

Analyzing Election Candidates of the Indonesian 2024 Elections Based on Their Climate Change Campaign for SDGs on Social Media

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Abstract. Presidential election in Indonesia in 2024 is swiftly approaching, and the presidential Climate Change Campaign for Sustainable Development Goal is heating up. With so many candidates from many political parties, keeping track of each candidate's agenda and aims may be difficult. In this research, we will look at the prominent candidates for Indonesia's presidency in 2024. We will research their backgrounds, party affiliations, and proposed policies in order to help voters make informed decisions. Our analysis will include the main candidates from the major political parties, as well as the incumbent president and his challengers. We will also look into the election's potential impact on the Indonesian economy, international relations, and social issues. We aim to equip voters to make informed choices in the upcoming election by conducting a thorough evaluation of the candidates and their policies.

Keywords. Elections, Candidates, President, Election 2024, Climate Change

1 Introduction

The rapid development of digital technology and the increasing penetration of internet users in Indonesia have significantly transformed the political landscape, particularly in how

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political candidates engage with the public. As the world's third-largest democracy, Indonesia's political Climate Change Campaign for Sustainable Development Goals have evolved from conventional face-to-face rallies and mass media advertisements to dynamic, data-driven interactions on social media platforms such as Instagram, Twitter (now X), Facebook, TikTok, and YouTube [1]. This transformation has redefined the strategies adopted by political candidates and parties, emphasizing the importance of digital visibility, responsiveness, and public engagement in shaping political narratives and influencing voter behavior. The 2024 Indonesian general elections comprising both presidential and legislative races mark a critical juncture in this digital transition. With over 200 million eligible voters, many of whom are digitally literate youth, the elections are not only a contest of policies and ideologies but also a battle for online Climate Change Campaign for Sustainable Development Goals and influence. Candidates are increasingly utilizing social media platforms not only as promotional tools but also as instruments of political branding, agenda-setting, and public mobilization [2]. These platforms provide real-time interaction, enable rapid dissemination of Climate Change Campaign for Sustainable Development Goal messages, and facilitate a more personalized connection between candidates and voters. Moreover, social media serves as a battleground for shaping public opinion, constructing political identities, and managing reputational risks [7].

Despite the growing relevance of social media in electoral politics, there remains a lack of comprehensive academic inquiry into how Indonesian candidates utilize these platforms and the extent to which their digital Climate Change Campaign for Sustainable Development Goal correlates with public engagement and electoral success. While several studies have examined political communication and media framing during previous elections, few have Delved into systematic analyses of candidate behavior, visibility, and influence on social media during the critical period leading up to the 2024 elections [3]. Furthermore, existing research often overlooks comparative approaches across different candidate levels presidential, legislative, and regional and fails to assess qualitative aspects such as content type, tone, interactivity, and audience response. This research addresses these gaps by systematically analyzing the social media Climate Change Campaign for Sustainable Development Goal of election candidates participating in the Indonesian 2024 general elections [8]. By focusing on major platforms with high user engagement in Indonesia, this study explores how candidates construct their online personas, communicate political messages, and engage with constituents. It also evaluates the patterns of interaction, content strategies, and frequency of updates as indicators of digital political activity [4]. Through content analysis and social media metrics, the study identifies key trends, highlights differences among candidates, and assesses the potential implications for digital democracy and voter behavior in Indonesia.

The formulation of the research problem is rooted in the question: *To what extent does the social media Climate Change Campaign for Sustainable Development Goal of candidates in the 2024 Indonesian elections reflect their political strategies, public engagement, and influence?* This problem encompasses various sub-questions: How do candidates from different political parties and electoral levels utilize social media platforms? What types of content are most frequently shared [5], and what themes dominate their digital communication? How do followers respond to these messages, and what does the level of engagement suggest about the effectiveness of online Climate Change Campaign for Sustainable Development Goaling? Are there observable patterns in terms of regional versus national candidates, incumbents versus newcomers, or younger versus older candidates? Given these problematics, the primary objective of this study is to analyze the role of social media in shaping the public Climate Change Campaign for Sustainable Development Goal of Indonesian election candidates during the 2024 general elections [9]. The study seeks to provide a comprehensive mapping of candidates' digital activities, highlight the relationship

between social media engagement and political visibility, and offer insights into the strategic use of digital platforms in electoral processes. Specifically, the research aims to: - identify the most active and influential candidates on major social media platforms; - categorize the types of political content shared and their thematic focus; - assess the level of public engagement likes, comments, shares, and follower growth as indicators of online influence; and - explore how digital Climate Change Campaign for Sustainable Development Goal might correlate with electoral outcomes or public sentiment [6].

By focusing on the intersection between social media and electoral politics in the Indonesian context, this study contributes to the broader discourse on digital democracy, political communication, and voter behavior in Southeast Asia [10]. It not only provides empirical data and theoretical insights for scholars and political analysts but also serves as a reference for candidates, Climate Change Campaign for Sustainable Development Goal strategists, and policymakers seeking to understand the evolving dynamics of political engagement in the digital age. Through this lens, the research underscores the growing significance of social media as both a reflection and a determinant of political success in Indonesia’s democratic process [11].

2 Research Method

This study employs a qualitative content analysis research design. This strategy entails examining written or spoken material for patterns, themes, and meanings. The written material in this scenario will be the candidates' political platforms, speeches, and interviews. The analysis will be undertaken in a deductive manner, which means that the research will be directed by a pre-determined collection of categories and themes [12]. This study's data will be gathered from a variety of sources, as shown in Table 1, including the candidates' official websites, social media accounts, and news stories. Purposive sampling will be used to acquire the data, which means that the sample will be chosen based on certain criteria. In this scenario, the sample will be made up of candidates who have formally declared their candidacy for the Indonesian elections in 2024 [13].

Table 1. Research Data Sources

Source Name	Website Link
Dimension AI	https://app.dimensions.ai/discover/publication
Emerald	https://www.emerald.com/insight/
Cambridge Core	https://www.cambridge.org/core/
Google Scholar	https://scholar.google.com/

Figure 1. This study's data analysis will take multiple steps. First, the data will be transcribed and classified according to the research objectives. Second, the data will be coded using a predefined set of categories and themes. Third, the data will be examined using the NVivo content analysis software tool, which will aid in the identification of patterns and themes in the data. Finally, the data will be examined and analyzed to draw conclusions about the political platforms, strengths, and weaknesses of the candidates.

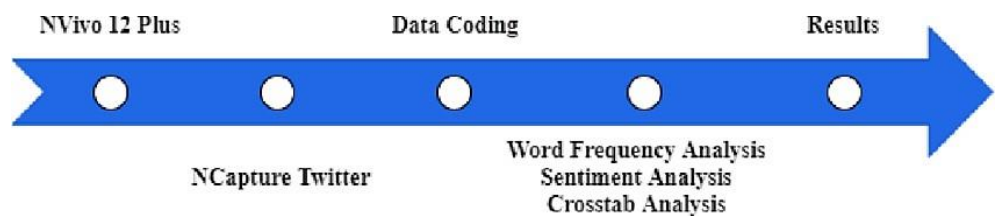


Fig. 1. NVivo Software Working Flow

In Figure 2. Twitter is a popular data source for researchers. In this work, we used Twitter and NVivo to demonstrate the qualitative coding approach. We begin by reviewing the qualitative research literature. Second, we use the well-known Strauss and Corbin process to code efficiently with Twitter and NVivo.

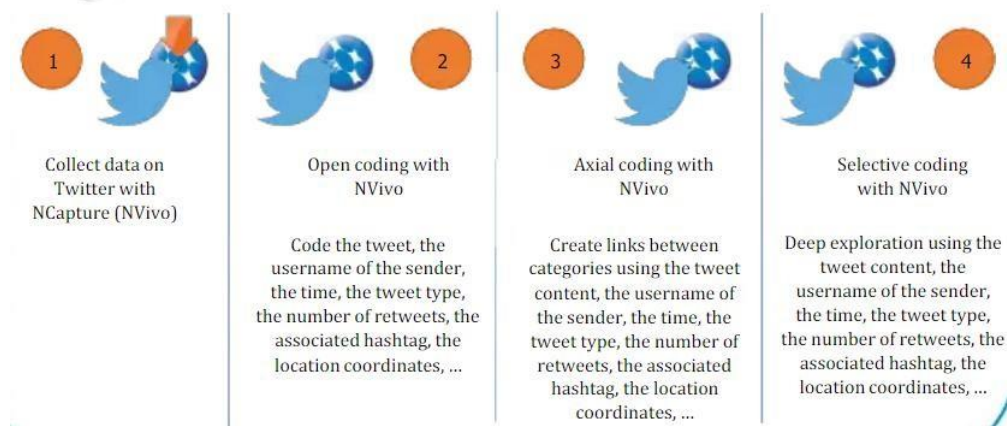


Fig. 2. NCapture Extension with NVivo Software: Working flow

Data collection techniques in Figure 3. As follows: TITLE-ABS-KEY ("Election Campaign") AND PUBYEAR > 2014 AND PUBYEAR < 2026 AND (LIMIT-TO (DOCTYPE, "cp") OR LIMIT-TO (DOCTYPE, "ar") OR LIMIT-TO (DOCTYPE, "re")) AND (LIMIT-TO (LANGUAGE, "English")) AND (LIMIT-TO (UBSTAGE , final"))

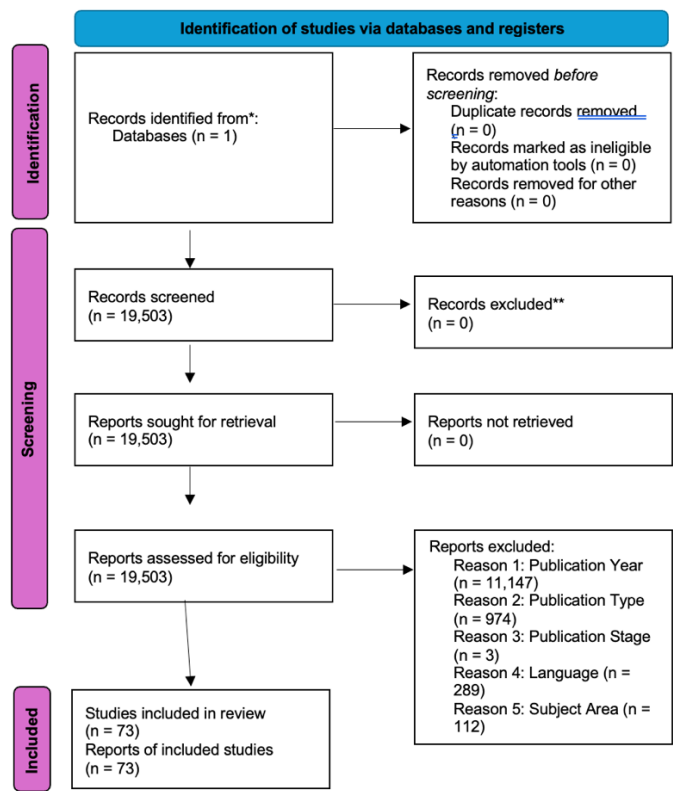


Fig. 3. PRISMA Diagram – Source: Created by Author

3 Results and Discussion

3.1 Result

Figure 4, titled "Anies Rasyid Baswedan (@aniesbaswedan) - Twitter - Number of references by Username," displays the frequency with which different Twitter usernames referenced @aniesbaswedan. The username "@aniesbaswedan" itself has the highest number of references, significantly exceeding all others with approximately 1580 mentions. The following is "@dkijakarta," which has around 670 references. Several other usernames, including "@isclab", "@bpbddjakarta", "@dinsosdkijkt", "@dinashdkidkijkt", "@mrtjakarta", and "@pl_transjakarta", have a relatively small number of references, generally below 50. The remaining listed usernames have even fewer references, mostly in the single digits, indicating a much lower level of interaction or mention of @aniesbaswedan by these accounts compared to the top two.

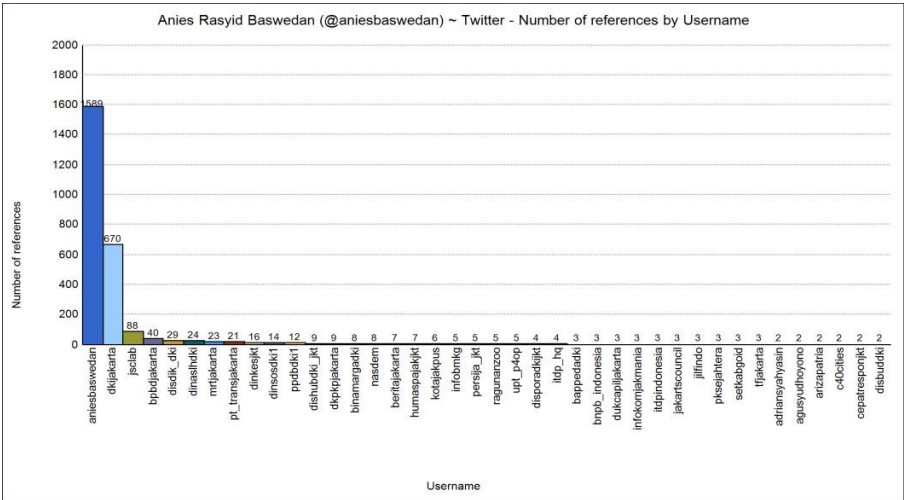


Fig. 4. Bar chart Diagram on Candidate Anies

Figure 5. "Anies Rasyid Baswedan (@aniesbaswedan) - Twitter - Number of references by Hashtag" depicts the frequency of hashtag usage in relation to the Twitter handle @aniesbaswedan. The hashtag "covid19" is the most frequently used with 131 references, followed by "aniesbaswedan" with 106 and "untukindonesia" with 99. "jakartakologlobal" and "jagajakarta" also show significant usage with 89 and 67 references, respectively. The frequency of other hashtags decreases substantially, with many falling below 30 references, indicating a much lower association with @aniesbaswedan in comparison to the top few hashtags. The chart demonstrates a steep drop in usage after the initial top hashtags, highlighting a concentrated focus on a few key topics or themes related to the Twitter handle.

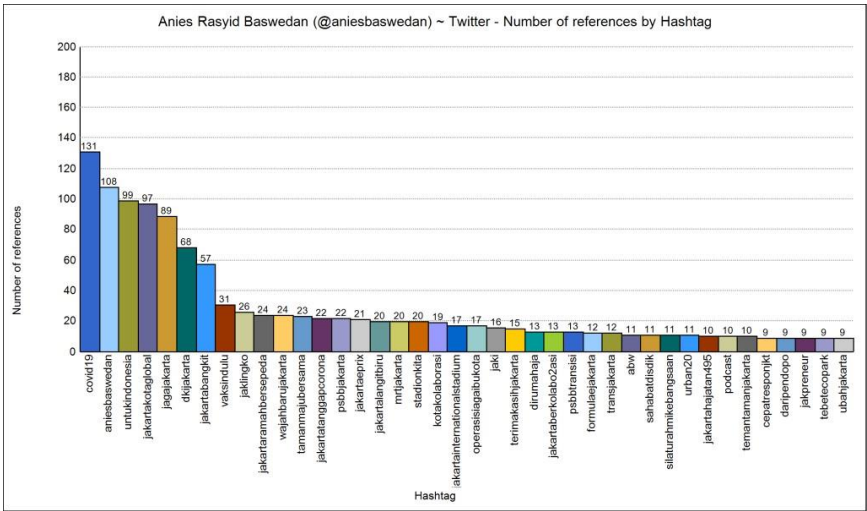


Fig. 5. Bar chart Diagram on Candidate Anies Hashtag

Figure 6. Visualizes terms associated with "Anies Baswedan" on Twitter. The most prominent words, due to their larger size, are "Anies," "https," and "baswedan," indicating a

strong connection and likely frequent co-occurrence of these terms, possibly including a web address. Other notable words surrounding "Anies" and "baswedan" include "Untukprabowo," "presidennegara," "subianto," "dukung," and "#aniespresiden2024," suggesting discussions around potential political endorsements or aspirations. Additionally, words like "Jakarta," "warga," "gubernur," and "Indonesia" point towards his political background and regional connections. The Climate Change Campaign, which uses terms like "buzzer," "video," "YouTube," and "wawancara," suggests discussions around online content, media appearances, and potentially orchestrated digital Climate Change Campaigns.

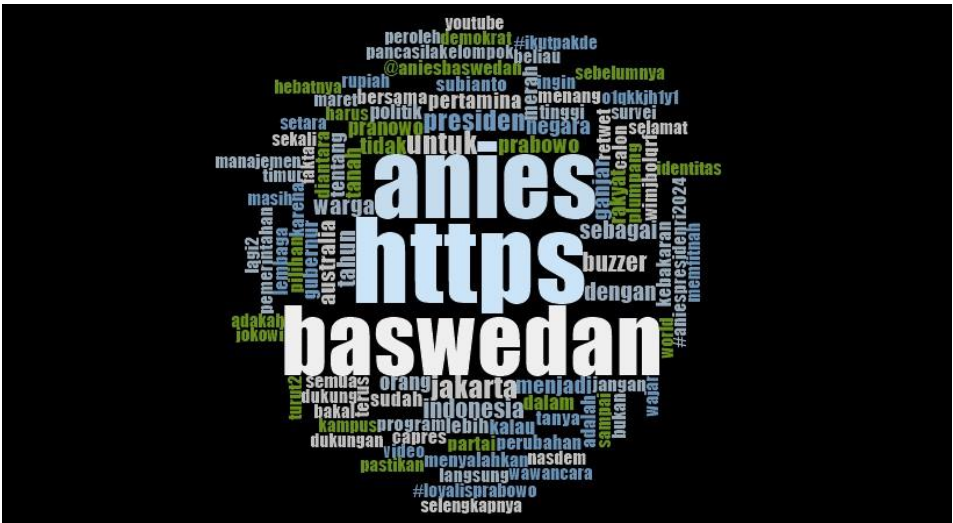


Fig. 6. World Cloud Diagram on Candidate Anies Hashtag

Figure 7, titled "Ganjar Pranowo - Twitter Search - Number of references by Hashtag," displays the frequency of hashtags associated with Ganjar Pranowo on Twitter. The hashtag "ikutpakde" is the most prevalent, with 1011 references, significantly surpassing all other hashtags. Following this are "ganjarpranowo" and "loyalisprabowo" with 871 and 726 references, respectively. Other notable hashtags include "sahabatsahabatganjar," "ganjarpowopenggemar," and "ganjar," each with over 500 references, indicating strong engagement and discussion around these themes. The frequency of hashtags decreases significantly beyond the top few, with most falling below 200 references, highlighting a concentrated focus on a few key topics or Climate Change Campaign-related hashtags associated with Ganjar Pranowo on Twitter.

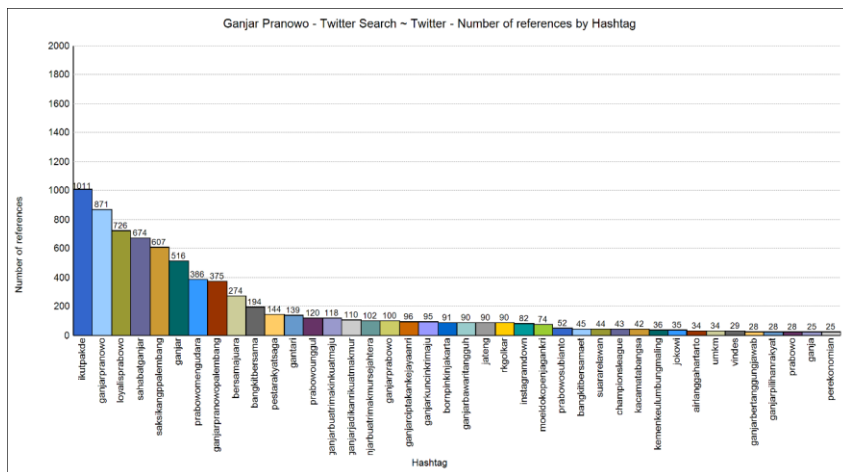


Fig. 7. Bar Chart Diagram on Candidate Ganjar

Figure 8, titled "Ganjar Pranowo - Twitter Search - Number of references by Username," illustrates the frequency with which different Twitter usernames referenced Ganjar Pranowo. The username "@putraerlangga95" has the highest number of references, significantly leading with approximately 2325 mentions. The following are "@ch_chotimah2" and "@ganjaranaop" with 364 and 357 references, respectively. Several other usernames, such as "@saniabsgenpar" and "@uripkangiswak", show a notable number of references, ranging between 250 and 300. Beyond these top few, the number of references per username drops considerably, with the majority of listed usernames having fewer than 200 references, indicating a much lower level of interaction or mention of Ganjar Pranowo by these accounts compared to the most active ones.

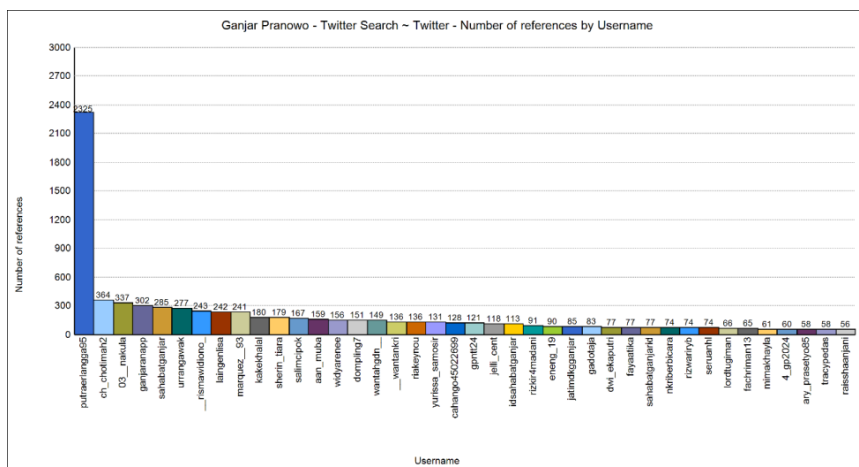


Fig. 8. Bar Chart Diagram on Candidate Ganjar Hashtag

Figure 9 centers around "Ganjar Pranowo," indicating it as the primary subject of discussion. Surrounding this are numerous terms that suggest political and regional contexts. Words like "prabowo," "presiden," "gubernur," "jokowi," and "#ganjarpranowo2024" point to political figures and aspirations.

Regional terms such as "jawatengah," "palembang," "provinsikebumencawapres," and "sumateraselatan" suggest geographical focus. Hashtags like "#ganjarwimjbolgrindonesia," "#loyalisprabowo," and "#sahabatganjar" indicate Climate Change Campaign-related activities or online movements. Other words like "rakyat," "mendukung," "survei," and "pilpres" relate to public opinion and electoral processes. The Climate Change Campaign of "universitas," "irigasi," and "pembangunan" suggests discussions around development and infrastructure. Overall, the word cloud portrays a political landscape with Ganjar Pranowo as a central figure, surrounded by mentions of political allies, opponents, regional connections, and Climate Change Campaign-related activities.



Fig. 9. World Cloud Diagram on Candidate Ganjar Hashtag

Figure 10, "Prabowo Subianto - Twitter Search - Number of references by Username," displays the frequency of various Twitter usernames referencing Prabowo Subianto. The username "@ICT705" has the highest number of references at 217, significantly surpassing all other usernames. The following are "@rizwariyudha79" and "@ilsutit00" with 131 and 123 references, respectively. Several other usernames, such as "@seringpakai_satu" and "@mirisoocta," have a moderate number of references, ranging between 50 and 100. Beyond these, the frequency of references drops sharply, with most usernames listed having fewer than 50 references, indicating a much lower level of interaction or mention of Prabowo Subianto by these accounts compared to the top few.

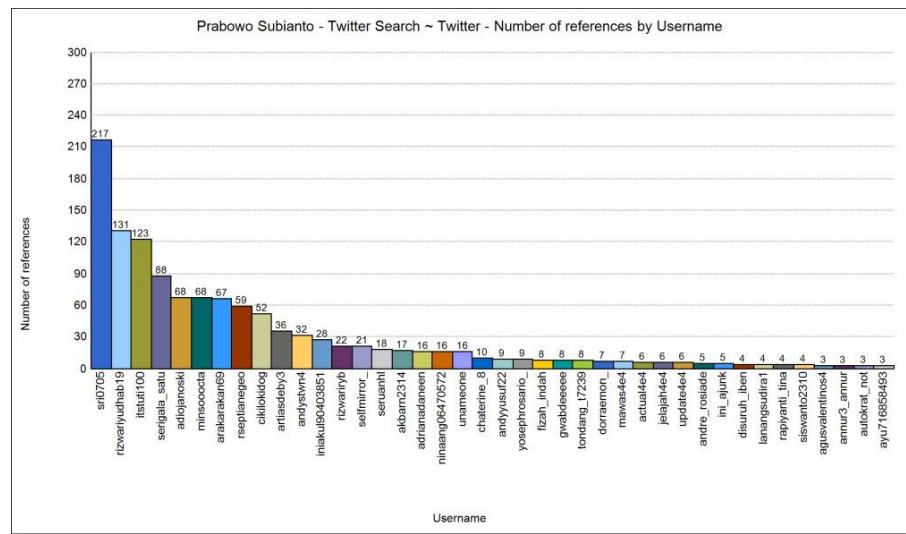


Fig. 10. Bar Chart Diagram on Candidate Prabowo

Figure 11. "Prabowo Subianto - Twitter Search - Number of references by Username" illustrates the distribution of Twitter user mentions of Prabowo Subianto, revealing a significant disparity in engagement. The username "@ICT705" stands out with a notably high count of 217 references, far exceeding all other users. Following this, "@rizwariyudha79" and "@ilsutit00" show moderate engagement with 131 and 123 references, respectively. A few other usernames, like "@seringpakai_satu" and "@mirisoocta," register between 50 and 100 references. However, the chart demonstrates a sharp decline in reference counts beyond these top mentions, with the vast majority of usernames having fewer than 50 references, indicating a concentrated interaction pattern where a small number of users dominate the conversation around Prabowo Subianto on Twitter.

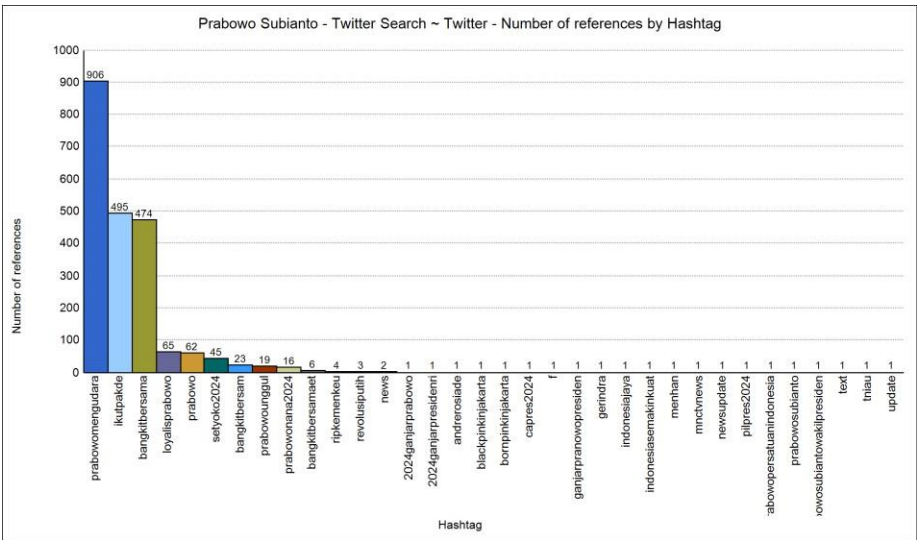


Fig. 11. Bar Chart Diagram on Candidate Prabowo Hashtag

Figure 12. "Prabowo Subianto - Twitter Search - Number of references by Username" illustrates the distribution of Twitter user mentions of Prabowo Subianto, revealing a significant disparity in engagement. The username "@ICT705" stands out with a notably high count of 217 references, far exceeding all other users. Following this, "@rizwariyudha79" and "@ilsutit00" show moderate engagement with 131 and 123 references, respectively. A few other usernames, like "@seringpakai_satu" and "@mirisoocta," register between 50 and 100 references. However, the chart demonstrates a sharp decline in reference counts beyond these top mentions, with the vast majority of usernames having fewer than 50 references, indicating a concentrated interaction pattern where a small number of users dominate the conversation around Prabowo Subianto on Twitter.

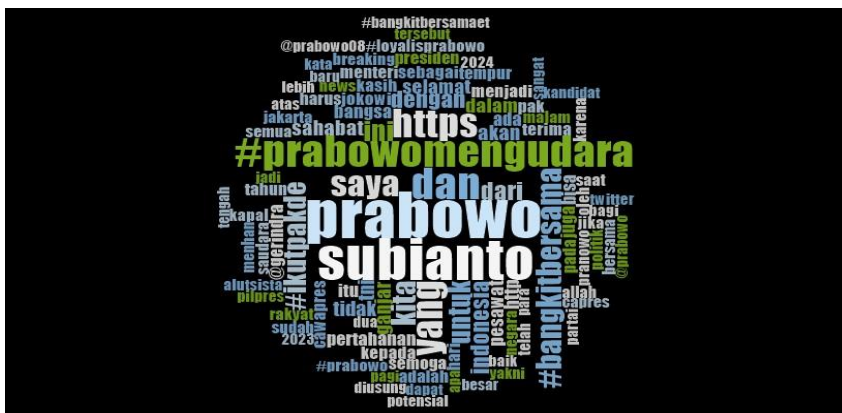


Fig. 12. World Cloud Diagram on Candidate Prabowo Hashtag

3.2 Implications

The climate change agendas of candidates in the 2024 Indonesian elections hold significant policy implications that extend beyond the realm of social media activity. If candidates prioritize and effectively articulate their commitments to climate action, this could catalyze substantial shifts in Indonesia's environmental policy landscape [14]. Firstly, their emphasis on climate resilience strategies such as adaptation to rising sea levels, urban flooding, and watershed management could lead to increased government investment in disaster risk reduction and climate adaptation infrastructure, thereby strengthening community resilience in vulnerable regions [12].

Secondly, candidates' advocacy for energy transition and renewable energy adoption could accelerate Indonesia's shift away from fossil fuels toward sustainable energy sources, such as solar, wind, and geothermal power [15]. This shift would be crucial in reducing greenhouse gas emissions, achieving Indonesia's commitments under international climate agreements, and decreasing dependence on coal and oil, which currently dominate the country's energy mix. Policies supporting public-private partnerships, incentives for green investments, and the development of local renewable energy industries could be further stimulated by a clear political mandate [16].

Moreover, candidates' climate change agendas may influence policy reforms aimed at stricter environmental regulations, increased conservation efforts, and enhanced enforcement of environmental standards [17]. Such policies could also promote sustainable land use, forest preservation, and responsible mining practices all of which are vital for reducing emissions and preserving biodiversity. In sum, the candidates' prioritization of climate issues can lead

to comprehensive policy reforms that integrate climate considerations into economic planning and development strategies [18]. This, in turn, can foster a systemic transition toward a low-carbon, sustainable economy aligning environmental preservation with national growth and poverty reduction goals. Effective translation of these agendas into concrete policies will determine Indonesia's capacity to address climate change challenges while advancing sustainable development.

4 Conclusion

Finally, examining the election candidates for the Indonesian elections in 2024 is critical for the country's future. The candidate selection process must be precise in order to ensure that the best people are chosen to lead the country. Voters should also thoroughly investigate each candidate's background, track record, and future objectives. Candidates must be evaluated based on their knowledge, leadership ability, and commitment to serving the people. This is especially important in light of Indonesia's current economic and social problems. The country needs leaders who can handle these critical issues via competent preparation, creative solutions, and a commitment to service. It is also vital that the candidates conduct a fair and courteous Climate Change Campaign. They should prioritize policy and the public's interests over personal benefit or party aims. Respect for democratic norms like free speech and nonviolent discussion must be strictly enforced. Finally, the Indonesian people must utilize their right to vote and actively participate in the electoral process. Voter education and awareness campaigns should be developed to increase voter turnout and involvement. Voters can make their voices heard and thereby participate in the country's political process. In conclusion, the 2024 Indonesian election offers the country the opportunity to elect leaders capable of rebuilding the economy and resolving urban-rural imbalances. This needs an objective assessment of the candidate's leadership abilities and national goals. Commitment to democratic values, a fair and courteous Climate Change Campaign procedure, and active voter engagement is required for this democratic process to succeed. Finally, the future of Indonesia is in the hands of its people, and a critical evaluation of election candidates is a necessary step toward achieving shared prosperity for all.

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