

## **Comparison of the 2024 Presidential and Vice-Presidential Candidates Using Social Media**

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### **ABSTRACT**

This research underlines the relevance of communication strategies in gathering votes in politics, especially in the modern political era which is characterized by the vital role of social media in spreading political messages and influencing public opinion. The focus on the use of social media in determining the choice of 2024 presidential and vice presidential candidates, especially Prabowo Subianto and Gibran Rakabuming Raka, shows awareness of the importance of access to information that is easy to understand and relevant for each individual. The importance of further research to understand the information more deeply highlights awareness of the importance of criticism in consuming social media content. Apart from being a source of information, social media is also seen as a channel for people's aspirations and views, turning it into a participatory tool in the political process. Thus, this research shows that social media has a significant role in the process of determining political choices, especially in the context of the 2024 presidential election. Understanding the comparison of social media in political communication is an important key for prospective leaders to be able to respond effectively to the aspirations and needs of the community.

**Key words:** 2024 Vice Presidential Candidates; Comparison; Social Media

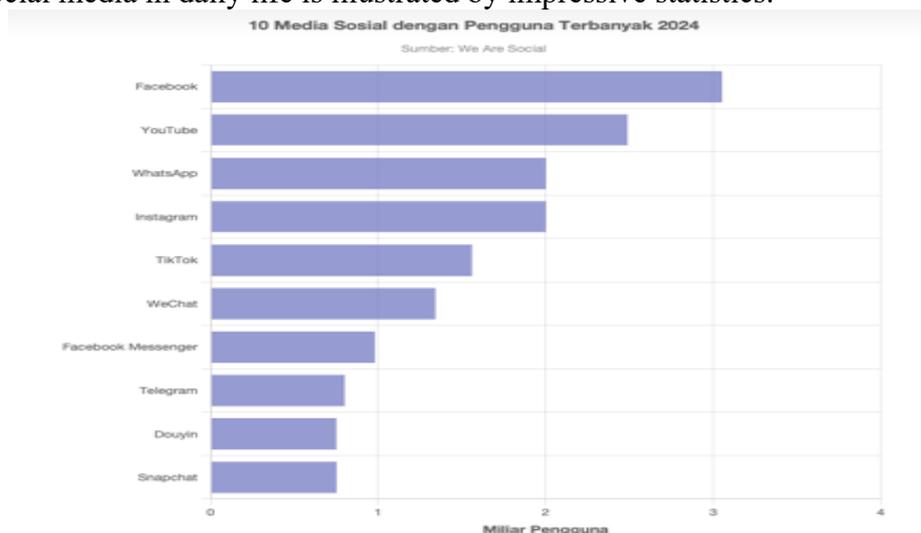
### **INTRODUCTION**

A paradigm shift in political campaigns, where social media is not only a platform to spread political messages, but also an information battlefield where candidates compete to dominate public opinion and gain support (Hadi, 2018). Thus, understanding has succeeded in influencing voters and winning political battles in this era digital. The process of authority is legally general elections (elections) in which candidate participation is regulated and controlled by the applicable supervisory institution in accordance with applicable law (Arianto, 2021). Social media is not only a source of information, but also an important means of interaction and socialization for individuals. What's more, the rapidly developing internet-based technology enables global communication through a variety of media, including video calls and various other communication applications.

The use of social media and mass media by politicians in campaigning has become a significant trend. This is due to the difference in characteristics in conveying messages to the public between the two types of media. In the context of state democracy, political communication is very important because social media has

characteristics that allow for more direct interaction between politicians and voters (Kurniawan and Mutiah, 2023). In addition, social media allows the delivery of messages that require professionalism in conveying political messages to the public with an organized structure (Kurniawan and Mutiah, 2023). By making good use of social media, politicians can expand the reach of their campaigns and influence public opinion effectively, thus strengthening the role of social media in the modern political process.

The trend of using social media in political campaigns shows that success in achieving the target of potential voters is highly dependent on the strategy of the campaign team in planning and forming effective messages. Social media provides a platform that allows novice voters to gain a deeper understanding of politics, provide insights, and increase motivation to engage in the democratic process. (Sekarwulan, 2020). Therefore, a careful and purposeful strategy in utilizing social media can help politicians maximize their influence on first-time voters, which in turn can impact the overall outcome of political campaigns. The high penetration of social media in daily life is illustrated by impressive statistics.



Source: <https://data.goodstats.id/statistic/agneszfanyayonatan/10-media-sosial-dengan-pengguna-terbanyak-2024-CaJT1>

In 2023, Data Reportal noted that Indonesia has 167 million social media users, with predictions that 78.5% of internet users will have at least one social media account by 2024. The globalization of social media is also seen with the total number of world users reaching 5.04 billion in January 2024, equivalent to 62.3% of the world's population, and increasing by 75 million users compared to the previous 4 quarters. A report from We Are Social shows Facebook's dominance as the most popular social media with 3.05 billion active users in January 2024, followed by YouTube, WhatsApp, and Instagram. TikTok, which is popular with young people, ranks fifth with 1.56 billion active users at the beginning of 2024. In Indonesia, TikTok's popularity reached its peak with more than 106.5 million users in October 2023. In addition to major social media, several other platforms such as

WeChat, Facebook Messenger, Telegram, Douyin, and Snapchat also have a significant number of users as of early 2024.

However, Twitter (X) recorded poor growth by having only 619 million active users in the same year. As such, this data reflects the important role of social media in shaping interaction patterns and behavioral trends around the world. The importance of modernization in political communication through social media, as well as the use of effective strategies in reaching and influencing voters, especially prospective young voters. Recent research or state of the art in this regard will deepen the understanding of how social media has changed the political landscape and how politicians creatively use it in campaigns.

Recent research can highlight how social media influences the mindsets, behaviors, and political preferences of young voters, as well as their impact on their political participation. In addition, the study can also examine the effectiveness of certain strategies in rallying political support through social media, as well as the role of social media in moderating political discussions and tackling the spread of false information. By understanding the state of the art in this research, we can identify the latest trends, challenges, and opportunities in political communication through social media, which can assist politicians and political practitioners in designing campaign strategies that are more effective and responsive to the needs of voters.

## **LITERATURE REVIEW**

### **The Theory of Uses and Gratifications**

The theory of Uses and Gratifications highlights the role of individuals in choosing and using media according to their wishes. This concept is reinforced by Blumer and Katz's view that media users have control over the use and interpretation of the media they consume (Rakhmat, 2012). In addition, in determining which media to use, individuals consider how the media can meet their needs, be it the need for information, personal identity, social interaction, or entertainment (Romli, 2016). With this approach, research can understand more deeply about the motives and needs of media users in choosing and using certain media. This allows researchers to identify the types of content and media features that are most appealing to users, as well as how they meet their various needs. With this understanding, researchers can identify more effective strategies for conveying political or campaign messages through social media, as well as ways to increase engagement and interaction with voters through relevant media platforms.

### **Social Media**

Social media has the potential to have a good or bad impact on society. This understanding is supported by Nasrullah's (2017) research, which shows that social media can play a role in influencing individuals and society in various ways, both positively and negatively (Rakhmat, 2012). Social media serves to generate content,

but also as a platform that allows for alternative dialogue and information sharing among users. Facebook, Instagram, Twitter, and Youtube, for example, provide a space for users to interact, share views, and obtain information from various sources online. The importance of understanding that social media can have multiple impacts, both positive and negative, gives us an awareness of its complexity. Thus, the use of social media in the form of the use of application-based technology in shaping and influencing continues to review and understand the implications of social media use, as well as develop strategies that maximize its benefits while minimizing the risk of its negative impact.

### **Social Media Function**

The important role of social media in facilitating social interaction through platforms designed using internet and web technology. Social media is not only a means to disseminate information, but also forms a dialogue between various parties involved in the communication process. The concept of unidirectional social media emphasizes the transformation from the traditional communication model, in which information is delivered from one institution to multiple audiences, to a dialogical one where audiences can interact directly with each other. This approach highlights the importance of active participation and engagement of social media users in the communication process (Horizons, 2017). Additionally, social media helps democratize access to knowledge and empower individuals to participate in political and social processes. Thus, this view emphasizes the transformational role of social media in facilitating social interaction, enabling dialogue between individuals, and supporting the democratization of access to information.

### **Benefits of Social Media**

The use of social media in the context of learning is indeed a significant trend, which covers various aspects (Apriansyah and Anton, 2018). Utilizing social media as a source of information to support their learning process. In this digital era, social media provides a platform that allows quick and easy access to various types of educational content and tutorials, as well as facilitates interaction and collaboration between fellow learners and learners (Samosir dkk, 2018). This allows for the creation of a more dynamic, inclusive, and adaptive learning environment according to individual needs. Thus, the use of social media in the context of education not only improves access to information, but also develops social, critical, and collaborative skills that are essential for learning development and academic progress. The use of social media is limited to documentation and administration, a platform for the integration of various content into diverse information that regulates the use of social media by employees, institutions, and individuals is crucial. Thus, the integration of social media in communication and marketing strategies is a very important step in optimizing the potential of social media for the benefit of organizations.

## **Political Comparison**

Comparative research has similarities with descriptive research, where the goal is to uncover the causal relationship by analyzing the factors that trigger and cause certain phenomena (Tarjo, 2021). Comparative studies are very important because they can provide a better understanding of the various factors that affect a phenomenon, which can help in making better decisions. Meanwhile, public participation in the political decision-making process is very important, including the use of opinions relevant to the public interest, as well as the right and involvement of every citizen in expressing their views, either indirectly or directly. Citizens' involvement in the political process plays an important role in determining the direction of policies and political decisions (Budiardjo, 2018). This reflects the active participation of a group of people in political life, who are involved in activities such as the election of state leaders and influence government policymaking. Thus, political participation becomes a means for individuals and society to actively contribute to the political process and state development.

## **Forms of Political Comparisons**

People's participation in political activities is diverse, including participation in general elections to elect candidates for the people's representatives or heads of state through voting. Political participation also includes a variety of other activities, such as seeking political or administrative positions, either actively or passively, in different types of political or semi-political organizations. In addition, political participation can also include participating in internal political discussions, rallies and demonstrations. Comparative research has an important role in identifying similarities and differences between various objects, individuals, work practices, ideas, and criticism of individuals, teams, or other work practices. Rush and Althoff (Kurniawan and Mutiah, 2023). Comparative research also makes it possible to compare similar and evolving viewpoints on different individuals, groups, situations, events, or concepts. This approach provides deeper insights into political dynamics and social interactions and makes it possible to better understand how political participation affects political processes and policy-making. Thus, comparative research becomes a valuable tool in analyzing various aspects of political participation and related patterns (Arikunto, 2011).

## **Definition of General Election**

One of the most important political activities in the democratic process is elections, where people have the right to choose their leaders based on the majority vote. Elections are a tangible manifestation of the state based on the sovereignty of the people, where decisions are made based on the majority votes elected through a democratic process (Surbakti, 2012). In a democratic system, the people's representative institutions and general elections play a key role in realizing the recognized democratic principles. In addition, Law No. 8 of 2012 and Law No. 15 of 2011 stipulate that executive elections in elections are not only limited to the

election of the President and Vice President; The election of the legislature also includes the election of people's representatives to represent them in various people's representative bodies. One of them is the election of members of the House of Representatives, Regional Representative Councils, Provincial House of Representatives, and Regency/City House of Representatives (Kurniawan and Mutiah, 2023). Thus, general elections are an important mechanism in maintaining democratic principles and people's political participation in the process of forming and making decisions.

### **Millennial Generation**

The Langgas Generation, also referred to as Generation Y or Millennial, is a group that grew up at a time when information technology innovation was growing rapidly. People who belong to Generation Y are those born between the early 1980s and the early 2000s (Haroviz, 2012). Millennials tend to be comfortable with diversity, technology, and online communication, taking advantage of it to stay connected with their friends. Millennials are highly resilient to change and open to new things, so they are often described as a flexible and adaptive generation. Their ability to embrace change and adapt quickly makes them the driving force in today's era of digital transformation. With an attitude that is open to various possibilities, the Langgas Generation has great potential to inspire innovation and lead change in various areas of life Choi et al (Onibala, 2017). The millennial generation is known for having high expectations and looking for meaning in the work done. The millennial generation tends to have a disloyal attitude towards the company, with an average of twenty job changes in their lifetime, in contrast to the traditionalist generation who tend to work for one company until the retirement of Choi et al (Onibala, 2017). For millennials, loyalty is not to the company, but to their friends in the work environment. They will stay at a company if they feel they have a strong and trusting relationship with their boss or co-workers, which makes them feel like they are in a supportive and comfortable environment like their own friends.

### **METHOD**

The qualitative methods used in this study allow for an in-depth understanding of social phenomena that occur in the natural environment. This research aims to explore various aspects that affect the use of social media when choosing presidential and vice-presidential candidates by looking at the views, feelings, behaviors, and attitudes of a group of individuals. This approach is in accordance with the concept that emphasizes a holistic understanding of social phenomena. (Moleong, 2018). In addition, this study also uses a descriptive approach as part of the type of research conducted. The data obtained are processed and analyzed to provide an in-depth picture of the research findings through documentation, observation, and interviews. This approach consistently explains that descriptive analysis leads to a detailed and clear presentation of the results of the collected research. Choi et al (Sugiyono, 2019). By combining qualitative and descriptive approaches, this research can provide a comprehensive and in-depth understanding

of how social media affects the political choice process, especially among students of the Paramadina Communication Studies Study Program.

## RESULT AND DISUSSION

### Millennials in the use of social media

In the era of modernization, the millennial generation faces significant challenges, especially in terms of the influence of social media on general elections. In this era, social media has become the main source of information for many people, including in the election process. However, blind trust in information spread on social media can have a very influential impact. Millennials are often vulnerable to false or biased information that can influence their political views and choices in elections. Therefore, it is important for this generation to develop strong critical and media literacy skills to be able to filter out the correct information and understand the context well. Only then can they make smart decisions and have a positive impact on the general election, as well as avoid being trapped in the narrative propagated through social media.

*“The current millennial generation often relies on social media such as Facebook, Whatsapp, and Instagram as the main source of information related to general elections. In the election process, prospective leaders who are active and attract attention through their social activities and personalities exposed on these platforms often receive special attention from the millennial generation. Regardless of the background of political parties, millennials tend to give high marks to prospective leaders who are able to interact directly through social media and show their concern for relevant social issues. This shows that in this digital era, the quality of leadership and social engagement in social media platforms can be a determining factor for the millennial generation in making choices in general elections.” (Informan 1)*

*“The importance of internet access for the millennial generation in influencing their participation in general elections. The lack of internet access is indeed a significant obstacle for some millennials to connect with social media and get the latest information related to the general election. This highlights the inequalities in access to technology that are still a problem in some of these regions not only affecting millennials' ability to obtain political information, but can also hinder their participation in the democratic process as a whole. Therefore, efforts to improve internet access at all levels of society, especially among the millennial generation, are crucial so that they can be actively involved in general elections and contribute to shaping the country's political future.” (Informan 2)*

*“A problem that often occurs in many regions, especially the internet is still limited or even non-existent. This obstacle can be a serious obstacle for the millennial generation in obtaining the latest information related to the*

*general election. Weak or uneven internet networks hinder the potential of millennials to be actively involved in the political and democratic process. Improving information and communication technology infrastructure, as well as expanding the reach of the internet network to areas that are still left behind. Thus, millennials from different walks of life can have fair and equitable access to political information, allowing them to be more involved in elections and make more informed decisions.” (Informan 3)*

Various aspects that affect the participation of the millennial generation in general elections, especially related to the influence of social media and access to the internet. Informant 1 highlighted the huge impact of social media on the political decisions of millennials, while Informant 2 emphasized that millennials are not fully influenced by social media, and the main reason may be the lack of internet access. The statement of Informant 3 adds another dimension by highlighting that the constraints of access to the internet network that are weak or unevenly distributed can hinder the political participation of the millennial generation, especially in rural or remote areas. Thus, to ensure equal political participation of the millennial generation, greater efforts need to be made to improve internet access and social media literacy at all levels of society, as well as ensure that information and communication technology infrastructure is evenly distributed in all regions. Only in this way can the millennial generation have fair access to political information and be actively involved in the democratic process, without being hindered by internet access constraints.

### **Finding Information About Presidential and Vice-Presidential Candidates Using Social Media**

Social media is the main tool for seeking information, including information about presidential candidates and vice-presidential candidates has become a significant trend in today's society. With the advancement of technology, the younger generation tends to rely on social media platforms such as Facebook, Twitter, Instagram, and YouTube for information. This is due to a shift in preferences from traditional media such as television and radio, which are increasingly inaccessible to the younger generation. In this context, social media offers the flexibility to access information quickly, easily, and interactively. In addition, features such as content sharing, comments, and the opportunity to engage directly with topics of interest are also a great attraction. Therefore, it is not surprising that social media is becoming the main way for people, especially the younger generation, to get the latest information, including information about the presidential and vice presidential elections.

*“It is very common to use social media to get information about presidential candidates and vice presidential candidates. In other words, social media is not only a place for social interaction but also a place to get various types of information, including politics. This reflects the important role that social media plays in shaping public opinion and influencing the political process. In addition, the frequency of searching for political information on*

*social media shows that people are increasingly active and involved in the political process through digital platforms. However, keep in mind that in consuming political information on social media, it is important to remain critical and check the validity and correctness of the information obtained, given the potential for invalid content or disinformation that can be widely spread on the platform. “(Informan 1)*

*“A common trend in today's society, where social media is the main source for finding information, including information about politics. This is due to the convenience and speed of getting information offered by social media platforms. In addition, with features such as content sharing, comments, and discussions, social media also allows users to actively engage in political discussions and get various points of view. Nonetheless, it is important for users to remain vigilant about the truth and reliability of the information they encounter on social media, as there is a potential for the spread of invalid content or disinformation that can affect one's political understanding and views. Therefore, it is important to develop critical skills in consuming political information on social media. “(Informan 2)*

*“It is true that social media offers ease of access and high engagement in obtaining information, especially since its advanced search features and the ability to filter content based on user interests also make the process of searching for specific information easier. Moreover, with the possibility of sharing content and participating in discussions that take place on social media platforms, users feel more directly involved with topics of interest, including political topics. However, in appreciating the convenience offered by social media, it is important not to ignore the potential risks such as the spread of invalid information they encounter, as well as ensure that they obtain information from reliable sources.” (Informan 3)*

The statements of the three informants describe a common phenomenon in today's society, where social media has become the main source of seeking information, including information about politics. Informant 1 stated that using social media to find political information has become a habit. This shows that people are increasingly relying on digital platforms to gain an understanding of political issues. A statement from Informant 2 confirms this trend by affirming that social media has become the main channel in the search for any information, due to its convenience and ease of access. Meanwhile, Informant 3 highlighted the advantages of social media in terms of ease of searching for information compared to other media. Nonetheless, it is important to remember that while social media offers high engagement and easy access to information, users should remain vigilant against invalid information or disinformation that can be spread on those platforms. Therefore, social media users are expected to develop critical skills in sorting and verifying the information they encounter, as well as seeking information from trusted sources. Thus, the use of social media as a source of political information can be more useful and have a positive impact on society.

### **Seeing Social Media from Presidential and Vice-Presidential Candidates Filling Free Time**

In this digital age, people often spend their free time with activities related to social media, one of which is to see the latest developments regarding presidential and vice-presidential candidates. This phenomenon is not surprising considering the importance of the role of politics in social life. With various issues and dynamics happening on the political stage, the public feels interested in always following its developments. Through social media, information about presidential and vice presidential candidates can be easily accessed and widely shared. This activity also reflects the increasing political awareness of the community and the desire to continue to follow the country's political journey. However, keep in mind that this activity should be balanced with balanced and critical information, and still pay attention to valid and accurate sources of information.

*“It is a common habit among today's society, where social media is the main source of information, especially in terms of politics. Looking at the social media of politicians with the latest news and developments. With so much information spread across these platforms, it is natural for people to be interested in following politicians' accounts to get direct access to the latest information they share. However, it is important to remember that valid and objective sources of information remain crucial in understanding various political issues.” (Informan 1)*

*“Social media when they have free time. In the political context, seeing the campaign activities of politicians is interesting to some people. With the existence of social media platforms, political campaigns have become more open and easily accessible to the public directly. A better understanding of the political agenda and vision of various candidates. However, it is important to keep in mind that information obtained from social media can be biased and needs to be verified with more accurate and reliable sources.” (Informant 2)*

*“The habits of most people, even when they do not have a specific purpose in using them. Activities like this, done on a whim or without a specific motivation, can include a variety of things, including viewing breaking news, memes, or other lighthearted activities available on social media platforms. However, it is important to remember that even if the activity is carried out casually, the information obtained from social media can still affect a person's perception and understanding of various issues, including politics.” (Informant 3)*

The statements of the three informants show a common pattern in today's society regarding the use of social media to fill free time. Informant 1 showed an interest in following political developments through social media, which reflects a desire to stay up to date with the latest news and political activities from politicians.

Meanwhile, Informant 2 highlighted his interest in political campaigns carried out by politicians on social media, showing that social media is not only used to obtain information but also to be directly involved in the political process. On the other hand, Informant 3 stated that the use of social media is mainly done on a whim or without any specific motivation, which shows how social media has become an important part of daily life, even when used casually. Overall, the statements of the three informants show the complexity and diversity of ways people use social media in their political and leisure contexts. It is important to remember that while social media can be a useful source of information, it is still important to be critical and selective in consuming content to gain an accurate and in-depth understanding of relevant political issues.

### **Understanding the Vision and Mission of Presidential and Vice Presidential Candidates Using Social Media**

The use of social media as a tool to convey the vision and mission of the Presidential and Vice Presidential Candidates is a smart and relevant strategy in the modern era. Communication science students who use social media to study the work programs, visions, missions, and other information of both candidates demonstrate the ability of social media to provide political information. In interviews with informants, it was seen that social media has become an important tool to gain a better understanding of the path that prospective leaders will take in leadership. This shows that the use of social media is not only a tool to entertain or connect between individuals, but also as a channel to gain a better understanding of politics.

*“The use of social media, especially YouTube, is the main source for the public to understand prospective leaders. This reflects a paradigm shift in modern politics, where platforms are a channel to convey political messages directly to the public. Thus, it is important for candidates to make effective use of social media so that their messages can be conveyed well and accessible to various groups, including students who have a key role in the dissemination of information in this digital era.” (Informant 1)*

*“Diversifying the methods used other than through social media, the use of leaflets or brochures is also a commonly used strategy. This shows the understanding that people have diverse preferences and access to political information. The use of brochures can be an effective alternative by utilizing various communication channels like this, Presidential and Vice Presidential candidates can increase the reach of their messages and ensure that their vision and mission are conveyed thoroughly to the public.” (Informant 2)*

*“Presidential and Vice Presidential candidates use a variety of communication channels, including social media and the distribution of brochures directly on the streets, reflecting an inclusive communication strategy, in which political messages are disseminated through various channels to make them accessible to as many people as possible. By utilizing social media, presidential and vice presidential candidates can reach a wider audience, while distributing brochures on the streets provides an opportunity for those who may not be very*

*active on social media to stay informed about the work program and vision and mission of the prospective leader. Thus, the use of these various communication channels can help increase public understanding of the political agenda carried by the two candidates." (Informant 3)*

The statements of the three informants show that the Presidential and Vice-Presidential candidates use various means of communication to convey their vision and mission to the public. Informant 1 highlighted that social media, especially YouTube, is very important for the public, including communication science students, to understand the work program and goals of prospective leaders. Meanwhile, Informant 2 emphasized the use of brochures as an addition to social media in reaching out to various levels of society, showing an understanding of the differences in preferences and access to information among the public. The Informant 3 statement adds a new dimension by describing the distribution of brochures directly on the streets as an effective strategy to reach inactive voters on social media. Overall, the statements from the three informants highlighted the importance of using diverse and inclusive communication strategies in political campaigns, ensuring that political messages can be widely disseminated and accessible to a wide range of people. An effort to convey this information in a language that is easy to remember and understand is a very appropriate step. With this approach, the public can more easily understand and assess what the prospective leaders promise. Clear and simple communication also helps to increase public participation in the political process, as it allows them to engage more actively and informed. It is important for presidential and vice-presidential candidates to continue to pay attention to how.

*"Diversity in the delivery of vision and mission by presidential and vice presidential candidate pairs. Some of them may succeed in conveying clearly and easily understood by the public, while others may require further scrutiny to be understood in depth. It is important for the public to critically analyze and understand the vision and mission of each candidate pair in order to make the right decision when choosing a leader. (Informant 1)*

*"Strategy is a smart step in conveying the vision and mission. With such an approach, the information conveyed can be more easily digested by the public, increasing their understanding of the leadership plan offered by the candidate pair. This shows the importance of effective communication in the political process, where the message conveyed must be easily accessible and understood by all levels of society." (Informant 2)*

The act of sharing information and exchanging opinions with friends, both those who have the same and different political views, is a positive step in broadening horizons and deepening understanding of existing political issues. This shows the importance of open and constructive discussion in understanding various viewpoints and implications of the work program or issues faced." (Informant 3). The use of social media to share political information, as mentioned by both informants, is that although social media has become a popular channel for

exchanging views and sharing information, face-to-face meetings still have important value. Direct communication allows for deeper exchanges of opinions and more personalized interactions, which are often not achievable through social media platforms.

*“The preference to communicate directly rather than through social media is a natural choice. Speaking directly with families who share political views can create a comfortable environment for discussion without excessive conflict or debate. This approach also allows for a more intimate and in-depth exchange of ideas, accessing political information, and it is important to understand the personal and social preferences of each in participating in political discussions. (Informant 2)*

Statements from Informants 1, 2, and 3 provide a diverse picture of how the public interacts with political information, especially in the context of presidential and vice-presidential election campaigns. Informant 1 highlighted the importance of conveying the vision and mission in an easy-to-understand language through social media, while Informant 2 preferred to discuss directly with families who have similar political views. On the other hand, Informant 3 emphasizes the exchange of information and opinions through various channels. These three opinions reflect the variation in preferences and communication strategies adopted by individuals in accessing and understanding political issues. This underscores the importance of having a variety of communication channels to facilitate open discussion and constructive exchange of opinions in the democratic process.

### **Comparison of Presidential and Vice Presidential Candidates Using Social Media**

Communication on social media between presidential candidates and vice-presidential candidates often shows a more one-way pattern, where one spouse only submits comments without direct interaction. This reflects the dynamics that may be related to campaign strategies as well as differences in the mastery and use of social media. In this context, the use of social media by one partner may be more active and focused on conveying the message, while the other partner may have a more limited or cautious approach to online interactions. This phenomenon gives rise to an interesting comparison in the way both couples manage their campaigns on social media. This phenomenon reflects a more traditional pattern of communication and limits the more dynamic interaction between the two couples.

*“Actions such as sharing Instagram stories on personal accounts and mentioning one-way communication on social media including the accounts of the intended presidential and vice presidential candidates show that interactions between presidential and vice presidential candidates are sometimes passive, where one party only responds or tags the other without a more active or open dialogue.” (Informant 1)*

*“Interaction through comments on Twitter is another example of one-way communication, showing that communication often occurs through social media*

*platforms, but still tends to be limited to the form of comments or responses in the absence of deeper dialogue or more active interaction between the two couples." (Informant 2)*

Presidential and vice presidential pairs that fail to use social media may become viral and more effective if seriously considered. However, the main challenge may lie in the difficulty of creating direct face-to-face interactions with presidential and vice presidential candidates through social media. However, with the right strategy and engaging content, the possibilities for creating a significant impact remain open." (Informant 3). Statements from Informants 1, 2, and 3 highlight the complex dynamics in the use of social media by presidential and vice presidential candidates in their political campaigns. Informant 1 pointed out that there are attempts to interact with presidential and vice presidential candidates through platforms such as Instagram, although such interactions tend to be one-way. Meanwhile, Informant 2 underlined that interaction through comments on Twitter also occurs, but still within a limited framework. On the other hand, Informant 3 stated that both social media and face-to-face interactions are considered difficult and ineffective.

From this statement, it can be seen that while social media offers great potential to reach voters, the challenge of creating meaningful and effective interactions remains. It emphasizes the importance of developing more holistic and creative strategies in utilizing social media as an effective political campaign tool. The use of social media by presidential and vice presidential candidates is considered ineffective because it is difficult to create direct face-to-face interactions. Even if they meet in person, it is still considered difficult. This shows the complexity in trying to build connections with voters through social media, where the challenge is not only limited to the platform itself, but also in creating opportunities to interact in person.

## **CONCLUSION**

Comparisons in general elections, political comparisons made by millennials on social media have a significant influence. The majority of millennials are unsure of voting for a single candidate due to a variety of factors, including the quality of the millennials themselves and their relationship with a successful team of candidates. In addition, millennials are not all active users of social media, and the ability to access social media networks is also an important component of the decision-making process. On the contrary, many other factors affect the 2024 presidential and vice presidential elections, including the use of social media. Millennials have different political views and use social media to find information about a candidate's work program, vision, and mission. Therefore, the election of presidential and vice presidential candidates does not solely depend on social media, but is also influenced by many other factors that underlie.

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