

**THE DIGITAL TRACE OF SOCIAL MEDIA ‘X’ IN FRAMING THE 2024
JAKARTA GOVERNOR CANDIDATES (RIDWAN KAMIL AND PRAMONO
ANUNG)**

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Abstract:

As the 2024 Jakarta Governor Election approaches, digital footprints are increasingly significant in shaping public perception. Candidates are judged based on their vision, mission, and past digital activities, including social media statements and posts. This phenomenon can be seen from the resurfacing of old posts from two candidates, Ridwan Kamil and Pramono Anung, which contained vulgar humour and later became the subject of public debate, especially on the platform X. Many users revisited and reposted old posts from two candidates, Ridwan Kamil and Pramono Anung. Many users revisited and condemned the old posts, intensifying the discussion in the public sphere. Although the posts were not initially related to political interests, they have now become a reference for evaluating the character and integrity of candidates. Certain groups seem to be engaged in strategic framing in this context, directing greater public attention towards specific candidates even though the issue involves many parties.

Keywords: *Gubernatorial Election, Digital Footprints, X, Framing.*

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INTRODUCTION

Along with technological developments, the Pilkada process not only takes place in conventional campaigns, such as organising public debates or public meetings, but has begun to develop through social media or online platforms that have changed the dynamics of political campaigns and community participation in Pilkada. Using these social media platforms, the public can easily access information about regional head candidates, their work programs and visions and participate in real-time political discussions. The development of digital technology has expanded people's access to political information, facilitated communication between leaders and citizens, and increased overall political participation.² This technology has strengthened the process of digital democracy, where people are no longer limited to information provided by conventional media alone, but can also seek and disseminate information independently through social media. In addition, regional head candidates can also utilise digital platforms to communicate directly with their voters, answer questions and build a positive image in the eyes of the public. However, this easy access to information and political engagement through social media also has negative impacts. Social media is often used to shape public opinion, such as framing, which affects public perception and triggers hate speech against certain parties.

² Amin, F., Swarizona, S., Kuncahyo, T., Arafat, Y., & Oktarina, R. A. (2023). Digital Democracy Political Participation Through Technology in the Modern Era. *Int. J. Sci. Soc*, 5.

In regional elections, especially the 2024 DKI Jakarta elections, political activities and campaigns are also increasingly occurring on social media. This is where the digital footprint of the candidates begins to play a vital role. Digital footprints include all activities carried out by a person in cyberspace, either directly through social media posts and comments or indirectly through activities recorded and stored in online databases. Digital footprints are data users leave on digital services and can significantly impact a person's image and credibility. In the context of Pilkada, a regional head candidate's digital footprint can include statements or uploads they have made in the past in both personal and professional capacities. This digital footprint can be evaluated by the public when the candidate runs for political office, and it is not uncommon for the digital footprint to be controversial or sensitive, which can damage the candidate's image in the eyes of voters.

One of the real examples of the impact of digital footprints in the run-up to the 2024 DKI Jakarta Pilkada is the phenomenon that discusses the old posts of gubernatorial candidates number 1 and number 2, namely Ridwan Kamil and Pramono Anung.³ These old posts containing vulgar humour or sensitive content were resurrected before the elections. Although these old posts were not intended to influence politics at the time, they suddenly became a big issue on social media, especially on X, creating significant controversy. This shows that

³ CNN Indonesia. (2024). *Viral Kicauan Lama Pramono dan RK, Netizen Sindir Pilkada 'Mesum'* Diakses dari <https://www.cnnindonesia.com/teknologi/20240829060916-192-1138795/viral-kicauan-lama-pramono-dan-rk-netizen-sindir-pilkada-mesum>.

seemingly irrelevant digital footprints in the past can be used by certain parties to attack the image of regional head candidates. Both intentional (active) and unintentional (passive) digital footprints can influence public perception or view of a person.⁴ In the context of Pilkada, negative digital footprints can be a significant barrier for candidates to build a positive image in voters' eyes, mainly if the information is used by political opponents or disseminated by an unsympathetic public.

The digital footprints of both candidates contain many offensive jokes related to women's bodies and indirectly reflect a demeaning attitude towards women. This is contrary to Islamic values that teach to respect and glorify women as stated in the Qur'an. Likewise, the reactions of netizens to these posts are quite unfortunate. Many of the X-users made rude and personally offensive comments, even though one of the candidates, Ridwan Kamil, has clarified and admitted that his past statements were unwise and unethical. This attitude also shows that ethics, such as keeping one's mouth shut and respecting each other, are often overlooked in digital discussions, replaced with emotions and remarks that worsen the atmosphere.

This phenomenon shows how comments or posts uploaded in the past can trigger a chain reaction on social media, or what is often referred to as the "domino effect." This is in line with the explanation that the "domino effect" is one action or event triggering a series of

⁴ Arakerimath, A., & Gupta, P. K. (2015). Digital footprint: Pros, cons, and future. *International Journal of Latest Technology in Engineering*, 4(10), p. 52.

consequences that develop gradually and are interrelated. In the context of the 2024 DKI Jakarta elections, old posts or comments can be revisited by social media users and within hours, the information can spread widely, creating greater controversy. This is particularly relevant when social media users, especially X-users, began criticising the old posts of the two gubernatorial candidates—the more people involved in the discussion, the greater the wave of criticism that emerged.

Although the digital footprint phenomenon in the case of the 2024 DKI Jakarta Governor Candidates involves two candidates, some X-users seem to take advantage of one candidate's digital footprint to form a "framing" that can benefit the other candidate. This phenomenon occurs reciprocally, where supporters of each candidate use their opponent's digital footprints to create counter-narratives to support the candidate they support. Thus, digital footprints are not only a tool for public evaluation of candidates' track records, but also play a role in shaping public opinion by the interests of certain parties.

RESEARCH METHODS

This article uses a qualitative method with a descriptive approach. The data sources come entirely from the internet, both in the form of online journal articles, news from online media, and posts on social media platforms, especially X. Data collection techniques in qualitative research include ethnographic observation, analysis of documents and cultural materials, and visual analysis. In this article, the research applied is document analysis, which provides for internet-based

literature studies by reviewing various digital sources to understand the phenomena that occur.

This research uses content analysis to examine communication patterns, narratives that develop, and forms of “framing” that appear in public discussions on X related to the 2024 DKI Jakarta elections. In addition, text analysis in qualitative research provides an opportunity for researchers to examine hidden meanings in various forms of communication, both written and visual. This approach also focuses on how meaning is formed and understood by the audience in a social context.

The data obtained is then analysed by considering the political and social context. Thus, this research provides an overview of how digital footprints on social media, especially X, become part of forming public opinion and political strategies in contesting the 2024 DKI Jakarta Pilkada.

RESULTS AND DISCUSSION

1. Digital Tracks of Governor Candidates Ridwan Kamil and Pramono Anung in the 2024 Jakarta Election

In today’s digital era, a person’s track record on social media has become an integral part of their public identity. This is especially true of political candidates or gubernatorial candidates whose every statement and upload in the past can be re-uploaded by the public and become the subject of public debate or discussion. In the context of the 2024 DKI Jakarta Pilkada, this phenomenon is seen that the

digital footprints or old uploads of Ridwan Kamil and Pramono Anung containing elements of vulgar humour were brought back to the surface, which then sparked controversy. These digital tracks from several news sources also highlighted how these uploads could affect the political dynamics ahead of the elections.

The news source Kompas (2024) explained that this phenomenon not only created debates on social media but also caused various reactions from the wider community, ranging from sharp criticism to defence aimed at the two candidates. On the other hand, Tempo (2024) explained that the “framing” done by some parties on the digital footprints of the two candidates has the potential to influence public perceptions, especially among young voters who are very active on social media, especially on X. This public discussion illustrates how a digital track record, which should be a rational consideration for voters, has instead turned into a means of putting each other down by raising sensational issues. This shows how digital footprints can be a political tool used not only to build a candidate’s image, but also as material to undermine the credibility of one of the other candidates.

2. Analysis of Public Responses on Social Media X

Social media platforms, especially X, have become the main platform for users to discuss the phenomena leading up to this election. X users were quick to respond to old posts from both candidates, either by posting sarcastic sentences through their accounts or replying to other accounts that resurrected the digital

footprint, reflecting various perspectives.

These posts from X users, either through comments or re-uploading old tweets from the two candidates, illustrate how digital footprints have become a tool the public uses to assess candidates' moral track records. This phenomenon further shows that past statements can be easily revived in the digital era and affect a person's image, especially when entering the political sector.

The various responses from the public reflect the increasingly critical attitude towards political actors. The public, especially X-users in this case, do not hesitate to explore the digital track records of the candidates for governor, both in the form of statements and actions in the past, as a basis for assessing their character and moral values. This shows that in the digital era, any information spread on social media can quickly become widely known and potentially influence voters' perceptions. This phenomenon is in line with the impact of social media itself, where viral content has its appeal and can shape public opinion quickly, regardless of whether the information is used to build or tear down a person's image⁵.

3. Framing and Its Impact on Public Perception

In political dynamics, especially during the election of regional head candidates, the digital track records of the candidates involved are often in the spotlight. The subject of conversation on social media, in this case X. Issues related to this digital footprint are increasingly

⁵ Revolusi, P. R. (2024). PERSEPSI PUBLIK DAN MEDIA SOSIAL DALAM KAMPANYE DIGITAL PILPRES 2024. *NIVEDANA: Jurnal Komunikasi dan Bahasa*, 5(1), 32-44.

developing when some parties or X users utilise the candidate's digital track record to build a narrative that suits their interests. As for those who make statements or posts to lead public opinion by expressing their disappointment with one candidate, it turns out that the user supports the opposing party. Framing is political news that has a vital role in shaping public perceptions of an issue by utilising the media to present information from a certain point of view and highlight the interests that need to be raised⁶.

However, some actively defend one of the candidates by providing statements from one of their clarifications of their old tweets. In this defence process, it was found that some of the X-users were also cadres or sympathisers of the party carrying one of the candidates. This raises the assumption that the defence given is not entirely objective but also part of a political communication strategy to maintain the image of a particular candidate.

The quote or statement from the account @T*****_**_D**, which has been viewed 3,101 times, shows that its upload has received much attention from X users. In his statement uploaded on September 2, 2024, it was written that: "Saints have a past, sinners have a future. Happy work! Good fight!" This sentence can be interpreted as a defence of one of the candidates, Ridwan Kamil, in clarifying criticism regarding his old tweets. The meaning of "saints have a past, sinners have a future" implies that everyone must have a

⁶ Siagian, P., & Ritonga, M. U. (2024). Analisis Framing Dalam Pemberitaan Politik Di tvonenews. com: Studi Kasus Pemilihan Presiden 2024. *Filosofi: Publikasi Ilmu Komunikasi, Desain, Seni Budaya*, 1(2), 126-139.

track record of mistakes in the past, but that should not be a barrier for candidates to change and prove themselves in the future. Meanwhile, the phrase “Good job! Happy fighting!” can be interpreted as a form of support and encouragement to Ridwan Kamil to stay focused on his duties and encourage his political steps, especially in the face of criticism ahead of the contestation towards the 2024 DKI Jakarta elections. However, it is known that user X is the Chairman of the Branch Leadership Council of one of the parties supporting Ridwan Kamil as a candidate for governor in Jakarta. With this background, the defense can be considered as part of a political strategy to maintain the image of the candidate it supports or in other words, the defense is not just a personal opinion, but can also be seen as an effort to build public opinion so that Ridwan Kamil will still receive support despite the controversy surrounding his digital footprints and the controversy surrounding his digital traces.

In addition, framing in this discussion occurs not only through direct defence or criticism of both candidates but also through the building of public perception. X users tend to highlight the digital track record of only one candidate, as if the other candidate does not have similar uploads. When viewed from the issues raised, both candidates have digital track records that the public has discussed. This approach indirectly shapes public opinion to focus on criticising only one candidate, while other candidates avoid the main spotlight on this issue.

Therefore, this phenomenon can be said to suggest that digital

footprints, especially those owned by political candidates, are not just a record of the past that can be accessed again by the public but can also be a tool for political strategies, both for attacking political opponents, building a positive image, and leading public opinion in a certain direction.

In the context of regional head elections, especially the 2024 DKI Jakarta Pilkada, digital footprint-based framing through posts, comments, and uploads of the track records of the two candidates by X users further emphasises how social media has become a field in political battles. Therefore, this contestation relies on the candidates' vision and mission and utilises past track records that may no longer be relevant to the current context.

4. Implications for Political Campaigns in the Digital Age

This phenomenon then serves as a reminder for political candidates regarding the importance of managing digital footprints more wisely. Although the posts uploaded in the past were considered to have no political impact, they can be a tool for some parties, mainly social media users, to attack, create negative opinions and spread them on the social media platform. As Azzahri (2024) explained through the Ministry of State Secretariat of the Republic of Indonesia website, digital politics has changed how people participate in elections. Campaigns are no longer only carried out through direct meetings or public debates, but also through digital communication strategies involving narratives built on social media.

Every candidate needs a well-thought-out communication

strategy to avoid being easily influenced by negative framing that can affect the candidate's image. If candidates have an unfavorable digital track record, they should be able to take steps to improve their image and build public trust. However, if new mistakes appear during the campaign period, this can further strengthen negative perceptions from the public. Therefore, consistency in communication and issue management is also key in maintaining a reputation.

5. Dimensions of Islamic Values in Digital and Political Traces

The phenomenon of digital footprints in the 2024 DKI Jakarta Pilkada impacts political development and reflects social aspects and moral values in society. The digital footprints of the two candidates, Ridwan Kamil and Pramono Anung, contain jokes that offend women, contrary to Islamic teachings that emphasise the importance of glorifying and respecting the dignity of women as explained in Surah An-Nisa verse 1. In addition, the community's response on social media, especially X, is no less in showing communication patterns that do not reflect Islamic values because criticism of candidates' digital footprints is often expressed in an emotional tone, even attacks on the candidate's person. In this case, people want leaders with good political ethics that reflect integrity and responsibility⁷. But on the other hand, what happens on social media or in practice often triggers

⁷ Haryanti, A. (2024). Persepsi Masyarakat Terhadap Etika Politik Calon Pemimpin Negeri Tahun 2024. *Jurnal Politika Dinamika Masalah Politik Dalam Negeri dan Hubungan Internasional*, 15(1), 1-19.

debates in the digital space, so it is usually far from this principle⁸.

This incident shows that despite the candidate's digital track record and the public's response, communication patterns still do not align with Islamic values. Surah Al-Hujurat verse 12 reminds us of the importance of maintaining ethics in speaking and avoiding slander. Therefore, it is essential to communicate politely and based on facts so that democracy can run well and with integrity.

CONCLUSIONS

Digital footprints have an essential role in the phenomenon of the 2024 DKI Jakarta elections. It can be seen that digital footprints are not only a personal track record of candidates but can also be a framing tool in shaping public opinion. Candidates' old posts or tweets are re-raised and used in building or weakening their political image. This framing then impacts how the public assesses candidates and often focuses more on past controversies than the ideas or programs offered.

The impact of this framing can be seen in the polarisation on social media, especially X, where discussions are not only informative but also often tinged with personal and emotional attacks from users. Criticism of a candidate's digital track record usually develops into an unconstructive debate that can deepen societal divisions. Regarding values and ethics, the candidate's digital track record and the public's response still show communication patterns that do not reflect

⁸ Kodoati, M. C. (2023). Urgensi Etika bagi Komunikasi Politik. *Media: Jurnal Filsafat dan Teologi*, 4(2), 179-214.

politeness and responsibility in interaction. From the perspective of Islam and social ethics, maintaining adab in communication is essential to creating healthy discussions. Therefore, people must be more critical in assessing information and communicating objectively and ethically so that the digital political space remains constructive and supports democratic values.

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