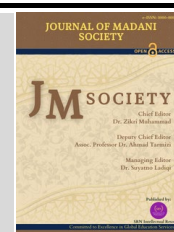




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Original Article

## Silver Surfers Vs Coffee Chats: A Dual Strategy to Engage Emak-Emak

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**Abstract:** The large number of female voters makes it imperative for contestants in the general election to optimize their support from this group. Furthermore, women's groups represent a reliable marketing force capable of influencing the decisions of other demographics. Through the Instagram application, this study investigates how the Strategy Analysis of Candidates for the 2024 Bengkulu Regional Head Election can enhance Brand Awareness among Women's Groups. The data were collected through interviews with two individuals expected to run in the 2024 Bengkulu mayoral election. Research findings reveal that Dedy Wahyudi, a former media worker, truly understands the significance of optimizing social media to reach his target audience. Therefore, Dedy Wahyudi uploaded numerous activities involving the 'Emak-emak' group on his Instagram accounts. Besides that, Ariyono Gumay prefers a face-to-face approach and group communication to engage with women's groups. In his Instagram posts, Dedy Wahyudi portrays himself as a family man, while Ariyono Gumay's photos depict him as financially successful. This study concludes that as someone who has long struggled with mass media, Dedy Wahyudi's efforts to utilize the media are very serious. Dedy uses social media to provide information, establish relationships, and offer entertainment. Thus, the election is still a long way off, and the timing of the declaration of candidacy is still being determined. Dedy has not yet effectively used social media to reach specific groups. Ariyono Gumay relies more on face-to-face communication with the target group, especially mothers. Ariyono trusts the power of in-person meetings more than interactions through social media, which are less personal and private. Dedy represents himself as a family man, while Ariyono Gumay portrays himself as an affluent and accomplished young figure, as this type of politician resonates well with the people of Bengkulu.

**Keywords:** Candidate election; Brand awareness; Instagram; Dual strategy.



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### 1. Introduction

The support of female voters can significantly contribute to the success of Presidential and Vice-Presidential candidates and regional head candidates in general elections ([Amalia et al., 2021](#); [Brox & Cassels, 2009](#); [Herrnson et al., 2003](#)). The importance of women's groups is increasingly recognized in these elections, particularly after Vice Presidential Candidate Sandiaga Uno mentioned the term 'emak-emak party' during his campaign in the 2019

Presidential election (Dewi, 2020; Wieringa, 2020). The term "emak-emak" refers to a group of middle-class young women who are highly active on social media. According to a survey conducted by The Asian Parent, the average mother in Indonesia spends three hours each day on social media. The most popular social media platforms among Indonesian mothers are Instagram, Facebook, and YouTube (Syamsidah et al., 2021). Also, Firman Kurniawan from the University of Indonesia has noted that the use of "emak-emak" symbols and the implementation of the "emak-emak" group's programs often involve anecdotal rule-breaking, such as traffic violations on the highway (Indonesia's, 2022). The number of women's groups, significantly different from the number of male voters, makes this group a valuable target for gaining voting support. Beyond sheer numbers, female voters represent a niche demographic that election contestants must strategically engage with, as they can serve as reliable marketing personnel.

Kartajaya (2005) conducted a survey which found that mothers tend to recommend products they perceive as suitable for their interlocutors within their social circles. The principle proposed by Hermawan can apply to political marketing, as both product and political marketing share similar characteristics. By adhering to this principle, election candidates can effectively target women's groups with greater focus. Politicians' marketing strategies and techniques are evolving in response to advancements in communication and technology, such as social media platforms like Instagram. Instagram, a social media platform, is the preferred choice for candidates in the 2024 election. This medium boasts several strengths as a promotional tool compared to conventional mass media, which many users have abandoned. Instagram's advantages as a promotional medium include being free, having a vast user base, user-friendliness, integration with other social media platforms, ease of user for promotional purposes, and the ability to utilize photos and videos. These advantages have led to the increasing use of Instagram as a communication channel between candidates and potential voters.

As of August 2022, based on the results of interviews, several politicians in Bengkulu Province are expected to run in the 2024 regional elections, including the Bengkulu Mayor and Vice Mayor Elections. These politicians use various media, both conventional and new, to introduce themselves and strengthen their public image. By informing the public about their activities, it is hoped that the electorate will become more aware of these politicians or know more about the individuals running in the 2024 regional elections. Politicians, as individuals, need to enhance their brand awareness because public awareness of political figures is one of the factors influencing voters on election day (Claassen, 2011). This study aims to investigate how the Strategy Analysis of Candidates for the 2024 Bengkulu Regional Head Election can increase brand awareness among women's groups through the Instagram application. The research focused on two individuals expected to run in the 2024 Bengkulu Mayor and Vice Mayor elections, Dedy Wahyudi and Ariyono Gumay. The Women's Group is the primary focus of this study, considering that the number of female voters in Bengkulu Province, based on data from the January 2022 Continuous Voter List (DPB), was 1,376,143 people, of which 680,110 or 49.42% were female voters. It underscores the importance of targeting women's groups, including "emak-emak" groups, as they represent a significant demographic for election candidates.

## 2. Literature Review

Brand awareness is one of the five elements of brand equity. According to Aaker (1991), brand awareness is a marketing term that refers to how easily potential customers recognize and remember your product or service. It is the primary concept in marketing and the main goal of brand marketing. Brand awareness creates perceptions, builds trust, establishes networks, forms associations, and enhances brand equity. Aaker identified three types of brand awareness: brand recognition, brand recall, and top-of-mind awareness. Brand recognition occurs when a customer can distinguish a brand from others when encountering it without necessarily remembering its name. This type of awareness focuses on whether the customer can recognize the brand at the point of sale or through visual packaging. Brand recall is the spontaneous recollection of a brand from memory when prompted by a product category. Most users can remember only 3-5 brand names, which is influenced by individual and brand-specific factors such as education level, usage, and the company's marketing strategies. Top-of-mind awareness comprises the three brands that customers consistently prefer, representing their consideration set. Achieving inclusion in this consideration set is the goal of any marketer.

Social media is part of new or emerging media, a tool used to exchange information through internet technology. According to Setiadi (2016), social media is a platform that facilitates activities and collaborations, giving rise to the existence of its users. Therefore, social media is an online medium (facilitator) that strengthens user relationships and fosters social connections. Social media is an internet-based medium that enables users to represent themselves, interact, share, collaborate with others, and form social connections virtually. Social media allows users to communicate and share information without limitations, anytime and anywhere. Instagram is an application that allows users to share photos and videos, available on iOS, Android, and Windows Phone platforms. Instagram uses a follow and followers' system, where "follow" refers to accounts followed by Instagram users, and "followers" are the Instagram accounts following the user. Through Instagram, users can upload photos and videos to their main page, which automatically appears on the main page of their followers. If a posted picture or video is interesting, followers can show their appreciation by clicking the heart icon in the post's bottom left corner.

### 3. Materials and Methods

This qualitative descriptive study generates descriptive data from written and spoken words of individuals and observed behaviors. This approach is utilized to acquire deeper insights and better understand the phenomenon under investigation (Creswell, 2020). The data were obtained through in-depth interviews with two informants, Dedy Wahyudi and Ariyono Gumay, followed by subsequent analysis. Additionally, data were collected through observations of posts made by these two informants on their Instagram accounts.

### 4. Finding and Discussion

#### 4.1. Observed Instagram Account

**Table 1.** Instagram Account Information for Prospective Candidates PEMILUKADA-2024

Candidate Name	Social Media Account	No. Post	Follower	Following
Ariyono Gumay	<a href="https://www.instagram.com/ariyonogumay/">https://www.instagram.com/ariyonogumay/</a> 21 August 2019	94	1112	765
Dedy Wahyudi	<a href="https://www.instagram.com/dedywahyudiofficial/">https://www.instagram.com/dedywahyudiofficial/</a> 19 September 2020	667	19,4K	5934
	<a href="https://www.instagram.com/dedycamkoha/">https://www.instagram.com/dedycamkoha/</a> 19 March 2016	524	39,8K	670

##### 4.1.1. Ariyono Gumay

Ariyono Gumay was not initially inclined towards social media. His roles as a civil servant and a mining validator didn't necessitate heavy social media usage. To him, the mining industry operated transparently, where the identities of sellers and buyers were clear. It set it apart from micro, small, and medium-sized enterprises (MSMEs), which often relied on extensive promotion across various media platforms, including social media. Ariyono preferred a more traditional approach, employing a door-to-door strategy that he found highly effective and efficient. He based this strategy on his experience during his campaign for the 2019 Legislative Election. During that time, Ariyono enlisted the help of volunteers who offered their homes as meeting points. He would then visit these volunteers' residences and engage in dialogues with people near the volunteers' houses or within the neighborhood. Ariyono Gumay believed that people tend to choose individuals they know and trust.



**Figure 1.** Screenshot Instagram Account of Ariyono Gumay

Source: Instagram Account of Ariyono Gumay (2022)

Ariyono Gumay only created a Facebook account before running for the 2018 regional elections at the instigation of his brother. This decision was based on the consideration that he was unlikely to carry out a door-to-door strategy. Nevertheless, Ariyono realized that social media was indeed very helpful in increasing people's knowledge about him. He rarely updates his stories on social media, including Instagram. His Instagram account does not seem to be managed seriously. From when he first activated his account on 21 August 2019 until 31 October 2022, Ariyono has uploaded only 94 posts. Ariyono does not have a dedicated team to managing his social media accounts. However, he has noticed many sympathetic individuals and volunteers who have helped share his posts. Ariyono acknowledges this support. According to him, Instagram feels less personal, and he prefers disseminating information through WhatsApp,

which he considers more direct. He observes that most social media users are over 35 years old and often have mature financial abilities, affording them ample leisure time. To communicate with groups of emak-emak, Ariyono prefers using WhatsApp. He also believes that broadcasting is more time-efficient than social media platforms like Facebook. Social Media, especially Facebook, has its limitations. An ordinary account can only have 5000 friends, so Ariyono must continually sort potential friends, considering whether they live in Bengkulu City. Creating a fan page account also presents challenges, as fan pages need to start from scratch. Furthermore, not all our friends will necessarily follow our page.

To reach emak-emak groups, Ariyono has assembled a cadre of 1367 mothers at the Rukun Tetangga (R.T) level. This total includes 1274 Neighborhood Pillars in Bengkulu City and other key individuals. This cadre does not solely consist of R.T chairwomen. Ariyono prefers women who are dedicated housewives because they have the time to interact with neighbors and visit local stalls, among other activities. Housewives are considered more suitable for this role than working mothers, who often have limited time to socialize due to their daily activities. Ariyono also enjoys engaging directly with groups of mothers. Alongside his wife, Ariyono has a habit of strolling around the village. They often visit groups of mothers who gather at vegetable stalls or mobile vegetable vendors. Ariyono and his wife engage in casual dialogues with them during these encounters. Ariyono has initiated a business program for MSME owners to strengthen their bonds with these mothers. Mothers can apply for capital loans through Safir Bank to support their businesses. Additionally, Ariyono also employs these mothers as freelancers for Sapphire Bank.

Notably, Ariyono Gumay also demonstrates his commitment to the community by providing food aid packages and distributing as many as 3000 packages each year. To the recipients, Ariyono Gumay kindly requests that they identify two underprivileged individuals within their area. This approach instills a sense of responsibility and belonging among these emak-emak groups. Furthermore, Ariyono Gumay promotes the Badan Penyelenggaraan Jaminan Sosial (BPJS) Health program, a municipal initiative. Ariyono readily uses his funds to finance these social activities. To introduce himself and his wife to the public, Ariyono has shared numerous photos. Of his 94 posts, 17 feature photos of Ariyono and his wife, while three showcase his wife alone. In these posts, Ariyono frequently expresses his love for his wife. However, it's worth noting that some captions may not precisely match the accompanying photos.



**Figure 2.** Foto istri Ariyono Gumay

Source: Instagram Account of [Ariyono Gumay \(2022\)](#)



**Figure 3.** Ariyono Gumay dan Mobil Hummernya

Source: Instagram Account of [Ariyono Gumay \(2022\)](#)



Ariyono has also conducted a survey to assess public brand awareness. This survey delves into the needs and desires of the electorate. Based on the results, Ariyono observes that Bangkulu voters are more inclined towards young, affluent, and intelligent candidates. Ariyono has summarized the characteristics and preferences of the youth demographic. He notes that young people tend to avoid politics, preferring love stories and personal narratives. Ariyono believes that he can excel in the survey by combining these themes of love stories and personal success in his posts.



Figure 4. Ariyono Gumay and Wife

Source: Instagram Account of [Ariyono Gumay \(2022\)](#)

#### 4.1.2. Dedy Wahyudi

Dedy has two Instagram accounts, @DedyWahyudiofficial and @DedyCamkoha. The @DedyWahyudiofficial account is Dedy's official account as Vice Mayor of Bengkulu, managed by the media or admin team. On the other hand, DedyCamkoha's account is his account, managed directly by Dedy. @DedyWahyudiofficial has 19.4 followers, while @DedyCamkoha boasts 39.8K followers. DedyCamkoha's account was created during Dedy's time as a journalist.

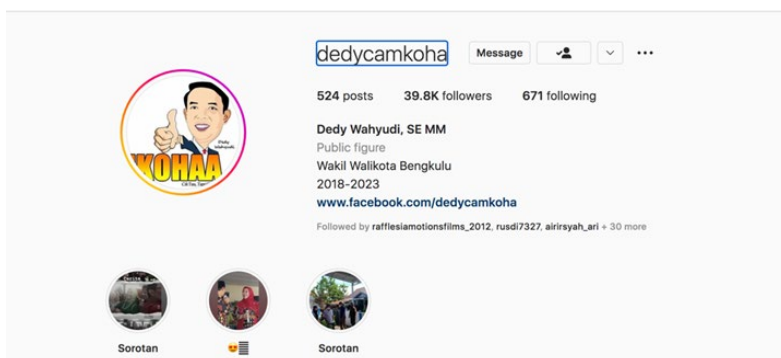


Figure 5. Screenshot of the Instagram Account of Dedy Wahyudi

Source : Instagram Account of [Dedy Wahyudi \(2022\)](#)

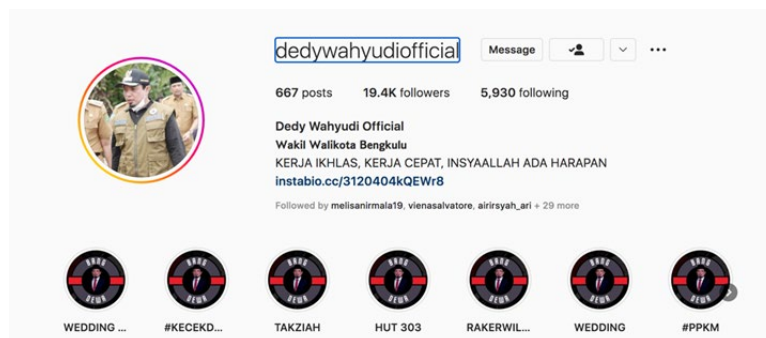


Figure 6. Screenshot of the Instagram Account of Dedy Wahyudi

Source: Instagram Account of [Dedy Wahyudi \(2022\)](#)

Although Dedy occasionally posts more than five activities every day, he doesn't consider the management of his account too serious. Unlike newspaper management, where daily posts are meticulously planned, everything is created naturally, without a strict plan (Gillmor, 2006; Morozov, 2009). In addition to his two Instagram accounts, Dedy also maintains a Facebook account, which he manages. Dedy perceives Facebook as catering to a different demographic, primarily the generation born in the 90s and earlier, in contrast to Instagram, which is predominantly used by millennials. Although fewer posts on Facebook are higher than on Instagram, the followers' feedback is more substantial. Facebook's features allow users to leave longer comments than Instagram. As Vice Mayor, Dedy's schedule is jam-packed from morning to night. On a typical day, he participates in six to eight activities. However, not all of these events are shared on his social media accounts. Sometimes, Dedy and his team only highlight three to five activities. Dedy's posts encompass information about his role as Vice Mayor and his experiences as a father, son, and more. Posts vary and aren't always serious; Dedy and his team also share humorous content for entertainment. According to Dedy, social media is a platform to foster relationships and spread happiness. Dedy's posts are generally intended for a broad audience and are not specifically tailored to groups. Nevertheless, Dedy's team has noticed that interactions with the group of mothers tend to be particularly engaging and enjoyable. Here are a few examples of Dedy's interactions with groups of mothers shared on his Instagram account.

Table 2. Dedy's Post Containing Activities with Groups of Mothers on the Dedy Wahyudi Official Account

Date	Name of Activities	Activities Venue	Caption of Instagram
13 May 2022	Sosialisasi Percepatan Penurunan Stunting di Kecamatan Selebar	Kecamatan Selebar Kota Bengkulu	DEFINISI OF MAK-MAK BARBAR Kasih pantun dulu kalau cak tu... <i>Beli buah pepaya</i> <i>Untuk di makan semua</i> <i>Jangan lupa bahagia</i> <i>Untuk kita semua</i>
26 May 2022	Perkumpulan Pedang Pasar Pagar Dewa	Pasar Pagar Dewa, Jl. Raden Patah, Bengkulu, Bengkulu 38213	Memang betul mak-mak adalah penguasa segalanya, serba benar dan serba bisa. Saat beberapa waktu lalu kami bersilaturahmi dengan para pedagang yang menyempatkan waktunya untuk membuat acara seperti ini, padahal waktu mereka sangat sibuk. Sy bangga dengan kekompakan mereka terkhususnya mak-mak disana saat diberikan challenge semua pada rebutan meskipun belum tentu bisa menjawab pertanyaan.
29 May 2022	Mengaduk Gelamai Bersama Emak-Emak	Tanpa Keterangan Tempat	ko iyo ko,wawali kami nian.idola emak2 nian dimano pun
30 June 2022	Bertemu Pengajian Emak-emak di Masjid Taqwa	Masjid Taqwa Kelurahan Anggut Jl. Soekarno Hatta, Anggut Atas, Kec. Ratu Samban	Ehhhhh tiba-tiba dari kejauhan ada para "ukhti" manggil-manggil, wahh senang dong 🤗, Setelah didekati rupanya emak-emak shalih yang sedang acara mengaji,kirain mau diajak mengaji bersama ternyata.....? Emak emak lagi, emak emak lagi.. Memang kalo disitu ada emak emak, Dedy Wahyudi bisa apa 🤗🤗
19 June 2022	Senam Bersama Emak-emak	Tanpa Keterangan	Emak emak heboh beraksi kembali, kali ko anak Kito di incarnyo 🤗🤗🤗
13 July 2022	Datangi Emak-Emak Merempah Sedekahan	TANPA KETERANGAN	Nek siti panggilannya.usia nya tak lagi muda tangan beliau yang membiru terlihat jelas beliau mengalami sakit akibat terjatuh. Beliau tak berani untuk berobat karena terkendala biaya, jadi keadaan memaksa
21 July 2022	Mengantarkan BPJS Gratis ke Nek Siti	Tanpa Keterangan	

Date	Name of Activities	Activities Venue	Caption of Instagram
23 July 2022	Sukuran Khatam Alquran Pengajian Ibuk-ibuk	Rt 21 Rw 02 Jalan Gedang	<p>beliau untuk menahan rasa sakit tersebut. Kebetulan sekali Allah pertemukan kami begitu cepat, kemarin kami datang memberikan kartu BPJS gratis untuk beliau, sekarang nek siti tak perlu risau, manfaatkan kartu gratis tsb sebaik-baiknya, dan kami juga mendoakan agar beliau selalu sehat. Amiin ya Rabbalamin.</p> <p>Pernah kita mendengar bahkan membaca hadist ini.</p> <p>“Bacalah Alquran, karena Alquran kelak akan datang pada hari kiamat sebagai pemberi syafaat (pertolongan) kepada orang yang membacanya.” (HR Muslim). Dan alhamdulillah warga RT 21 RW 02 jalan gedang mengamalkan arti dari makna hadist ini.</p> <p>Sy berharap ini adalah kabar bahagia untuk warga kota bengkulu, agar perbuatan amal baik ini dapat menjadi motivasi dan ditiru setiap warga kelurahan lainnya.</p>
29 July 2022	Mengantarkan Gerobak Bantuan Kepada Ibu Herawati	Tanpa Keterangan	<p>Ibu HERAWATI namanya, beliau sehari-hari nya berdagang minuman dan pop mi di pinggir jalan, sambil mengasuh balita.</p> <p>Beberapa waktu lalu dapat laporan pesan masuk untuk permohonan bantuan gerobak, dan Alhamdulillah Allah permudahkan do'a beliau sehingga hari ini bisa terwujud.</p> <p>Judul nyo "NGEKUR NIUR KUDAI" ado lawaaaaannnn cikkkkk!! 🤔🤔🤔</p>
12 August 2022	Lomba Senam Ibuk-ibukPerayaan HUT RI di Kecamatan Teluk Segara	Kecamatan Teluk Segara Kota Bengkulu	
26 August 2022	Pemberian Program Jatah hidup Kepada Janda 82 Tahun	Tanpa Keterangan	<p>Mata bisa rabun,tetapi peduli sesama kita tidak bisa menutup mata dan telinga,Selamat selaluu yo makkk</p>

Source: Instagram Account of [Dedy Wahyudi \(2022\)](#)

**Table 3.** Dedy Wahyudi's interaction with Dedycamkoha's account

Date	Activities	Caption Instagram
13 May 2022	Pertemuan dengan warga	Efek Fillm KKN Desa Penari
23 May 2022	Dedy sebagai ayah	<p>Nenek hebat 🤔</p> <p>HARUS PACAK GALO</p> <p>Senin pagi pasti sangat sibuk bagi orang tua. Takut telat sekolah/tempat kerja. Nah, pas si kecil pakai baju sekolah kancingnya hilang satu.</p> <p>Sy dari kecil diajarkan mandiri oleh ibu yang seorang guru. Anaknya harus bisa!</p> <p>“Bukak baju tu. Papa jahitkan kancingnyo.”</p> <p>“Bisa apo papa jahit?”</p> <p>Naaa....</p>

Date	Activities	Caption Instagram
5 June 2022	Jokes	Itulah anak kini. Nyo dak tau kalu baknyo ko pacak galo PROTES KURIR
18 June 2022	Bernyanyi dengan istri As a father	Yg dipesan kulkas, datang lemari es Dapatkan kaset dan CD nya cak-icak ngawani si bungsu main. Padahal bak nyo yang slero main
21 June 2022	Pemasangan standing banner. Kesehatan untuk masyarakat	BEROBAT GRATIS Warga ber KTP/KK Kota Bengkulu kini tak perlu risau. Yang tidak punya BPJS kesehatan, Pemkot akan membuat BPJS Kesehatan GRATIS. Kini sedang proses pendataan. Bagaimana BPJS mandiri, tapi menunggak Pak Wali-Wawali? Tetap akan dilayani dengan baik. Pemkot telah melakukan kerjasama dengan BPJS dan seluruh rumah sakit di Kota Bengkulu. Tentu ada proses registrasi/pendaftaran. Namun kami akan permudah. Yang pasti, rumah sakit tidak boleh menolak pasien. Apalagi warga KK/KTP Kota Bengkulu. Hari ini kami memasang standing banner di setiap rumah sakit. Di standing banner tersebut juga kami cantumkan No WA Walikota H Helmi Hasan (081173-7646) dan Wk Walikota Dedy Wahyudi (081173-7766). Kami ingin memastikan bahwa seluruh warga Kota Bengkulu dilayani dengan baik oleh seluruh rumah sakit. Sebab cita-cita kami seluruh WARGA KOTA BENGKULU BAHAGIA 🤝🤝
3 July 2022	Kebijakan zulhas minyak goreng	Akhirnya emak-emak tersenyum bahagia 😊
6 July 2022	Zulhas minyak goreng	MINYAKITA
8 July 2022	Sunat gratis	Definisi emak-emak bahagia 😊 HD KHITAN Setelah progam HD BERSALIN gratis.. Kini warga Kota dapat mengikuti program sunatan gratis (HD KHITAN). Yang diselenggarakan di setiap Puskesmas. Tapi ini hanya berlaku bagi anak-anak. Bapak-bapak tidak boleh. Kecuali atas izin istri
12 July 2022	Zulkifli hasan	Minyak goreng
15 July 2022	Dapat BPJS gratis	TANGIS BPJS GRATIS Kebahagiaan hakiki adalah, ketika kita bisa membahagiakan orang lain. Yang sedih menjadi gembira. Yang murung jadi ceria. Saat penyerahan kartu BPJS gratis, tak terasa mata terasa basah melihat warga menangis bahagia. Dulunya mereka tak berani ke rumah sakit karena tak ada biaya. Kini dengan BPJS Gratis tak ragu lagi berobat. Maka di Kota Bengkulu, seluruh warga berhak bahagia. Walau dalam keadaan sakit, insyaallah tetap bahagia. Karena pemkot menjamin biaya berobat warga kota melalui Program BPJS Gratis. Inilah wujud perhatian kami (Wali-Wawali) untuk menghadirkan kebahagiaan bagi seluruh masyarakat Kota Bengkulu. Semua harus BAHAGIA 😊.
18 July 2022	Dengan istri	ostongan ini buat nyenangi bini @dianmarwan2021 🤝🤝
28 July 2022	Sunat gratis	Kebilo ndak (sunat) pacak, tapi hanya boleh sekali dan untuk



Date	Activities	Caption Instagram
7 August 2022	Pinjam mobil dinas untuk nikah	anak-anak 😊 #HD KHITAN Mau??? Buruan kawin.. Eh.. Menikah
9 August 2022	Dengan istri	Alphard BD 1 A & BD 2 A siap melayani. PENGANTEN LAWAS Tibo-tibo masuk pesan WA bini. "Bang, hari ini genap 19 tahun hari pernikahan kita. Semoga kita berdua selalu sehat." Cie..cie.. 😊 😊 Btw, kalu nengok undangan nikah anak-anak kini, galak ngiri kito nengok foto prewed. Soalnya zaman dulu dak banyak pilihan studio foto. Paling foto di Prima atau Queen di Prap-to 😊 😊 .
25 August 2022	Kesehatan masyarakat	DIMARAH! EMAK-EMAK 🙄 Ternyato... 😊 🙄
28 August 2022	Dengan ibu	Tonton sampai selesai, mangko dak salah paham Lekas sembuh Ibu... 🙄

Source: Instagram Account by [Dedy Wahyudi \(2022\)](#)

With his two social media accounts, Dedy strives to always respond to people who provide feedback on his posts. Dedy recognizes the importance of social media in raising awareness among the public. Social media users exhibit varying levels of engagement, from passive to active, and some never comment, while others occasionally do ([Gustafsson, 2012](#); [Lange, 2007](#)). Dedy views this as an essential aspect of a politician's role in free socialization. Regional leaders who fail to inform the community of their activities are often perceived as inactive by the public ([Bayat, 2013](#)). For Dedy, the media serves to connect with people who cannot be physically reached. Consequently, over time, people become increasingly aware of Dedy Wahyudi.

## 5. Conclusion

As someone who has long struggled with mass media, Dedy Wahyudi's efforts to utilize the media are quite serious. Dedy uses social media to provide information, establish relationships, and offer entertainment. Given that the election is still a long way off and the timing of the declaration of candidacy is uncertain, it appears that Dedy has not yet effectively socialized social media to reach specific groups. Ariyono Gumay relies more on face-to-face communication with the target group, especially mothers. Ariyono trusts the power of in-person meetings more than interactions through social media, which are less personal and private. Dedy represents himself as a family man while Ariyono Gumay portrays himself as an affluent and accomplished young figure, as this type of politician resonates well with the people of Bengkulu. Neither Dedy Wahyudi nor Ariyono Gumay has optimally approached the group of mothers to increase their brand awareness. It is likely because it's uncertain whether or not they will advance in the 2024 election. When engaging with the group of mothers, these two politicians have not yet centered on a specific issue as a key electoral concern.

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