



Jokowi's Political Communication: Utilizing Social Media in Winning Gibran as Vice President of Indonesia

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ABSTRACT

In the post-Reformasi era, the political dynamic of Indonesia cannot be separated from the role of elites entrenched in various government lines. The 2024 presidential and vice presidential elections also involved political elites, including President Jokowi, especially in winning the eldest son, Gibran. As President, Jokowi has various accesses to socialize with the Prabowo-Gibran work program, which is considered a symbol of the continuity of Jokowi's program. Using qualitative methods and Roland Barthes' semiotic theory, this article will analyze the myths in Jokowi's political communication on social media related to the nomination of Gibran Rakabuming Raka as the 2024 Vice Presidential Candidate. This article produces three main points: denotation, connotation, and myth, and shows Jokowi's political communication that reflects democracy and neutrality. In addition, the obstacles faced are often transformed into narratives that strengthen his leadership image. This study suggests enhancing the narrative of meritocracy and democracy, transparency in the political process, consistency in national symbols, focus on public issues, and strengthening the image of independent and progressive leadership. This research is expected to provide new insights for political practitioners and researchers in understanding the dynamics of contemporary politics in Indonesia.

Key Words: Political Communication, Gibran Rakabuming Raka, Roland Barthes' Semiotics.

INTRODUCTION

Communication is a fundamental element in human life, driven by human nature as social beings who need each other. Jokowi's political communication on social media regarding the nomination of Gibran Rakabuming Raka as a vice presidential candidate has shown that political communication is highly dependent on digital media and the right communication strategy. In this context, using symbols disseminated through social media to build political legitimacy can be part of a planned and systematic strategy to win public support. In addition, this kind of communication can significantly influence political dynamics and election results (Alif et al., 2022; Ni'am, 2023; Pramadiva, 2024; Widiastuti1 et al., 2024).

Effective political communication can influence and maintain public opinion on political issues and policies (Hariyanto et al., 2023); nowadays, in the digital era, political actors increasingly rely on social media as the primary means of communication to build their image, respond to criticism, and convey their political agenda. Social media platforms such as TikTok and Instagram are essential tools for engaging the public, especially young voters active in the digital environment (Kamindang & Amijaya, 2024; Utami et al., 2023).

As a democratic country, Indonesia always emphasizes that the highest sovereignty lies in the hands of the people, not in the hands of God or the ruler. Political communication is a message delivery instrument with political meaning and involves elements of power and authority. It includes patterns of political life, conflict, resolution, policy, decision-making, and power distribution. Political communication connects various parts of the political system, converting interests, aspirations, and inspirations into policies. Political communication is complex and intertwined with political elements in all aspects and issues. The public judges political parties based on campaign promises as well as the credibility and reputation built through their actions and real contributions to society (Muchtar, 2016). Joko Widodo's political communication (known as Jokowi) can also be seen from the perspective of rational communication, communication dominance, and public response through Habermas's approach. Jokowi is considered to use a communication strategy that combines political symbols with narratives of development and family to strengthen his political influence (Paradis et al., 2023). Even Jokowi's political style and actions tend to apply pragmatic politics to strengthen his government (Taufik et al., 2024).

In this context, the symbolic and pragmatic political approach carried out by Jokowi was able to consolidate support despite criticism regarding political interests and possible communication distortions (Dania & Nisa, 2023; Harumi & Kasiati, 2017), including in attracting public sympathy through social media. Meanwhile, the media and journalists document every political activity to

influence the public image of Jokowi and the party close to “submitting” to him. However, the built political communication must still fulfill the Indonesian nation's ethics, morality, and morals to avoid conflict between groups, religions, cultures, languages, or specific groups. An example is the political communication carried out by Jokowi-Ma'ruf Amin in the 2019 Election to attract sympathizers and quell various protests against the blasphemy incident carried out by Basuki Tjahaya Purnama, known as Ahok, the former Governor of DKI Jakarta (Sutrisno & Taufik, 2021; Taufik et al., 2023).

In its development, President Jokowi placed his eldest son, Gibran, as a vice-presidential candidate, accompanying Prabowo Subianto from the Advanced Indonesia Coalition, showing the dynamics of political communication in building public support in the national political arena. This step gave Jokowi three main advantages. First, it disrupted Prabowo's voter base, which was primarily anti-Jokowi. The fierce competition between Jokowi and Prabowo in the previous presidential election created societal polarization, and Gibran's presence as Jokowi's political representative could confuse Prabowo's loyal supporters. Second, Prabowo, who consistently personifies himself as a nationalist who respects clerics, can combine his aspirations with those of Ganjar Pranowo and Mahfud MD. This combination of nationalism and religion was seen in the 2019 election and could again influence voter preferences. Jokowi's subtle promotion of Ganjar as a “white-haired” candidate hints at his involvement in Ganjar's candidacy (Detiknews, 2022). Third, placing Gibran in national politics raises his profile from the local to the national level. Even if Prabowo-Gibran loses, Gibran gains valuable political capital for future careers such as gubernatorial elections or ministerial positions. Gibran's responsibilities and exposure will increase if they win, strengthening his position in future political contests.

Jokowi's family involvement in politics, especially Gibran's nomination as vice president accompanying Prabowo in the 2024 presidential election, has created various reactions from the public. While some parties praise Jokowi's consistent communication strategy in building a positive image of his family on social media, criticism related to nepotism and conflicts of interest is inevitable (Dirgantara & Ihsanuddin, 2024). Social media in political communication functions as a tool to convey political messages and becomes an essential means of reducing controversy and strengthening public support. In this context, the activeness of Jokowi's campaign team on social media plays a vital role in shaping public perception regarding Gibran's nomination. As a leader who utilizes modern communication technology, Jokowi and his team strategically use social media to manage political narratives, especially to respond to controversial issues that arise along with Gibran's nomination.

Social media allows for the rapid and widespread dissemination of messages

to build political support and quell criticism. In the context of Gibran's nomination, Jokowi adopted a more diplomatic approach by emphasizing that the nomination was an independent decision by Gibran and the political party, not direct interference from the President. Jokowi conveyed this attitude through a public statement that then went viral on various digital platforms, such as Twitter and Instagram, to show that Jokowi only acted as a parent who approved his child's decision without directly influencing the political process (Anwar et al., 2023; *Republika*, 2023).

Meanwhile, Gibran is building a positive image through social media by showing a personal side that is close to the younger generations. Also, he used social media platforms such as TikTok, Instagram, and X (formerly Twitter) to build personal branding that is relevant to young voters and boost the electability of the Prabowo-Gibran pair (Suara.com, 2023; *Warta Ekonomi*, 2024). Various responses from the public, including support and criticism, form a complex dynamic of political communication, reflecting the strategy of dynasty politics and modern communication technology (Yasmin Muna, 2024).

In a survey by Kompas Research and Development in December 2023, the Prabowo-Gibran pair ranked first with an electability of 39.3%, indicating the effectiveness of their social media campaign. Meanwhile, support for the Ganjar-Mahfud pair declined, partly due to the inability to effectively attract the attention of young voters on social media (Guritno, 2023). Young voters increasingly rely on digital media to access political information, indicating that digital communication strategies play a key role in determining the success of candidates in this modern era (Nurhayati et al., 2024).

With the number of internet users in Indonesia continuing to increase, especially in the post-pandemic era, digital platforms such as TikTok and Instagram have become the main tools for candidates to reach a broad audience (Hidayat & Muksin, 2022; Kinanti & Widjanarko, 2023). In this context, an effective political communication strategy on social media is crucial in shaping public perception and winning elections. However, there are challenges faced, namely the involvement of Jokowi's family in politics, including Gibran and his son-in-law, which has drawn criticism regarding conflicts of interest and accusations of nepotism. This controversy could affect public perception and voter behavior (Dirgantara & Ihsanuddin, 2024). The Litbang Kompas survey in December 2023 showed that Prabowo-Gibran was ahead with an electability of 39.3%, followed by Anies Baswedan-Muhaimin Iskandar with 16.7%, and Ganjar Pranowo-Mahfud MD with 15.3%. Support for Ganjar-Mahfud declined due to ineffective campaign strategies and failure to attract young voters. In contrast, Anies-Muhaimin's loyal voter base remained stable despite changing political dynamics (Guritno, 2023).

In addition, the increasing trend of young voters who are tech-savvy and

information-savvy is a significant factor in changing the political landscape in Indonesia. Research by [Nurhayati et al. \(2024\)](#), revealed that around 60% of young voters use digital platforms to seek political information and make decisions. It indicates that political parties that can effectively embrace technology and social media tend to have an advantage. However, inauthentic or overly manipulative digital strategies can reduce voter trust in candidates ([Nurhayati et al., 2024](#)). Therefore, in addition to creating innovative digital campaigns, political parties must maintain the integrity of their communications to gain voter trust.

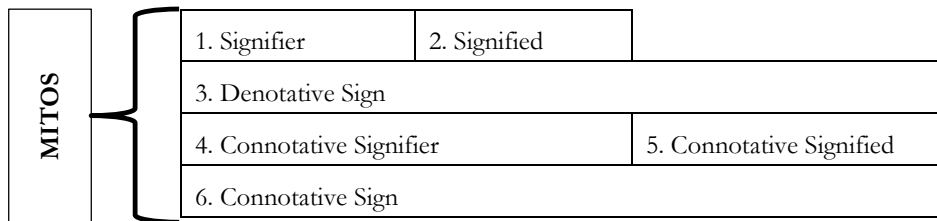
Analysts consider Gibran's performance beyond expectations, as he follows his father's guidelines by combining slow and measured speech with technical jargon to confuse his opponents. For example, during the Vice-Presidential Candidate Debate on December 22, 2023, Gibran asked Mahfud about the carbon capture and storage regulation and Muhaimin about SGIE without explaining that it is an acronym for State of the Global Islamic Economy. It is similar to Jokowi's debate style in the 2019 Presidential Election, where he used the term 'unicorn' and (at that time, his opponent) Prabowo Subianto did not understand it. Meanwhile, Gibran's communication style also tends to imitate Jokowi, giving the impression that he and Prabowo Subianto will continue all of Jokowi's priority programs ([Arshad, 2023](#); [Yulisman & Soeratmaadja, 2023](#)).

The debate, which focused mainly on economic issues, also showed Gibran's strengths, considering he served as Mayor of Solo in Central Java for the past two years. Mahfud and Muhaimin's previous roles as decision-makers also made Gibran stand out. Although Mahfud and Muhaimin have extraordinary expertise in law and religion, they are not particularly adept at economics. They also do not make decisions, unlike Gibran. They do not provide voters with policy solutions, especially young and novice voters. However, Gibran is also adept at various political gestures. On-screen, he was recorded bowing and kissing the hands of his opponents. Compared to the substantive elements used to attract voters, this gives the impression of being performative. In addition, public perception of political communication on social media ahead of the 2024 Election has changed, with digital stories and narratives becoming essential tools to attract young voters ([Basu et al., 2001](#); [Febriandy, 2024](#); [Hidayat & Muksin, 2022](#); [Liebhart & Bernhardt, 2017](#); [Medina Serrano et al., 2020](#); [Musfira et al., 2022](#)).

Gibran's debate performance, which resembles his father's style and strategic political gestures, has resonated well among voters, strengthening the perception of the continuity of Jokowi's leadership ([Detik.com, 2023](#)). Despite the number of undecided voters and the possibility of voter sentiment changing, polls show a positive trend by showing that the Prabowo-Gibran pair's strategy is successful ([Litha, 2024](#)). To maintain their position in Indonesia's evolving democratic landscape, political parties must navigate these dynamics carefully and

maintain credible and consistent communication. In this context, this study attempts to analyze Jokowi’s scenario in winning Gibran by “utilizing” the various facilities and access that Jokowi has as President. In addition, Roland Barthes’ Semiotics theory can comprehensively describe the existence of myths in Jokowi’s political communication on social media related to Gibran’s nomination as Vice Presidential Candidate in 2024.

Furthermore, this study adopts a qualitative approach focusing on video analysis of President Jokowi when giving a speech on Gibran’s nomination as Vice Presidential Candidate. Meanwhile, semiotic analysis aims to see and observe a research object and obtain symbols or signs in the research object. The interpretation of the meaning of these symbols is combined with relevant literature, including books, journals, the internet, and other reference sources related to political communication and semiotic theory. This study uses a semiotic analysis approach to explore the myth of political communication used by Jokowi when giving a speech on Gibran’s nomination as Vice President. Thus, this study can provide a deeper understanding of Jokowi’s political messages when giving a speech on Gibran’s nomination.



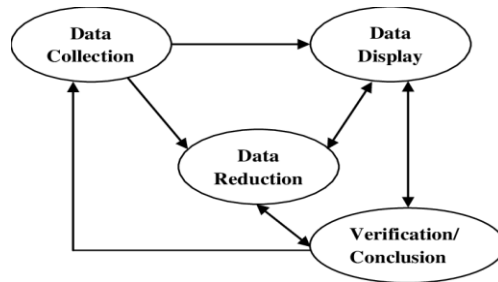
Source: Semiotics Theory and Application in Logo Design 2021

Figure 1 Roland Barthes' Cyometric Theory

In this analysis, the symbols used by Jokowi in his speech will be described based on the two levels. The myths that emerge from these symbols will be analyzed to understand the narrative or hidden message related to political communication and political dynasty strategies. In the data analysis process, this study adopted the interactive data analysis model from Miles, Huberman, and Saldaña (2014) and combined it with the discourse approach from Jürgen Habermas. The stages in this method include 1) Data Reduction, 2) Data Presentation, 3) Conclusion Drawing, and 4) Data Verification.

Habermas offers a framework for analyzing political communication discourse through three main aspects: rational communication, communicative dominance or distortion, and public space. First, rational communication assesses how Jokowi conveys logical and objective arguments to build the legitimacy of Gibran’s nomination as vice presidential candidate. Second, communicative

dominance or distortion focuses on analyzing whether there are elements of manipulative communication or political interests in the speech. Third, this research uses public space to understand the public's response, especially on social media, to Jokowi's political message. The authors expect the research to provide a more comprehensive understanding of the speech's symbols, myths, and dynamics of political communication.



Sources: (Primasari & Supena, 2021)

Figure 2 Interactive data analysis of Huberman and Miles Model

RESULTS AND DISCUSSION

In analyzing Jokowi's political communication regarding Gibran's nomination as vice presidential candidate, effective political communication includes verbal and nonverbal messages influenced by the communicator's context and public perception (Silalahi, 2024). Roland Barthes' semiotic approach allows for the interpretation of symbols and myths in Jokowi's speech. These symbols can form certain narratives that have the potential to affirm the legitimacy of Gibran's nomination (Frenky & A. Rahman, 2021).

Habermas' approach is also relevant to see how Jokowi's political communication reflects rational communication or contains distortions of communication for political interests (Frenky & A. Rahman, 2021). This discourse analysis helps us understand how public spaces, especially social media, respond to these political messages. In addition, in building an image and reaching the young voter segment in the digital era, a political communication strategy is required through social and digital media platforms (Fransin Kontu, 2024).

This study can use Barthes' semiotic analysis and Habermas' communication theory to reveal the dynamics of symbols, myths, and political communication strategies in Jokowi's speech about Gibran's nomination. This article covers two main aspects: Jokowi's view on Gibran's nomination as vice president and an analysis of Jokowi's political communication on social media. In this context, Jokowi champions transparency, public participation, enforcement of rules, involvement of independent institutions, and effective communication

to ensure public acceptance of Gibran's nomination without suspicion of nepotism. The study results also describe how Jokowi uses signs, denotations, connotations, myths, and ideological dominance in his political communication on social media to build a narrative that supports Gibran's nomination while minimizing public suspicion.



Source : (Shihab, 2023)

Figure 1. The President's Initial Attitude Before Gibran Rakabuming Raka Was Nominated as Vice Presidential Candidate



Sources : (Shihab, 2023)

Figure 2. The President's Final Attitude after Gibran Rakabuming Raka was Nominated as Vice Presidential Candidate

Figures 1 and 2 above show that there has been a change in Jokowi's attitude in responding to Gibran's nomination as Vice President. Figure 1 shows that journalists questioned the rumors of Gibran's nomination as vice president. However, Jokowi only answered that it was illogical because Gibran was not old enough and had not been mayor for two years. Meanwhile, Figure 2 shows that Jokowi gave a little signal of support to Gibran as a father. In this context, Jokowi has occasionally shown a cautious and diplomatic attitude in responding to Gibran's nomination.

Denotative Meaning

At the denotative level, Jokowi's political communication supporting the nomination of Gibran Rakabuming Raka as a vice-presidential candidate

represents a logical and objective message. Jokowi explicitly stated that political decisions must be based on considerations of the candidate's experience and qualifications. This statement shows respect for the principle of meritocracy, even though Gibran is a member of his close family. Using symbols such as formal attire and a black piece in Jokowi's public appearances emphasizes his position as a leader who respects national norms and traditions, strengthening his image as a neutral head of state who upholds the democratic political process.

Table 1. Analysis Video

Details	Meaning
Seconds	00:00-00:20
Signifier	It signifies an adult man wearing a white shirt who smiles and laughs with one hand holding the other. It says, "Joko Widodo, President of the Republic of Indonesia," Jakarta, May 4, 2023. A picture with the word "Narasi" is in the upper right corner.
Signified	President Joko Widodo answered a question about his child, Gibran, who will be paired with Prabowo. The President responded that, logically, his child is not ready because he has only been in office for two years and is not old enough.
Denotation	President Joko Widodo answers reporters' questions with a smile and a radiant face. He says his child's candidacy must also be logical because his child has only been in office for two years as Mayor of Solo and is not old enough.
Seconds	00:20-00:50
Signifier	An adult man is wearing a navy blue suit, a white shirt underneath, and a black <i>songkok</i> (The national cap of Indonesia) for man. He smiled as he answered the question, and behind him were many adult men wearing black <i>songkok</i> . The text read, "The parents only pray and bless," on the top left, it said, "Surabaya, October 22, 2023."
Signified	President Joko Widodo, wearing a shirt and a navy blue jacket with a black songkok, answered questions from reporters about his son running in the 2024 presidential election and being paired with Prabowo. Jokowi stated that as a parent, he only prayed and gave his blessing. He added that all candidate pairs, such as Anies with Muhaimin, Ganjar with Mahfud, and Prabowo, were compatible. When reporters asked further questions, Jokowi requested that the questions be directed to the coalition.
Denotation	On October 22, 2023, in Surabaya, President Joko Widodo wore a navy blue suit with a white shirt and a black peci and smiled as he answered journalists' questions about his son, Gibran Rakabuming Raka, who is rumored to be running in the 2024 presidential election as Prabowo's running mate. Jokowi stated that as a parent, he only prayed and gave his blessing. He also emphasized that all presidential and vice presidential candidate pairs, such as Anies with Muhaimin, Ganjar with Mahfud, and Prabowo with his running mate, were compatible. When reporters asked further questions, Jokowi requested that the questions be directed to the coalition. At the end of the video, there is a Narasi logo.

Source: Created and developed by the author based on Narasi video (Shihab, 2023)

Table 2. Video Analysis Denotation

Seconds	Denotation
00:00-00:20	Jokowi explained directly and logically that his son, Gibran, was not ready to be a vice presidential candidate because he had only served as Mayor of Solo for two years and was not yet old enough.
00:20-00:50	Jokowi, wearing formal national attire (navy blue jacket, white shirt, and black <i>peci</i>), answered journalists' questions with a smile. He emphasized that as a parent, he could only pray for and bless his son's decision and that all the presidential and vice presidential candidates were equally worthy and suitable. Jokowi directed further questions to the coalition of political parties, indicating that political decisions were not in his hands as President but in the hands of the parties and coalitions.

Source: Created and developed by the author based on Narasi video (Shihab, 2023)

In addition, in the context of denotation, it includes the literal and direct meaning of Jokowi's statements and actions. The literal meaning conveyed is that Gibran is not yet qualified to be a vice-presidential candidate due to his lack of experience and age. This is a clear and directly understandable meaning of the statement.

Jokowi's formal national attire (navy blue suit, white shirt, and black cap) contains a strong symbolic meaning. It reflects his official position and authority as President and his adherence to Indonesian national norms and traditions. Jokowi's smile and calm attitude when answering questions show confidence and calmness when dealing with sensitive political issues. It strengthens his image as a wise and neutral leader. By directing questions to the coalition of political parties, Jokowi emphasizes that political decisions result from a collective party process, not a personal or family decision. It reflects the values of democracy and meritocracy.

Denotation is a science of original or true meaning obtained from observations through visual, olfactory, auditory, tactile, or other direct experiences (Rahayu et al., 2023). Thus, the denotation that can be taken from President Jokowi's political communication when giving a speech on the nomination of Gibran Rakabuming Raka as Vice Presidential Candidate is a picture of a leader who adheres to the principles of democracy, respects the political process, and tries to maintain neutrality and transparency in dealing with political issues involving his family.

Connotation Meaning

Connotatively, Jokowi builds an image of a wise and neutral leader through calm and careful communication. His statement emphasizing equal support for all presidential and vice presidential candidates strengthens the narrative of neutrality and respect for the political process. The symbols used, such as friendly smiles

and national clothing, give the impression of leadership that respects tradition while being progressive. The message conveyed is about Gibran's candidacy and the principles of democracy and meritocracy that he wants to maintain in the national political order.

Table 3. Video Analysis

Detail	Meaning
Seconds	Connotation
00:00-00:20	The message delivered by President Joko Widodo in Jakarta on May 4, 2023, which came from the TikTok account @narasi, conveyed to journalists that his son, Gibran Rakabuming Raka, who was rumored to be nominated as Vice President, was logically not ready because he had only served as Mayor of Solo for 2 years and was not old enough to be Vice President.
00:20-00:50	President Jokowi is trying to portray himself as a wise and neutral parent in the upcoming Presidential Election of 2024. By wearing formal attire and a black peci, which is a national symbol, Jokowi asserts his position as an authority and national figure who maintains traditional values and parental wisdom. His smile signifies calm and confidence in facing a complex and politically stressful situation.

Source: Created and developed by the author based on Narasi video (Shihab, 2023)

Connotative Meaning is a word that could have connotative meaning if the word used has semantic value (Rahayu et al., 2023). In this context, President Jokowi's statement can be seen and analyzed through connotations that include additional or implicit meanings resulting from basic denotations. These connotations reflect the deeper and more symbolic meanings of Jokowi's actions and statements. We can see the sense of connotations in the neutrality and wisdom message. Table 3 seconds 00:00-00:20: By stating that Gibran is not logically ready due to lack of experience and age, Jokowi wants to show that his son's nomination is based on rational and objective considerations. It gives the impression that Jokowi sets high standards for political nominations without giving special preference to his family. Message Table 3 seconds 00:20-00:50: Jokowi's formal national attire, a black cap, and his statement emphasizing that all existing presidential and vice-presidential candidate pairs are equally suitable emphasizes his neutral attitude. It portrays itself as a wise leader who supports democratic processes and fairness in general elections.

Symbolism of Leadership and Tradition

Black clothing and cap/*peci*: Jokowi's formal attire and black cap reflect his official position and authority as President and his commitment to traditional Indonesian values. It reinforces his image as a leader who values national culture and tradition. Smile and calmness: His calm demeanor and smile while answering

journalists' questions show confidence and calmness in dealing with sensitive political situations. This emphasizes that Jokowi remains calm and collected under pressure, an essential quality of a leader.

The message of democracy and meritocracy: By emphasizing that all existing presidential and vice-presidential candidate pairs are equally worthy and suitable, Jokowi communicates that political elections and nominations must be based on meritocracy and democratic processes, not family relationships or nepotism. It is an effort to maintain the political system's integrity and emphasizes that each candidate must be assessed based on their qualifications. Thus, the connotation that can be taken from President Jokowi's political communication when giving a speech on the nomination of Gibran Rakabuming Raka as vice presidential candidate is a picture of a leader who is neutral, wise, and adheres to the values of democracy, tradition, and meritocracy, and who maintains calm and confidence in facing sensitive political issues.

The Meaning of Myth

At the myth level, Jokowi's communication creates a narrative that affirms his leadership as a symbol of political stability, democracy, and non-nepotism. This myth depicts Jokowi as a leader who does not use his position for personal or family gain but is committed to justice and transparency. These messages not only dampen criticism of potential nepotism but also build public trust in the integrity of the political process. By aligning denotative and connotative messages in the myth narrative, Jokowi has maintained his political legitimacy amidst the complexity and dynamics of the 2024 Presidential Election.

Table 4. Video Analysis

Seconds	Myth
00:00-00:20	The myth is that President Jokowi, despite being at the center of power and able to influence political decisions, still upholds the principles of democracy and meritocracy.
00:20-00:50	The myth is that President Jokowi, despite being in the highest position of power, still plays the role of a father who blesses and prays for his child without directly interfering in his child's political decisions. It strengthens Jokowi's image as a democratic and non-nepotistic leader who respects the democratic process and supports the collective wisdom of political parties and coalitions in determining presidential and vice presidential candidate

Source: Created and developed by the author based on Narasi video (Shihab, 2023)

The meaning of the myth is a language expression used as a tool or method to understand the meaning that exists according to reality or society without considering the imaginary or factual elements in the field (Rahayu et al., 2023). This myth describes Jokowi as a leader who does not use his position to build a political dynasty. He is depicted as a figure who adheres to the rules and norms,

even though it means admitting that his child is not ready to take on a higher role in politics. Thus, this narrative strengthens Jokowi's image as a fair and non-nepotistic leader. This myth serves the public's need to believe that democracy and meritocracy still apply in Indonesian politics despite pressure and issues that indicate otherwise. This myth also helps maintain Jokowi's positive image in the eyes of the public, depicting him as a leader who is consistent with the values of democracy and equality and not as someone who will exploit his power for the benefit of his family.

In this context, the myth not only frames Jokowi as a figure of integrity but also dampens criticism of potential nepotism in Gibran's nomination by emphasizing that the decision should be based on objective qualifications and not because of family ties.

This myth reinforces the view that despite facing political dynasty issues, Indonesia still values democracy and meritocracy. Jokowi is portrayed as a leader who does not directly use his position to advance his personal or family interests. Instead, he shows that he respects the processes and decisions of political parties and maintains his neutrality. It strengthens public confidence that Indonesia's political system still operates according to democratic principles, where all candidates are treated equally and fairly based on their qualifications, not because of family ties or the influence of power.

Thus, this myth reinforces the narrative that President Jokowi is a responsible, fair leader who remains committed to democratic values despite pressure and expectations from various parties.

According to Roland Barthes, myth is how a particular culture and ideology are expressed through simple signs with deeper meanings. In the context of President Joko wi's political communication when giving a speech about the nomination of Gibran Rakabuming Raka as vice presidential candidate, the following are myths that can be taken from Table 4:

Myth of Democracy and Meritocracy. Table 4 seconds to 00:00-00:20: Even though President Jokowi is at the center of power and has significant influence, he still emphasizes the importance of the principles of democracy and meritocracy. By saying that his son is not yet logically ready because he has only served as Mayor of Solo for two years and is not yet old enough, Jokowi emphasizes that the political process must be based on experience and qualifications, not family relationships or personal connections. It creates the myth that the Jokowi administration supports a fair and transparent process where each individual is assessed based on their abilities and achievements.

The Myth of Wise and Neutral Leadership. Table 4 seconds to 00:20-00:50: By wearing formal national attire and stating that as a parent, he can only pray and bless, and affirming that all the existing presidential and vice-presidential candidate

pairs are suitable, Jokowi strengthens his image as a wise and neutral leader. It creates the myth that Jokowi, despite being in the highest position of power, still does not interfere directly in his child's political affairs and respects the existing democratic process. It depicts Jokowi as a democratic, non-nepotistic leader committed to the collective wisdom of political parties and coalitions.

The Myth of Calmness and Confidence. Jokowi's calm and confident appearance when answering journalists' questions and his friendly smile add a layer of myth that he is a stable and reliable leader. It is essential in a complex and stressful political situation where the people need assurance that their leader can face challenges with a cool head and complete confidence.

By analyzing Jokowi's statements and actions using Roland Barthes' myth theory, we can see how his political communication not only functions on a literal level but also carries deeper meanings that support his image as a democratic, wise, and neutral leader. These myths help shape public perception of Jokowi and strengthen his political legitimacy in the eyes of the public.

In analyzing President Jokowi's political communication, Roland Barthes' concept of myth can help us understand how certain obstacles are faced and how they are communicated or manipulated in a political context. Here are some myths that can be constructed by the authors related to the challenges to Jokowi's political communication in gaining support from political parties:

Myth of Political Stability. Political parties may have different interests and agendas, making it difficult to unite voices and support. Jokowi often has to face friction between parties that can threaten the stability of his coalition. Myth: Jokowi is a leader who can maintain political stability despite differences between political parties. This myth helps cover up instability and shows that Jokowi's leadership effectively reduces conflict.

Myth of Wise Leadership. Obstacles: Criticism and differences of opinion within and outside the coalition could hinder Jokowi's ability to direct political support. Myth: Jokowi is perceived as a wise and fair leader who can listen to all parties and make the best decisions for the nation. It creates the impression that all differences of opinion can be resolved through wisdom and inclusive leadership.

Myth of Neutrality and Non-Nepotism. Obstacles: Accusations of nepotism, mainly speculation about his family's role in politics, could hinder gaining full support from parties prioritizing meritocracy. Myth: Jokowi is perceived as a neutral leader who does not prioritize family interests in his political decisions. This myth helps eliminate negative perceptions about nepotism and shows that Jokowi supports a fair and transparent democratic process.

Myth of Political Independence. Obstacles: The existence of strong and influential parties can make Jokowi appear less independent or dependent on the support of major parties. Myth: Jokowi is considered an independent leader with

a political vision and direction that is not easily influenced by pressure from major parties. This myth strengthens Jokowi's image as a strong leader sovereign over his political policies.

Myths of Progressiveness and Modernity. Barriers: There is a view that some political parties are more conservative and may resist the progressive changes or policies promoted by Jokowi. **Myth:** Jokowi is seen as a progressive leader who is leading Indonesia toward modernity and progress. It helps to quell resistance from conservatives and portrays Jokowi as a figure who brings innovation and positive change to the country. By understanding these barriers through the lens of Barthes' myths, we can see how Jokowi and his communications team have attempted to create a positive and reassuring narrative for the public and political parties. These myths overcome negative perceptions and reinforce Jokowi's image as a competent, wise leader committed to democratic values and national stability.

CONCLUSION

In analyzing President Jokowi's political communication regarding the nomination of Gibran Rakabuming Raka as vice presidential candidate in the 2024 presidential election, three prominent aspects can be concluded: denotation, connotation, and myth. At the denotation level, Jokowi's political communication depicts a leader who adheres to democratic principles, respects the political process, and strives to maintain transparency and neutrality in political issues involving his family. Jokowi's logical and clear statements respect existing political rules and standards.

From the connotation side, Jokowi displays the image of a wise, neutral leader who still adheres to tradition, meritocracy, and democracy. His calm communication style, national dress symbols, and careful statements reflect Jokowi's efforts to balance his role as President and as the father of a young political figure.

Through myth, the analysis using Roland Barthes' theory shows how Jokowi's political communication shapes positive public perception. Myths such as political stability, wise leadership, neutrality, political independence, and progressiveness strengthen Jokowi's image as a leader who can confidently face political obstacles. This myth helps create a positive narrative and covers up the political communication obstacles Jokowi faces in gaining support from political parties. By combining denotation, connotation, and myth, Jokowi has presented himself as a strong, wise, and visionary leader while maintaining his political legitimacy amidst the challenges and dynamics of the 2024 Presidential Election. This analysis illustrates the complexity of political communication strategies in maintaining a positive image in the eyes of the public and political actors.

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