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The Impression Management Strategy of the Candidates of Governor-Vice Governor of DKI Jakarta on Social Media

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Abstract

The use of social media is not only important but also strategic means of political communication in the Regional Leader Election (Pilkada) of DKI Jakarta and is interesting to be examined, particularly from the view of Erving Goffman's Self Presentation—Impression Management Theory. This research aims at illustrating the impression management strategy of the Governor-Vice Governor candidates for DKI Jakarta, namely Ahok-Djarot and Anies-Sandi, through social media. We apply qualitative analyses to the Instagram feeds and Twitter timelines of the two duos from October 2016 to April 2017. The result shows that the candidates attempt to present themselves by projecting the images they want. Ahok-Djarot applies three strategies: 1) *credibility strategy,* presenting competency, achievements, performance during their time in the office of DKI Jakarta as well as their characters—enthusiastic, firm, and focus to positive matters; (2) *politeness strategy,* by illustrating themselves as two concerned, friendly, and humorist persons; (3) *influencing strategy,* to spread influence; (4) *self-deprecating strategy* to draw sympathy from the citizens about the problems faced by Ahok. On the other hand, Anies-Sandi utilize these three strategies: 1) *affinity seeking* and *politeness strategy* to make them acknowledged and liked by the netizens; 2) *image confirming* strategy to make the netizens have the image of who Anies-Sandi are; and (3) *credibility strategy* by showcasing their achievements prior to being the Governor-Vice Governor of DKI Jakarta candidates.

Keywords: impression management, social media, politician

Abstrak

Pemanfaatan media sosial sebagai sarana komunikasi politik yang penting dan strategis dalam pemilihan kepala daerah Provinsi DKI Jakarta. menarik dikaji dengan teori presentasi diri-manajemen impresi dari Erving Goffman. Tujuan penelitian ini untuk menggambarkan strategi manajemen impresi kandidat Gubernur-Wakil Gubernur DKI Jakarta Ahok-Djarot dan Anies-Sandi melalui media sosial. Analisis isi secara kualitatif dilakukan terhadap *timeline* akun Instagram dan *twitter* milik pasangan Ahok-Djarot dan Anies-Sandi dari bulan Oktober 2016-April 2017. Hasil penelitian memperlihatkan bahwa melalui profil, hastag, pesan, foto dan video yang ditampilkan, pasangan Ahok-Djarot dan Anies-Sandi berupaya mempresentasikan diri dengan memproyeksikan citra-citra yang diinginkan. Ahok-Djarot menggunakan 3 strategi yaitu 1) strategi *credibility,* dengan menampilkan kompetensi,

prestasi, kinerja Ahok-Djarot yang telah dilakukan selama menjadi Gubernur-Wakil Gubernur DKI Jakarta dan karakter Ahok-Djarot sebagai pasangan yang antusias, tegas dan fokus pada hal-hal yang positif; 2) strategi *politeness* dengan menggambarkan sosok Ahok-Djarot yang peduli, akrab dan humoris; 3) *influencing strategy* dengan menekankan kesuksesan Ahok-Djarot selama menjabat sebagai Gubernur-Wakil Gubernur DKI Jakarta. Sedangkan Anies-Sandi menggunakan 3 strategi, yaitu 1) strategi *affinity-seeking* dan *politeness* dengan tujuan agar nitizen mengenal dan menyukai pasangan Anies-Sandi; 2) strategi *Image-Confirming* yang bertujuan agar nitizen memiliki gambaran tentang siapa dan bagaimana Anies-Sandi; dan 3) strategi *credibility* dengan menampilkan prestasi yang pernah dicapai Anies dan Sandi sebelum mencalonkan Gubernur-Wakil Gubernur DKI Jakarta.

Kata Kunci : manajemen impresi, media sosial, politisi

Introduction

In 2017 the simultaneous Regional Leader Election (Pemilihan Kepala Daerah/Pilkada) was held in 101 regions—7 provinces, 18 cities, 76 regencies. It was expected to act as a means to strengthen the local democratic consolidation as well as giving the public, a lesson of democracy.

However, the 2017 Regional Leader Election (Pilkada) of DKI Jakarta (the Special Region of Jakarta) was accented with rather interesting colors. The regional leader candidates who were struggling for their position were very much aware of the use of social media. Twitter, Facebook, and Instagram were used to communicate with their constituents, particularly the teenagers as the new voters. The three candidates had seriously prepared the utilization of social media as one of the tools of campaign. Therefore, due to the fact that Jakarta is the city with the greatest number of social media users in Indonesia, the campaign of the candidates of the Governor-Vice Governor on the virtual world seems interesting to study.

Owing to the crucial and strategic role of social media as a means of political communication, the three pairs of candidates and their supporters had assembled their own special team to deal with the social media competition. There are two main reasons why they use social media. *First,* to publicize the ideas, visions, missions, and programs—which are executed by the campaign team. *Second,* to multiply the news published by the other parties outside the campaign team, whether they are created by the campaign team itself, the supporters of the candidates, or their competitors. *Third,* to respond (against) the news related to Pilkada produced by social media actors, either individually or collectively in groups.

The Governor-Vice Governor candidates had created official accounts which were officially registered at KPUD DKI Jakarta. Agus-Sylvi had one Facebook account, namely AgusSylviForDKI1. Ahok-Djarot had one Facebook account, AhokDjarot; a Twitter account, AhokDjarot; an Instagram account, ahokdjarot; and a website, AhokDjarot.id. Meanwhile, Anies Baswedan and Sandiaga Uno had five Facebook accounts—Anies Sandi #jakartamajubersama, Anies Baswedan, Suara Anies, Relawan Anies, Sandiaga Salahudin Uno; Twitter accounts—@jktmajubersama, @aniesbaswedan, @suaraanies, @relawananies, @sandiuno; four Instagram accounts—jakartamajubersama, aniesbaswedan, relawananies, sandiuno; and a website, jakartamajubersama.com.

Our study unveils that the researches of the use of social media for a political campaign have been conducted by many scholars, owing to the fact that the success of Obama's campaign was by using the social media on the Presidential Election of the USA. The phenomenon of the use of social media has become more interesting when the researchers realize that social media were also benefited in the political campaign in many other countries. Several pieces of research show that politicians all over the world have adopted social media as a means to build the relation to their constituents, to have direct dialogues, and to start political discussions. The social media are considered more important than ever before by the politicians, because of its ability to create the sphere for the dialogue between the politicians and the public and because it could attract the new voters (Riaz, 2010; MacManara, 2011; D'Adamoa, 2015; Fass, 2015; Momoc, 2011; Beam, 2016).

The Governor-Vice Governor candidates for DKI Jakarta attempt to present themselves through messages they convey through social media accounts. This research is aimed at illustrating the social-media impression management strategy of the

candidates who successfully passed the first round of the Governor-Vice Governor election, namely Ahok-Djarot and Anies-Sandi.

Theoretical Framework

The phenomenon of the social-media-using politicians is interesting to study from the perspective of the communication theory, particularly when we refer to the work of Erving Goffman, *The Presentation of Self in Everyday Life* (1959). Goffman states that an individual is an actor representing himself verbally and nonverbally when interacting with other people. Self-presentation is an act of showcasing oneself which is practiced by every individual by playing roles and projecting certain images in various situations. As an attempt to define a particular situation, one will go through the process of gathering information about existing actors in the situation and, on the other hand, give information about himself. Goffman calls it the impression management.

The Impression Management Theory is a part of the Dramaturgical Theory developed by Erving Goffman himself. He assumes when someone is facing other people, he has various motives in trying to control the impression that follows. A *show* can be defined as all of the activities conducted by an individual in certain times in order to give various influences over other people. A *performer* (actor) is a person connected specifically to create the impression of himself to other people. A *character* is a figure the actor wants to present himself. The *front region* refers to the place when the show is held. Things which are the parts of the front region are *setting* and *personal front,* including *appearance* and *manner.*

The objectives and the strategies of impression management (DeVito, 2013: 73-78) are: *First, affinity-seeking* and *politeness strategies.* These strategies are applied in order to be liked by other people and are really important during the initial interaction. One can enforce the strategies by telling positive things about other people, uttering a few negative things about oneself, indicating modesty, friendliness, and humor. *Second, credibility strategies*, aiming at generating trustworthiness from other people. They can be exercised by showing competence, achievements, performance, and qualifications, together with good character and charisma—indicated by enthusiasm, firmness, and focus towards positive things. *Third, influencing strategies* which are used to obtain

influence, emphasizing on the knowledge (*the power of information*), expertise (*the power of the experts*), and which is based on the position and the success of the actor oneself. *Fourth, self-deprecating strategies*, to get sympathy, by showing weaknesses and dependency on other people i.e. one's timeline tends to show that the individual is currently unable to do anything, on trouble, etc. *Fifth, image-conforming strategies* which are used to make other people having different images about the actor; who *the self-person of the* actor is, which can be practiced by showing oneself as a person ready to sacrifice for the greater goods (of other people), possesses self-discipline, and by showing the photograph of special figures or nationalistic images or pictures illustrating certain ideologies.

The strategies above can be carried out by social media users to modify their accounts. However, the implementation of each strategy depends on the objective of the user. They can utilize all of the features on the social media to enforce their own strategies.

Material and Methodology

The research applies the qualitative-descriptive approach to describe the impression management strategy of the Governor-Vice Governor candidates or DKI Jakarta in 2017 through their Twitter and Instagram accounts. This study only focuses on the candidates who passed the first round, namely Ahok-Djarot and Anies-Sandi. The social media accounts examined in this study are limited to the official accounts registered to KPUD DKI Jakarta. The objects of this study are the social media accounts of Ahok-Djarot, namely Twitter account @AhokDjarot and Instagram account ahokdjarot, and the accounts of Anies-Sandi, namely Twitter account @jktmajubersama and Instagram account jakartamajubersama. The reason why we use the four accounts of social media as the research objects is because they are specifically created for the campaign of 2017 Pilkada of DKI Jakarta.

To describe the impression management strategies of the Governor-Vice Governor candidates of DKI Jakarta through the social media, we apply content analysis to the profile as well as the messages conveyed through Twitter timelines and Instagram feeds of Ahok-Djarot and Anies-Sandi. The data were gathering in one month, between November 2016 to April 20, 2017. The timelines of both candidates are analyzed in accordance with the five categories of impression management strategy, namely *affinity-seeking and politeness strategies,*

credibility strategies, influencing strategies, self-deprecating strategies, and *image-confirming strategies.*

Result and Discussion

Ahok-Djarot's Twitter official account was @AhokDjarot and their Instagram was ahokdjarot. The twitter account @AhokDjarot was made specifically for the Governor-Vice Governor candidate campaigns of 2017 DKI Jakarta Regional Election. It was followed by 1,257,000 followers and followed 107 accounts. Posting its initial tweet on November 29, 2016, by the time the data were collected on April 20, 2017, @AhokDjarot had been posting 9,199 tweets. The profile photo was Ahok-Djarot wearing their plaid shirts, emphasizing the phrase "TERBUKTI KERJA."

During the first period of the campaign, October 26, 2016-February 11, 2017, as the incumbent, the tweets tended to show what had been done by Ahok-Djarot for Jakarta. The first three tweets in November 2016 illustrated the efforts attempted by the government of DKI Jakarta, under the leadership of Ahok-Djarot, to resolve the flood problem in Jakarta, convincing the constituents that to overcome the problem Ahok did not do "penggusuran" but, instead, relocated them. The tweet also attached an image—a photo titled *"Wajah Kali Duri Cideng Terkini..."* which was taken from news.detik.com. The three tweets were eventually concluded by #BadjaAtasiBanjir hashtag. The other tweets illustrated the effort of Ahok-Djarot in preserving the environment in order to make Jakarta greener by giving the *green building incentive*, using gas for Trans Jakarta and fulfilling public service obligation, namely by transforming Kalijodo into a park, namely Ruang Publik Terbuka Ramah Anak (RPTRA). The tweets of Ahok Djarot concerning environment were posted under #BADJAAsri hashtag.

In terms of impression management strategy, Ahok-Djarot is apt to use *credibility strategy* by showing their competence, achievements, and performance during the time when they were running DKI Jakarta office.

In addition, Ahok-Djarot tried to illustrate their sympathy for people by using the hashtag like #sisilain, through which Ahok-Djarot was illustrated as sympathetic, attentive, nature-lover, serving, and etc. However, they used several hashtags—#BADJAPeduliPasar, #BadjaProPerempuan, #BadjaBeramal, #BadjaSejahtera—through which

they claimed to have good character as indicated by their sympathy for the people.

Ahok Djarot had made a brand new campaign idea by asking people to work together to fund the campaign through #kampanyerakyat, #patunganYuk hashtags. One of the tweets was "Bukan tentang nominalnya, yang penting gotong royong." This idea was accepted by the supporters and they were willing to participate, as shown by the tweets on November 30, 2016. In terms of impression management strategy, the tweets illustrating that people are persuaded to participate in the crowd funding can be regarded as using the *influencing strategy.*

By the end of the second stage of the campaign on April 15, 2017, @AhokDjarot had tweeted 51 times using #MantapPilih2, #MakinMantebNo2, #JakartaPunyaSemua hashtags. The tweet posted by the end of the second round was the video containing the testimonies of Ahok's staffs and the citizens of DKI Jakarta—"Kami merasakan hasil kerja Pak Ahok! Kami mendukungmu!" "... Pak Ahok sangat membantu org2 susah," "Tugas kami melayani warga Jakarta, bukan jadi pemimpin." The last hashtag before the second round of the election, #Putaran2Menang, indicated as if Ahok-Djarot were optimistic to win. It applies the strategy of *credibility and influencing* through the testimonies from Ahok's staffs and the citizen of Jakarta commenting the works have been done by the incumbent.

Meanwhile, Ahok-Djarot also maintains their impression on the Instragram through their official account which has been registered to KPUD DKI Jakarta, ahokdjarot. Similar to their Twitter account, the Instagram account of Ahok-Djarot was also specifically made for 2017 Pilkada of DKI Jakarta. By April 20, 2017, the Instagram account of Ahok Djarot had posted 525 times. The profile photo of the Instagram was quite identical to their Twitter account, namely wearing their plaid shirts as the identity of their candidacy, claiming "Ini baru Jakarta—Basuki Djarot KERJA." Compared to the Twitter, the Instagram feed of Ahok-Djarot was updated more intensely on the second round of the election.

The first Instagram post of Ahok-Djarot was dated October 10, 2016. During the early period of the campaign, their Instagram feed was full of photos and captions showing what they had done and their optimism for making Jakarta better, including the maintenance of public structures and infrastructures with the help of the "Orange Team," health service,

RPTRA, Trans Jakarta, The Humanist Jakarta, public housing, Taman Pandang Istana. In order to strengthen and build the image among their followers, Ahok-Djarot used these following hashtags—#TerbuktiKerja, #IniBaruJakarta, #JakartaBaru, and #TetapAhokDjarot.

Through Instagram, Ahok-Djarot enforces the credibility strategy by emphasizing the works they have performed, as indicated by the profile, photos, and hashtags—#TerbuktiKerja #IniBaruJakarta.

Ahok-Djarot also attempted to be liked and closed to the people, which means they also utilized the *affinity-seeking* strategy, one of which was by providing Balai Rakyat—Rumah Lembang—for receiving the citizen of Jakarta who wanted to visit them.

As on Twitter, on Instagram Ahok-Djarot also uploaded the video about how the citizens of Jakarta perceived the figure of Ahok. The video consisting of the testimonies of the citizens of Jakarta about the work of Ahok during his leadership was titled "Kenapa Ahok" through which they wanted to show their credibility and influence among the people of DKI Jakarta.

In addition, Ahok also posted his closeness and attention to his children, his hope for their futures, and there were also posts about him giving his children motivation. One of the posts which had a lot of likes—31,350 likes—was the time when he said happy birthday to his youngest son, Daud, as well as appreciating what he was dreaming on.

When Ahok was hooked by the case of religious blasphemy and had to face trials, the Instagram account posted its support to Ahok using the photo of Ahok hugged by his foster brother with this caption: "Kami semua ada disini, Pak. Berdiri di belakang Bapak, berharap bisa meringankan sedikit beban Bapak. #kamiahok #doauntukahok #salam2jari #inibarujakarta #tetap ahokdjarot #badja 3ahokdjarot #semangatahok."

What has been done by Ahok-Djarot through the photo and its caption can be regarded as the self-deprecating strategy which aims at drawing sympathy from the citizen concerning the problems he faced. The timeline tends to show that he is given *a test*.

Prior to February 15, 2017, regional election, the Instagram posts of Ahok-Djarot were dominated by the testimony and invitation to go to TPS (Tempat Pemungutan Suara) from various elements of the society of DKI Jakarta—artists, figures, academics, people—using #PerjuanganBelumSelesai, #AyoKeTPS, and #PilkadaDamai hashtags.

On the second round of the election, the Instagram account of Ahok-Djarot was dominated by many videos, particularly from AHOK SHOW. One of the programs of the show is Kepoin Pelayan Jakarta. Ahok positioned himself as the "servant" instead of the "ruler." In terms of impression management strategy, what has been done by Ahok-Djarot is the *politeness* strategy.

If on the first round Ahok-Djarot tended to claim his performance using #IniBaruJakarta hashtag, on the second round of the campaign they are apt to relate it to the issue of diversity. Ahok-Djarot gave the impression that Jakarta belonged to *us*; together with #BasukiDjarot let us create the real #JakartaPunyaSemua (Jakarta belongs to everyone). They used #JakartaPunyaSemua to get the impression on the second round.

After the second round of the regional election on April 19, 2017, Ahok-Djarot said thank you to their supporters. The post was liked by 61,090 followers and received 5,330 comments.

1. **Impression Management Strategy of Anies-Sandi on Social Media**

Unlike Ahok-Djarot who used the identical name for each of their social media accounts, the other Governor-Vice Governor candidate, Anies Sandi, used different names for their social media accounts. Anies-Sandi's Twitter account was @jktmajubersama while their Instagram account was jakartamajubersama.

The twitter account @jktmajubersama was specially made for the 2017 Governor-Vice Governor of DKI Jakarta campaign. The twitter account had 129,000 followers and follows 116 accounts. By the time the data was gathered, it had already twitted 5,640 times.

During the campaign, Anies-Sandi's twitter account mostly tweeted about OK OCE program, especially their flagship program, namely enabling people buying a house without down payment, using #RumahMilikS3ndiri hashtag. There were several hashtags used by Anies-Sandi, including #SalamBersama, #MajuBersama, and #CoblosNomor3. The tweets of Anies Sandi tend to tell stories about their sympathy for people, asking people to participate by conducting discussion sessions with people. One of the tweets was "Pagi mendatangi warga, malam rembug bersama warga. Insya Allah dari warga, oleh & untuk warga" using

#BahagiaBersamaWarga (#HappyWiththeCitizens) hashtag.

During the second round of the campaign, Anies-Sandi presents OK OTrip! Program, namely the transportation system in which one will only have to pay IDR 5,000 for a one-way trip, through a one-minute video using #JakartaKece hashtag. Related to transportation program, Anes-Sandi also tweeted about integrated communication as the solution of "*ngga tua di jalan.*" In addition, Anies-Sandi also promised to solve the traffic jam problem with "13 ways of resolving the traffic jam a la Anies-Sandi."

On Twitter posts, Anies-Sandi also campaigned how special Kartu Jakarta Pintar (KJP) Plus was due to six breakthrough ideas of Anies-Sandi. Kepulauan Seribu Regency also became the target of Anies-Sandi's campaign as they promised to make the region a cluster of independently-developed islands by improving health and education care program. In addition, Anies-Sandi also offered a program to held Festival Kulier (culinary festival) in Jakarta.

By the end of the second round campaign, Anies-Sandi used #Anies-SandiPemersatu through 5 (five) tweets about the commitment of Anies-Sandi to preserve the unity of Indonesia, especially in Jakarta. They are ready to act as a unifying bridge, ready to face any consequences when trying to reach every element of society, attempting to build communication (*silaturahmi*) with various parties—and Jakarta must be built together.

The hashtag #BersatuOkOce for emphasizing OK OCE program is a movement to create new entrepreneurs and to increase the level of the entrepreneurs. By the end of the second round campaign, Anies-Sandi once again used jakartamajubersama hashtag and posted tweets such as "Maju Kotanya Bahagia Lansianya," "Maju Kotanya Bahagia Gurunya," "Maju Kotanya, Bahagia Karyawannya," "Maju Kotanya, Bahagia Atletnya," "Maju Kotanya, Bahagia Pedagangnya," "Maju Kotanya, Bahagia Pengusahanya," "Maju Kotanya, Bahagia Perawatnya," "Maju Kotanya, Bahagia Turisnya," "Maju Kotanya, Bahagia Sopirnya," "Maju Kotanya, Bahagia Warga Difabelnya," "Maju Kotanya, Bahagia Dokternya," "Maju Kotanya, Bahagia Bidannya," "Maju Kotanya, Bahagia Sastrawaanya," "Maju Kotanya, Bahagia Musisinya," "Maju Kotanya, Bahagia Pelajarnya," "Maju Kotanya, Bahagia Jomblonya."

After the April 19, 2017 election, Anies-Sandi tweeted thanks to the citizen of Jakarta who had been participating on democratic celebration, using #TerimakasihWargaJakarta hashtag.

In addition, Anies-Sandi also campaigned through their official Instagram account which had been registered at KPUD DKI Jakarta. The Instagram account of Anies-Sandi, jakartamajubersama, was made for 2017 Pilkada of DKI Jakarta. It was followed by 405,000 accounts and followed 117 accounts. By the time the data was gathered, the twitter account had already posted 940 times.

The Instagram account of jakartamajubersama firstly appeared on October 16, 2016, visualizing the visions and the missions of Anies-Sandi and a caption *"Selamat datang di akun resmi Anies-Sandi."* The hashtag used during the early period of the campaign was #MajuBersama, #SalamBersama, and #AniesSandi.

During the early stage of the campaign, the timeline of Anies-Sandi account was filled with posts to introduce themselves as well as their programs, history, and the meaning of "Salam Bersama!" symbol, "Maju bersama Anies Sandi, maju kotanya, bahagia warganya" tagline. In addition, the timeline also filled with 17 posts of 17 members of their expert board, though it was not responded well by the followers—the posts were only liked by 70-200 followers.

In terms of impression management strategy, Anies-Sandi enforces the strategy of affinity-seeking. The strategy was applied in order to make the citizens of DKI Jakarta know and love Anies-Sandi more as the Governor-Vice Governor candidates.

Furthermore, the timeline of the account of Anies-Sandi tends to show their activities of visiting the citizens, to build dialogues and hear their aspirations, visiting traditional markets or the garbagemen. Anies-Sandi received citizen aspirations through short message service (SMS). What has been done by Anies-Sandi can be categorized as using the strategy of *politeness.*

From November 7, 2016, Anies-Sandi had offered 23 promises on their timeline as well as socializing their program to the citizens of DKI Jakarta. They also gave trivial tips, such as tips when seeing another person experiencing sexual harassment, etc.

Anies-Sandi also concerns about the commemoration of important days as indicated by their saying Happy World Tree Days, Happy Land Connectivity Day, Happy National Teacher's Day, Happy 88th Anniversary for Persija, Happy State

Civil Apparatuses Profession Corps' Day, Happy International Volunteer's Day, Happy Anti-Corruption Day, Happy Mother's Day, Happy New Year, Happy Chinese Lunar New Year 2568.

There were several posts presenting the personal aspects of the candidates, one of which was a video when Sandi threw a surprise for his wife, using this following caption "Di balik pria hebat ada wanita yang kuat." It turned to be well-responded by their followers as it was viewed by 1,955 of them.

The Instagram account of Anies-Sandi also exhibited the achievements of Anies—and addresses Anies as "Mas Anies." The achievements of Anies shown on the account of jakartamajubersama included; Anies as one of the 500 most influential Moslems in the world, one of the 100 intellectual figures in the world, one of 20 people predicted to transform the world in the next 20 years, the chairman of the ethical committee of Komisi Pemberantasan Korupsi (KPK)—it was ended by a link to Anies-Sandi's website, namely jakartamajubersama.com/kenali-anies-baswedan. It was quite similar to Sandi or "Bang Sandi." The achievements of Sandi posted on the Instagram account included; the youngest director of NTI Resources, Ltd., Canada; surviving the monetary crisis, succeeded by owning 25 companies with 50,000 workers; receiving the title of distinguished research professor in entrepreneurship in the USA. However, when in a debate he was told about the incompetency of Anies during his time as the ministry of education and culture, his Instagram account claimed that Anies had done "40 Kebijakan Anies Baswedan di Kemdikbud."

In terms of impression management strategy, what has been done by Anies-Sandi through their Instagram account tends to use the *credibility* strategy, which is carried out in order to gain trust from the society which can be practiced by showing their achievements.

Another post which was responded well—1,866 likes—was the one on which Anies-Sandi posted *reject the reclamation*. The personal aspects, such as when Sandi got the blessing from his mother before attending the Governor-Vice Governor candidates debates on the first round on January 13, 2017, was also responded well as indicated by 1,431 likes and 31 comments.

Other posts which were well-responded were when Anies mingled with celebrities, such as Raffi-Nagita (4,000 likes and 96 comments), Rhoma Irama, Jaja Mihardja, and Kartika Putri. Other artists, such as Dimas Seto, Dhini Aminarti, Chiki Fawzi

and Shinta—CEO and Founder of bubu.com—praised Anes-Sandi as trustworthy, humble, hardworking, affable, firm, focus on education, intelligent, hardworking, (always) finish what they are doing, sincere. They use #SemuaCoblosAniesSandiHashtag.

Referring to the impression management strategy, Anies-Sandi often applies the strategy of affinity to present themselves, either positively or negatively. It is practiced by saying the positive things about other people, declaring a few negative things about oneself, stating modesty, friendliness, and humor.

2. The Comparison of Impression Management Strategy between Ahok-Djarot and Anies-Sandi

In general, we can examine the differences between the impression management strategy practiced by Ahok-Djarot and Anies-Sandi as follows:

Impression Management Strategy	Ahok-Djarot	Anies-Sandi
affinity-seeking and politeness strategies	v	v
credibility strategies	v	v
Influencing Strategies Image-	v	-
Self Deprecating Strategies,	v	-
Confirming Strategies	-	v

Ahok-Djarot through their official Twitter and Instagram account used four strategies: *First,* credibility strategy by showing competency, achievements, the performance they had done while in the office, and their character as the Governor-Vice Governor Candidates—enthusiastic, firm, and focus on positive things. Even their Twitter and Instagram profile had enforced the credibility strategy, namely "TERBUKTI KERJA." The campaign of Ahok-Djarot either on Twitter or Instagram has started by using the credibility strategy, particularly by showing the performance of Ahok-Djarot when resolving the problem of flood in Jakarta which had made the city eco-friendly. In order to strengthen the credibility strategy, they created hashtags such as #BadjaAtasiBanjir and #BADJAAsri, #TerbuktiKerja #IniBaruJakarta #JakartaBaru #TetapAhokDjarot.

Second, they practiced the politeness strategy which attempted to illustrate their concerns and their commitments to serve people. The hashtags

were created to strengthen the strategy was #sisilain, through which Ahok-Djarot were illustrated concerned, attentive, nature-loving, serving, etc. Several hashtags were created for emphasizing the concern of Ahok-Djarot, such as #BADJAPeduliPasar, #BadjaProPerempuan, #BadjaBeramal, and #BadjaSejahtera.

Third, Ahok-Djarot applied the influencing strategy, aiming at spreading their influence to the citizen, one of which was by posting tweets about fundraising to support the people's campaign which was enthusiastically accepted by the citizen. The strategy was run by uploading the video of Jakarta citizens' testimony to show their influence in DKI Jakarta.

Fourth, Ahok-Djarot used self-deprecating strategy to make the citizen sympathetic and show empathy for the problems faced by Ahok related to the religious blasphemy case. The Instagram timeline tended to show that Ahok was tested. The sympathy was shown by the citizen by using #doauntukahok and #semangatahok hashtags.

Meanwhile, Anies-Sandi through their Twitter and Instagram account used three strategies of impression management: *Firstly,* the strategy of affinity-seeking in order to make people acknowledge and love Anies-Sandi as one of the candidates of Governor-Vice Governor. The strategy was shown by the tweets and posts about their programs, history, and the meaning of symbols— "Salam Bersama!" and the tagline of "Maju bersama Anies-Sandi, maju kotanya, bahagia warganya"— and the profile of 17 members of expert boards of Anies-Sandi success team. The politeness strategy was applied by Anies-Sandi by illustrating affability, modesty, and concern for the grassroots. These things were indicated by the post about Anies and Sandi visiting the citizen to build dialogue and hear their aspiration, visiting traditional markets or garbage men.

Second, the credibility strategy by showing the achievements of Anies-Sandi before running for the Governor-Vice Governor of DKI Jakarta.

Third, the image-confirming strategy was also exercised by Anies-Sandi in order to make society having the illustration of who are Anies-Sandi, by showing their visions-missions-program, featuring the member of expert boards, or their thoughts and photos with famous people or public figures such as Habibie, Moslem figures, and artists.

Conclusion

It can be concluded that the candidates of Governor-Vice Governor of DKI Jakarta, Ahok-Djarot and Anies-Sandi, attempted to present themselves by projecting their desired images through profiles, photos, videos, and messages conveyed on their social media accounts, namely Twitter and Instagram. Ahok-Djarot uses four strategies, namely *credibility, politeness, influencing,* and *self-deprecating.* Meanwhile, Anies-Sandi uses three strategies, namely *affinity-seeking* and *politeness, image-conforming,* and *credibility strategy.* As the incumbent, Ahok-Djarot tends to use the credibility strategy by showing competence, achievement, and performance which has been done during their time in DKI Jakarta office. On the other hand, Anies-Sandi tends to apply *affinity-seeking and politeness strategy* to make the citizen start acknowledging and liking them as one of the candidates of the Governor-Vice Governor of DKI Jakarta.

However, there are several things should be underlined from this study. Since most of the Twitter and Instagram users are young people as well as new voters, it should be put into consideration by the politicians to manage the impression they want to build, especially in packaging the content which could potentially increase the participation of the young generation in political issues. Although the social media accounts of Ahok-Djarot and Anies-Sandi have tried to be interactive with their followers, the participation rate—which can be viewed from the number of like, comment, and share—are still low.

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