and Ijma', and is considered at the level of daruriyat or hajiyyat, equivalent to daruriyat, as one of the methods of legal derivation.

In this post Anies Baswedan tells about Spinach Village to his followers. Not only photos of the results but Anies Baswedan also provided Graphic Info from The construction of the spinach village. This post about Kampung Bayam is able to tell the public that Anies Baswedan is a figure who has the ability to lead all circles, in this case of course the small people. If usually people get backward treatment, but during Anies Basweda's leadership he was able to have a good impact on the people in Kampung Aquarium. The information disseminated by Anies Baswedan through his Instagram had a big impact on public

judgement, as evidenced by the many comments that flooded this post, one of which was a comment from Instagram @al.alfuqanra "Please condition, this is the Governor of the President's taste #kerjanyaodrama".

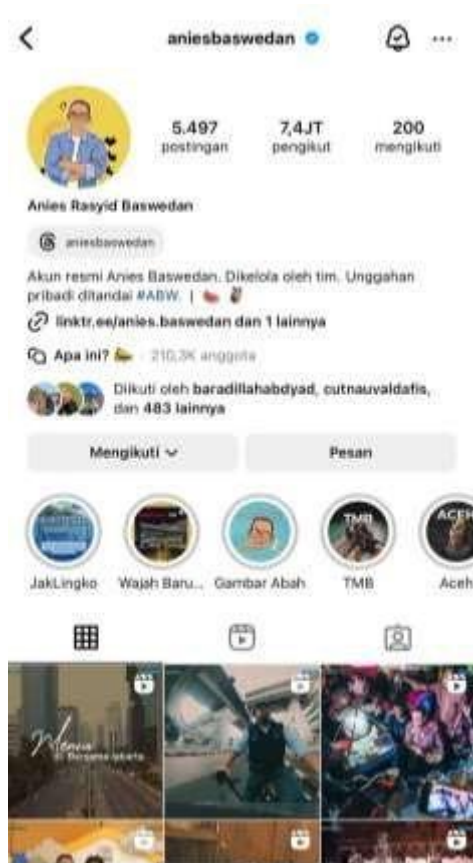
#### g. Personality

Instagram as a public media is able to provide information to anyone who seeks it. Humble, friendly, firm, disciplined and unpretentious personalities displayed by Anies Baswedan on his personal Instagram are shown continuously. On other occasions Anies Baswedan has a family that always confirms to the public that Anies Baswedan is able to be a very good figure for his mother, wife and children.

This is evidenced by the idntimes.video post when Anies Baswedan conducted a dialogue with young people or Gen Z in NTB. Mutiara Baswedan mentioned his father's Love Language and mentioned that he never received privileges when his father was Minister of Education and even Mutiara never received a special pathway to enter college. This post conveys a message to the public that Anies Baswedan does not use his position to benefit his family. This draws the public's attention to the figure of Anies Baswedan as a leader who does not will commit nepotism when given a position.

#### h. Visibility

Anies Baswedan has always been diligent in uploading content with discussions on democratic education, human resource development, technological progress and other updated content. This was not only started when he ran for president but has been done for a long time so that currently Anies has 5497 posts.



#### i. Distinctiveness

Anies Baswedan has his own characteristics in the eyes of the public. His penchant for discussion is loved by young people. An open-minded figure, Anies often goes live on Tik Tok and uploads his quotes on Instagram. Considering that the other three candidates, Prabowo Subianto and Ganjar Pranowo, do not do these live activities, this is certainly a characteristic of Anies Baswedan in expressing his ideas.

Live Tik Tok is often done by Anies Baswedan when he was a presidential candidate until now. Currently Anies has 2.5 M on Tiktok and 40M likes. As a democratic country, many people are waiting for an open leader, who does not provide barriers to the people. Through various ways Anies always opens himself to be able to touch the aspirations of all people. This is also evidenced by Anies' unique Desak programme.

#### j. Unity

Anies Baswedan often uploads his activities to meet with various groups, political circles, artists, academics, traders, fishermen, farmers, students, and students. There is no age limit either, he is characterised in his posts as someone who welcomes many opportunities to chat. When he was a presidential candidate, Anies Baswedan was often visited by influencers. During the meeting, they got to know each other and exchanged ideas. Influencers helped to introduce Anies Baswedan to the public. For influencers who have a tendency towards him, promoting Anies Baswedan is an opportunity that does not need to be paid, many young Indonesian Influencers admit that they have never been paid to promote Anies Baswedan to be elected in the elections. In addition to Influencers, Comics also support Anies Baswedan's campaign movement.

#### LEGAL ASPECTS OF ANIES BASWEDAN'S PERSONAL BRANDING

Anies' campaign team consistently ensures that the uploaded content does not offend or defame other parties. Instead, the narrative is built more on Anies' achievements and vision and mission for Indonesia. This is in accordance with ITE Law Article 27 Paragraph 3 which prohibits the distribution of information containing insults or defamation has a significant influence on Anies' personal branding strategy.

In the next article, Article 28 Paragraph 2 of the ITE Law, which prohibits the dissemination of information that creates hatred or hostility based on SARA, was carefully implemented. Anies and his campaign team tried to avoid rhetoric that could trigger social conflict,



and promoted more messages of unity and civility.

Then in terms of copyright. Anies Baswedan and his campaign team were also very careful in using copyrighted campaign materials. All visual, audio and written content used has been authorised or created independently by the campaign creative team. This is to avoid potential copyright infringement that could damage the image of personal branding.

On the other hand, the personal branding built by Anies Baswedan is also influenced by the ethics and norms of digital content. In all communications and published content, Anies maintains professionalism and ethics by avoiding the dissemination of unverified or misleading information. Negative content and attacking political opponents are avoided to maintain his image as a well-mannered leader with integrity

## CONCLUSION

Based on the verified analysis results, as a Presidential Candidate Anies Baswedan has succeeded in building personal branding through posts on his personal Instagram @aniesbaswedan. In general, Anies Baswedan's personal branding can be seen from the various activity posts he uploads. Posts about Anies Baswedan's ability to become a leader who is able to build a more modern and fair Jakarta City for all groups. Having a profession as a lecturer who ventured into the world of public policy made Anies Baswedan a figure who has credibility in leading and is recognised by the world.

Anies' service and polite behaviour to all circles is able to dance with the public with his good intentions to make Indonesia prosperous for all. Anies Baswedan's simple lifestyle and willingness to dialogue

makes all groups feel that their aspirations are heard, this is expressed by Anies in various discussion activities. Anies Baswedan's persistence in building Indonesia is also accompanied by his visibility in promoting his ideas, abilities and leadership products that he has created. Compliance with the regulations of the ITE Law and copyright built by Anies builds a positive and credible image in the eyes of the public. Although there are challenges in its implementation, the opportunity to build public trust through legally compliant personal branding is enormous.

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