

## JOKOWI'S EMOTIONS ON INSTAGRAM FOLLOWING INDONESIA'S CANCELLATION AS U-20 WORLD CUP HOST

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### Abstract

*The cancellation of Indonesia as the host of the U-20 World Cup grabbed massive public attention. FIFA canceled due to rejection from various groups such as Bali Governor I Wayan Koster, Central Java Governor Ganjar Pranowo, several parties and mass organizations. President Jokowi also responded to this, starting from affirming that it is necessary to separate politics and sports, to expressing his enthusiasm after the cancellation by FIFA. This research seeks to find out what kind of emotions President Jokowi is trying to display on Instagram social media. Emotions and political communication have a close relationship, as both influence each other and shape public views on political issues. This qualitative research uses AWS Rekognition as a machine learning-based visual analysis tool to determine the emotions displayed. The result of the research is that Jokowi shows a calm emotion. One of the logical assumptions for showing calm emotions is to maintain stability and show that the President is in control of the situation.*

**Keywords:** Political Communication, Emotion, Jokowi, World Cup U-20, Instagram, Machine Learning

### INTRODUCTION

Emotions and political communication have a close relationship, as both influence each other and shape public views on political issues (Alvin 2023b). Basically, emotions are subjective feelings that can be triggered by various things, both positive and negative. In the political context, emotions can be triggered by sensitive issues such as differences in political views, ethnic differences, religion, and also national security issues (Cangara 2016).

Triggered emotions in politics can also affect how individuals or groups communicate and act (Engelken-Jorge 2011). For example, someone who is emotional in a political discussion is more likely to respond with irrational and aggressive arguments. At the same time, triggered emotions can also affect a person's perception of the facts and information received. Emotions therefore play an important role in political communication, as they can influence public views and the political decisions made by voters (Peng 2021).

One of the most emotionally-charged and politically-charged events was the cancellation of the U-20 Football World Cup in Indonesia (FIFA 2023). The cancellation occurred due to rejection voiced by several elements, among them were Bali Governor I Wayan Koster, Central Java Governor Ganjar Pranowo, PDIP, PKS, PPP, and a number of mass organizations (Detikcom 2023). These parties rejected the presence of the Israeli national team in Indonesia, due to differences in political views (Lumbanrau 2023).

Based on checking through Google Trends, it is known that the cancellation of the U-20 World Cup is a major highlight in Indonesia. Here's a snapshot of the graph.

Interest Over Time ?



Source: Google Trends (2023)

From the graph above, it can be seen that the peak of attention from the Indonesian public occurred on March 27, 2023. On that day, President Jokowi gave a press statement at the Presidential Palace to calm the public. From the first time the issue of rejection of the Israeli national team's presence to FIFA's final decision to cancel Indonesia as the host of the U-20 world cup, President Jokowi uploaded five contents on Instagram @jokowi (<https://www.instagram.com/jokowi/>).

In today's digital era, one way to deliver political messages effectively and massively is through social media (Lindgren 2017). Meanwhile, the easiest content to be consumed by the public and has the potential to trigger emotions is visual content (Filimonov, Russmann, and Svensson 2016; Alvin 2019, 2022b, 2020; Octora and Alvin 2022). Photos, images and videos fall under the category of visual content. Furthermore, in general, the most popular social media in Indonesia today is Instagram. A report written by Broz (2022) concluded that Instagram is the most popular social media where individuals upload photos. As of October 2022, there were 1.3 billion photos on Instagram.

Visual research in political communication is important to do because it can affect the emotions and perceptions of the audience towards the messages conveyed by political leaders, in this case the President. The visuals chosen by the president can certainly affect the audience's perception of his personal image, and can affect the way the audience understands and accepts the political messages conveyed. Therefore, this study seeks to find out what kind of emotions are displayed by President Jokowi in the issue of canceling the U-20 World Cup.

## LITERATURE REVIEW

### The Importance of Emotions in Political Communication

Emotions are innate human reactions to stimulus from the environment. Emotions can influence human behavior, including in the political process (Bossetta and Schmøkel 2022). In the political context, emotions can influence public views and voter behavior. Emotions can motivate voters to vote, influence public views on political issues, and shape individual political identities (McKevitt 2019). Therefore, it is important for political communication to understand the role of emotions in the political process.

Meanwhile, Cepernich (2016) defines emotion as an internal process after seeing or experiencing a significant event that is influenced by internal factors (personal experience) and external factors (various classifications of behavior and culture). Research and discussion about emotions in the realm of political communication is often underestimated. This cannot be separated from the assumption that emotions are a threat to rationality in making political choices and attitudes. However, emotions are an important element that cannot be separated from politics.

According to Bossetta and Schmokel (2022), every visual post on social media has emotional content in it and can significantly affect the success of political communication. On social media, the followers feature is a sign that there are indeed public groups who are interested in following a certain figure. Each post is of course a message from the figure to his followers. The effect of the message is not limited to the explicit, but also implied things such as emotions that are trying to be communicated. Therefore, McKevitt (2019) explains that politics requires emotional appeal to be able to persuade the target public. The public processes and determines political choices through the emotion into action paradigm.

Political communication is a communication process that aims to influence public views on political issues (Alvin 2022b). Political communication includes political messages, campaign messages, and government messages (McNair 2017). In the context of political communication, emotions can be utilized to achieve political goals.

One way to utilize emotions in political communication is to create emotional messages (Wijnendaele 2014). Emotional messages can influence public views on political issues. Emotional messages can include emotionally evocative personal stories, compelling images or videos, or dramatic language (Lee and Theokary 2021; Šimunjak, Sinčić Ćorić, and Brečić 2017).

### **Relationship Between Visual and Emotions in Political Communication**

Visuals can trigger emotions and influence public perceptions and attitudes towards certain issues (Steffan 2020). Images or videos showing difficult situations or people's suffering can trigger negative emotions, such as anxiety or anger, and strengthen public support for political solutions offered by political leaders.

In addition, visuals showing the success or achievements of political leaders can trigger positive emotions, such as excitement or hope, and strengthen public support for the political policies they promote (Farkas and Bene 2021).

However, political leaders should be careful when using visuals in political communication as the wrong visuals can trigger negative emotions and incite division or violence. For example, images or videos that show violence or hatred can trigger negative emotions that exacerbate an already tense political situation. Therefore, political leaders should ensure that visuals used in political communication are not only eye-catching, but also relevant, accurate and not offensive to certain groups (Haim and Jungblut 2021).

Visuals are a powerful tool in political communication, and they have a significant impact on emotions. Political campaigns and communicators use visuals to create emotional connections with the public, to create a sense of urgency or fear, to create a positive image

of the candidate or political party, or to discredit opponents. However, it is essential for political communicators to use visuals responsibly and ethically to avoid spreading misinformation or manipulating the public.

## **METHOD**

This research will apply the content analysis method. Specifically, the content to be analyzed is visual uploads on President Joko Widodo's Instagram social media (@jokowi). The total visual uploads to be analyzed are limited to the period March 27 to April 2, 2023. The periodization was determined because it was in accordance with trend analysis based on Google Trends data, where the public began to massively highlight the issue of canceling the u-20 world cup in Indonesia.

The researcher conducted the data collection stage by accessing Instagram @jokowi. Furthermore, researchers adjusted the visual content with a predetermined time periodization. In terms of uploads, there are 20 visuals. Of the total visuals, researchers excluded 15 visuals because their contents were not related to the issues to be studied in this article. Thus, there are five visuals, including four video reels and one photo carousel, which are the data to be analyzed.

For the video reels in particular, the researcher applied screenshots per scene transfer. There are also text subtitles in the videos. Researchers will adjust the words that directly allude to the cancellation of the U-20 World Cup.

The visual data set that has been collected will then be processed through Amazon Web Service or AWS (2022), a site that provides cloud computing and machine learning platforms. One of the services from AWS is Amazon Rekognition, which can analyze visual information (photos and videos) and then provide analysis results in the form of emotion detection.

Schill (2012) writes, "studies of the human brain have found that images are processed emotionally almost instantaneously and before viewers can rationally process the message". There is an understanding that individuals assess one's emotions through an emotional approach first, and then logically processed. Therefore, the use of AWS is relevant because it avoids human bias.

AWS Rekognition has eight features, namely label detection (a feature that automatically labels objects such as people, cars, houses, etc.); image properties (a feature that automatically analyzes the color tendency of a visual, and provides other information such as brightness, sharpness, and color contrast); image moderation (a feature that automatically analyzes certain visuals that fall into violence or sexuality sensitive categories, and then provides recommendations); facial analysis (a feature that automatically analyzes various attributes on the face seen in a visual); celebrity recognition (a feature that automatically analyzes a visual and recommends the name of a famous person from the visual and is not limited to celebrities); face comparison (a feature that automatically analyzes and shows facial similarities from a visual); text in image (a feature that automatically lists what text is in a visual); personal protective equipment detection (a feature that automatically detects masks, face and hand protection from a visual). Not all

features available in AWS Rekognition will be used. In this research, the main feature that will be utilized is facial analysis to determine the emotion of a visual.

Engelken-Jorge (2011) explains that there are four main emotions, namely happy, afraid, angry, and sad. Meanwhile, the AWS system based on the algorithm can classify into eight emotions, namely happy, sad, angry, confused, disgusted, calm, fear, and surprise. If AWS machine learning cannot determine the emotion of the visual to be processed, it will be classified as unknown.

The guide states that Amazon Rekognition (2022) is able to provide simple demographic details such as gender, age, or attributes worn from the visuals being analyzed. The confidence level of the visual analysis performed reaches 99.99%. However, AWS underlines that the near-perfect confidence level is based on facial recognition only. AWS cannot yet analyze or detect internal emotional states.

The limitations of AWS are also in line with the statement of Tian, Takeo, and Cohn (2013) that a person's emotions can be radiated from their facial expressions but the certainty of measuring human intrapersonal emotions is difficult. Humans are so complex and have a variety of variables including individual differences, culture, gender, time, and so on that need to be taken into account. However, these limitations do not affect the validity and validity of this study because the researcher is trying to capture the emotions displayed on social media. Every post, especially a post from a politician, must have been planned and intended to achieve a goal (Robin, Fendista, and Adiwinata 2020; Robin, Alvin, and Hasugian 2022; Robin 2021; Alvin 2022a, 2022c, 2023a). Thus, the utilization of AWS Rekognition is appropriate and in line with the spirit of this research.

## **RESULTS AND DISCUSSION**

### **Showing Calm Emotions**

This research aims to find out what kind of emotions President Jokowi is trying to highlight through his social media to the public in the issue of rejecting the U-20 World Cup in Indonesia. Out of eight emotion classifications based on AWS machine learning, it is known that Jokowi dominantly emphasizes calm emotions. This finding is actually surprising because researchers first assumed that Jokowi would display sadder emotions.

This finding seems to confirm previous research that the majority of politicians are more inclined to show positive emotions, where calm is included in it. This is also inseparable from the assumption that politicians want the public to remember them positively, so the messages and emotions sent must also be packaged positively.

Moreover, social media has a platform structure that indirectly encourages users to upload visual information that can bring positive affection. For Lindgren (2017, p. 159), emotions do have a bias that comes from the basic design of social media. For example, Instagram only has a love feature, and there is no unloved feature. Thus, referring to the biased mindset of social media, social media users - including Jokowi- are entangled in the system to display positive emotions, namely calm emotions.



No	Date	Visual Content Snapshot	Processing Results via AWS										
1	21-Mar-23		<div></div> <table><tr><td>looks like a face</td><td>99.9 %</td></tr><tr><td>appears to be male</td><td>99.9 %</td></tr><tr><td>age range</td><td>48 - 54 years old</td></tr><tr><td>not smiling</td><td>94.4 %</td></tr><tr><td>appears to be calm</td><td>94.6 %</td></tr></table>	looks like a face	99.9 %	appears to be male	99.9 %	age range	48 - 54 years old	not smiling	94.4 %	appears to be calm	94.6 %
looks like a face	99.9 %												
appears to be male	99.9 %												
age range	48 - 54 years old												
not smiling	94.4 %												
appears to be calm	94.6 %												
2	29-Mar-23		<div></div> <table><tr><td>looks like a face</td><td>99.9 %</td></tr><tr><td>appears to be male</td><td>99.9 %</td></tr><tr><td>age range</td><td>47 - 53 years old</td></tr><tr><td>not smiling</td><td>94.7 %</td></tr><tr><td>appears to be calm</td><td>51.7 %</td></tr></table>	looks like a face	99.9 %	appears to be male	99.9 %	age range	47 - 53 years old	not smiling	94.7 %	appears to be calm	51.7 %
looks like a face	99.9 %												
appears to be male	99.9 %												
age range	47 - 53 years old												
not smiling	94.7 %												
appears to be calm	51.7 %												
3	02-Apr-23		<div> </div> <table><tr><td>looks like a face</td><td>99.9 %</td></tr><tr><td>appears to be male</td><td>99.9 %</td></tr><tr><td>age range</td><td>47 - 53 years old</td></tr><tr><td>not smiling</td><td>89.3 %</td></tr><tr><td>appears to be calm</td><td>89.4 %</td></tr></table>	looks like a face	99.9 %	appears to be male	99.9 %	age range	47 - 53 years old	not smiling	89.3 %	appears to be calm	89.4 %
looks like a face	99.9 %												
appears to be male	99.9 %												
age range	47 - 53 years old												
not smiling	89.3 %												
appears to be calm	89.4 %												

4



dan kita dipilih.



looks like a face 99.9 %

appears to be male 99.9 %

age range 42 - 50 years old

not smiling 94.8 %

appears to be calm 99.5 %

Source: Author's Analysis

Showing calm emotion is essential for a president when handling issues because it helps them to make better decisions and respond to challenges in a more measured and thoughtful way (Bucy 2000). A calm president is better equipped to navigate the complex and often unpredictable challenges that come with governing, and to make decisions that serve the best interests of the country. If a president appears to be panicked, it can create unnecessary panic and anxiety among the public, making the situation worse.

There are several reasons that showing calm will bring benefit. Firstly, it promotes rational communication (Ekman and Widholm 2017). When a president is calm, they are more likely to communicate rationally and clearly. This helps them to convey their message effectively and build consensus around their policies and decisions. Secondly, it inspires confidence (Serazio 2017). A calm and composed president inspires confidence in their leadership and ability to handle crises. It can reassure the public and other leaders that the situation is under control and being handled in a thoughtful and responsible way. Thirdly, it also encourages cooperation to find solution to the problem (Hesburgh 1971). When a leader remains level-headed and rational, they are more likely to be respected by others, which can make it easier to find common ground and work together towards a common goal.

However, simply showing calmness is not the only and best response. There are also some potential drawbacks to only showing a calm emotion (Clementson, Pascual-Ferrá, and Beatty 2016; Alvin 2023b; Bossetta and Schmökel 2022). Firstly, it shows lack of empathy. If a president is always calm in the face of crisis, it can sometimes come across as a lack of empathy or concern for those who are affected by the crisis. While it is important for a leader to remain composed, it is also important to show empathy and understanding for the emotions of those who are impacted.

Secondly, perception problem. A president who only shows a calm emotional response can sometimes be perceived as indifferent or uncaring. If the public feels that their leader is not taking the crisis seriously, it can erode trust in the government and lead to further disengagement. Thirdly, lack of authenticity. A president who only shows a calm emotional response may be seen as lacking authenticity or transparency. If a leader is always composed, it can be difficult for the public to relate to them or to understand their true feelings about the crisis.

## CLOSING

### Conclusion

Emotions and visual information clearly play a big role in political communication. The simplest explanation to see the connection between the two is how the emotions displayed by Jokowi in responding to the issue of postponing the U-20 World Cup. Understanding emotions in the context of political communication is crucial to understand, because people who see visual information can absorb the emotions contained in it and reflect the emotions as desired by the communicator. This is referred to as the emotion into action pattern (McKevitt, 2019).

This research seeks to reveal emotions on social media, specifically on Instagram @jokowi. Broadly speaking, the dominant emotion displayed on President Jokowi's social media on the issue of canceling the U-20 World Cup in Indonesia is calm. This research reaffirms that the President as head of state and head of government must have the ability to show calm emotions.

One of the main limitations of this research on Instagram is that the findings may not be generalizable to other social media platforms or to other forms of visual communication. Instagram has its own unique culture, features, and user demographics, and these may affect how people engage with visual content on the platform. Therefore, findings from Instagram-based studies may not necessarily apply to other platforms or contexts.

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