

A.I. Generate Image Attraction For Winning Indonesian Presidential Election 2024

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Abstract

National elections are the most important event in the democratic life of Indonesian. The 2024 national election will determine the future of the political and social path. Along with this, artificial intelligence (A.I.) technology has been able to create attractive images, this phenomenon has also entered the democratic party for the President and Vice President election of Indonesia in 2024. This research investigates the attractiveness of images, which are created by artificial intelligence (A.I.) to one of candidates for President and Vice President of Indonesia period 2024 - 2029. This research focuses on how branding practices work through political advertising by using artificial intelligence (A.I.) to create images that influence public perception and opinion; about candidates and political parties using visual and comparative analysis techniques. The method in this research uses descriptive qualitative; by analyzing literary sources, interviewing potential voters, and processing them within the scope of scientific studies of visual communication design. The research results show that images created by artificial intelligence (A.I.) have a strong visual appeal, thereby influencing potential voters in determining a particular candidate or political party. The research is expected to provide new insight into the role of visualization using artificial intelligence (A.I.) technology to attract sympathy politely and ethically, create a beautiful image, and influence the formation of public opinion in determining choices.

Keywords: *Artificial Intelligence (A.I.), Visual Appeal, Presidential Election*

Introduction

General elections or general elections are still significant occurrences in every democratic country. The 2024 Indonesian elections will demonstrate how the country's government and society will work in the future years. Artificial intelligence technology has already added a new exciting dimension to today's halls of power. This phenomenon is getting into the world of democracy, and an example of its impact may be the Presidential and Vice-Presidential Election of Indonesia in 2024. The purpose of the study is to determine how much interesting the visualization images of the pair of candidates for the President and Vice President of Indonesia for the 2024–2029 period frame was for artificial intelligence. The research proposal focuses on the perception of one of the pairs by A.I.

However, some aspects of the research need to be improved, such as adding reference data to strengthen arguments and ensuring the suitability of the images used. It is essential to consider the demography and sociology background of the resource persons to relate the findings to the typical society that perceives AI as either a political gimmick or a genuine representation of political reality. This approach will ensure the study is not too generic and remains context-specific. Given the qualitative nature of this research, there is room to further elaborate on the opinions of interviewees, representing diverse viewpoints.

Presidential Election are crucial in the political dynamics of countries in which the public plays a role in determining its representatives in various legislative and executive institutions. In the Indonesian case, Presidential Election are the ultimate authority that Overview the country's socio-policy system. Therefore, every Presidential Election in Indonesia is accompanied by various campaign strategies that could involve the use of political advertising.

The Presidential Election held in 2024 in this digital era have also indicated that technology is increasingly becoming an integral part of every aspect of life, including politics. One notable strategy is the increased use of images generated by the artificial intelligent technology in political advertising. Influencers prefer to use A.I. generated images because the technology can manipulate images and videos more, also more attractive with immersive context.

The interesting thing about the 2024 Indonesian presidential and vice Presidential Election, after the Constitutional Court (MK) decided that the minimum age for Indonesian presidential and vice presidential candidates (candidates and cawapres) is 40 years or those who have experience as regional heads at either the provincial or district/city level, Gibran Rakabuming Raka advanced to become the youngest vice presidential candidate in the history of Indonesian vice presidential candidates (Setiawati, 2023). Apart from that, the interesting thing about the Presidential Election is the dominance of the younger generation who have the right to vote as much as 55% or the equivalent of 114 million voters consisting of millennials and Gen Z (Fitriani, 2024). Gibran's presence seems to be a representation of the great power of Indonesia's young generation who plays an active role in determining the future of the nation.

The research in this study employs a qualitative approach, utilizing literature analysis, interviews, and data processing. It is important to clarify whether the interviews were conducted with prospective voters or those who had already voted, as this distinction can significantly impact the interpretation of the results. The time frame of the research should also be specified to indicate whether it was conducted before or after the presidential election. This additional context will help verify the accuracy of the conclusions and highlight the evolution of public sentiment throughout the election period.

Studies show that visual appeal created by artificial intelligence (A.I.) have strong visual appeal, which significantly influences voters' decisions to vote for a particular political party or candidate. It is hoped that this research will provide new understanding of how to visualize using A.I. helps attract moral sympathy, create convincing images, and influence public opinion during the Presidential Election process. Therefore, this research can serve as a foundation for the development of more durable and efficient political communication methods in the future.

Research Method

The method used in this research is descriptive qualitative. This approach is used to understand the phenomenon of image visualization created by artificial intelligence (A.I.) in the context of the Presidential Election in Indonesia in 2024. This research method includes several main steps:

1. Literature Analysis: Research begins by conducting a literature review of literature sources relevant to the research topic. This includes literature on artificial intelligence (A.I.) technology, visual communication design, and Indonesian political dynamics.
2. Potential Voters Interviews: This research involves interviews with potential voters to understand how they respond to images created by artificial intelligence. This interview aims to identify factors that influence their perceptions and opinions regarding political candidates and parties.
3. Data Processing: Data obtained from literature analysis and interviews will be processed in depth. This data processing includes descriptive analysis of potential voters' responses and the correlation between visual appeal created by A.I. and their political preferences.

4. Visual Analysis and Comparison: Visual analysis methods will be used to assess the visual appeal of images created by artificial intelligence. Comparative analysis is also carried out to compare these images with images of other candidates or political parties.
5. Results Interpretation: The results of the analysis will be interpreted in the context of their impact on public perceptions and opinions about candidates and political parties. This will help understand the extent to which visual appeal created by A.I. can influence voter decisions.

Apart from that, the author also uses three theoretical bases; namely: Branding Politics: Emotion, Authenticity, and the Marketing Culture by Michael Serazio, Market Driven Political Advertising (Social, Digital and Mobile Marketing) by Andrew Hughes, and Decoding Advertisements by Judith Williamson; with four categories offered regarding advertising semiotics; namely: product as signified, product as signifier, product as generator, and product as currency in the relationship described in the table as follows:

| Factor | Branding Politics and Marketing Culture (Michael Serazio) | Market Driven Political Advertising (Andrew Hughes) | Decoding Advertisements (Judith Williamson) |
|----------------------------------|--|---|--|
| Literature Analysis | Focuses on the importance of emotion, authenticity, and marketing in political branding. Discusses how A.I. helps create images that focus on emotional and authentic aspects of candidates. | Emphasizes the role of digital, social, and mobile marketing in market-driven political advertising. A.I. is used to create political advertisements that draw attention on digital platforms and social media. | Explores how A.I. creates visual appeal that can be encoded and understood by potential voters. |
| Interviews with Potential Voters | Reveals the importance of emotion and authenticity in shaping positive views of potential voters toward candidates. | Shows that A.I. produces visual appeal that draw attention on digital platforms and social media. | Provides insight into how potential voters interpret A.I. generated images. |
| Data Processing | A.I. has the potential to evoke emotions and enhance candidate appeal. | A.I. enables the creation of efficient and consistent visual content across various digital marketing platforms. | A.I. manipulates visual signs to create the desired image for candidates. |
| Visual Analysis and Comparison | A.I. creates images that are authentic and relevant to the values of voters. | A.I. can create political advertisements that are relevant and tailored to market preferences. | Highlights the role of A.I. in constructing strong semiotic messages in political advertisements. |
| Results Interpretation | Emphasizes the balance between emotion, authenticity, and effective marketing in A.I. campaigns. | Underscores the importance of using A.I. strategically in market-driven political advertising. | Stresses the importance of understanding the impact of A.I. generated advertising on voter perception. |

Table 1. Research Methods, Source: Researcher.

By using a table that shows the relationship between the three theories and the factors in the research; which is believed to help illustrate how A.I. used in political campaigns and its impact on voter perceptions and decisions, the research is expected to provide in-depth insight into the role of artificial intelligence in shaping the political views and choices of prospective voters in Indonesia in the 2024 Presidential Election.

Brands have a physical form and also non-physical associations to represent an entity and differentiate it from others (Rustan, 2021), so in this essay political parties are the entities that carry out branding. Branding is understood as "the process of building public perception and trust in a brand" (Rustan, 2021: 55). Brand identity, advertising and brand activation are tools that can be used for branding (Rustan, 2021).

Further in his explanation, Andrew Huges (2018) said that political brands are closely related to political advertising, where the methods used by digital advertising create deeper and higher emotional responses through personalized messages (the act of changing or modifying something).

Political brands are aware of being in line with their target audience, and then develop a unique brand personality, following their target audience, but consistent with the brand platform they use (Hughes, 2018). In line with what Andrew Hughes (2018: 30) said, "Political advertising is going through a shift that matches how the market consumes its information and media. Knowing that the personalized value exchanged on social media adapts to voters' issues (Andrew Hughes, 2018), and when "talking about advertising means talking about signs, a very semiotic issue" (Utomo, 2020: 105), it can be understood that advertising Politics works to exchange sign values, so semiotic analysis of advertising can help to find out how ideology works to build public perception and trust through political advertising as part of branding practice.

Judith Williamson's work on semiotics in advertising offers a detailed examination of how advertisements communicate messages through the use of signs and symbols (Williamson, 1978). In her analysis, Williamson explains how advertisements construct meaning and influence audiences by combining various visual and textual elements to create a narrative or message that resonates with the target audience. In her explanation of semiotics in advertising (Wells, 2003), Williamson emphasizes how advertisements are crafted to tap into cultural and social contexts, leveraging familiar signs and symbols to shape consumer perceptions and desires (Ellison, 2014). Through her analysis, she demonstrates how ads are not just about selling products but also about conveying deeper meanings and narratives that resonate with audiences.

Discussion

3.1. Literature Analysis

The research began with a comprehensive literature analysis to gain an in-depth understanding of the relationship between artificial intelligence (A.I.) technology, visual communication design, and political dynamics in Indonesia. The literature review covers a variety of relevant literature sources, including academic articles, research reports, and papers related to the topic of A.I. and its applications in the fields of visualization and elections. This literature also covers recent developments in A.I. technology, particularly how A.I. is being used to produce engaging and impactful images in the field of visual communications.

In this study, it was found that A.I. technology has brought significant changes in visual communication design. A.I. can produce highly realistic and engaging images quickly, allowing users to create compelling imagery for a wide audience (Aini, 2023). The literature shows that A.I. ability to generate engaging visual content has been exploited in a variety of contexts, including advertising, entertainment, and now, politics. The use of A.I. in political contexts, such as elections, offers great potential to influence public perception through powerful visualization.

Literature analysis also reveals an increasing interest in the use of A.I. in political campaigns. Several studies show that political parties and candidates are starting to adopt A.I. technology to create an attractive image for potential voters. A.I. enables the creation of customized images quickly and efficiently, maximizing the impact of visualization in political campaigns (Darmawan, 2023). The literature also highlights concerns about the potential negative impacts of the use of A.I. in politics, such as the spread of misinformation or manipulation of the public image (Utami, 2024).

Additionally, research literature highlights the importance of ethics in the use of A.I. in political contexts. Although A.I. has great potential to positively influence public opinion, there is a risk that unethical use of A.I. could lead to fraud or misuse of information. Therefore, it is important for policymakers and political actors to understand the limitations and responsibilities of using A.I. to create attractive images and influence public perception in an ethical manner.

These are the results of study about the literary analysis scope; which consists of branding politics: emotion, authenticity, and marketing culture, social, digital, and mobile marketing-based political advertising, and advertising code descriptions.

1. Branding Politics: Emotion, Authenticity, and the Marketing Culture (Michael Serazio)

Literature analysis using this theory examines how branding in politics is not only about promoting a candidate's policy positions but also about connecting with voters on an emotional and authentic level. In the context of the Indonesian President Election 2024, this involves exploring how A.I. generated images can create an emotional connection with voters by presenting candidates as relatable, genuine, and aligned with voters' values. It includes evaluating how A.I. can enhance candidates' authenticity and establish a culture of marketing that resonates with the Indonesian public voters.



Figure 1. Image change with A.I.
Source: Pikiran Rakyat.

Changing the image of a political figure with a militant past can be challenging, but A.I. can help create a more positive and compassionate image by showcasing softer aspects of the personality. In Prabowo's case, for example, A.I. can produce images or videos depicting his loving nature with his pets, such a white cat.

2. Market Driven Political Advertising (Social, Digital and Mobile Marketing) (Andrew Hughes)

This theory focuses on the use of social, digital, and mobile marketing strategies to reach voters effectively in the political realm. In relation to the Indonesian President Election 2024, literature analysis involves investigating how A.I. generated images can be optimized for various digital platforms, such as social media and mobile apps, to engage voters where they spend most of their time. The analysis also looks at how market-driven advertising techniques can be integrated with A.I. to target specific voter segments and adapt messages based on data-driven insights.



Figure 2. Use of A.I. in social media campaigns. Source: IG@PinterPolitik.

Can also help adapt this content for various media platforms, including social media, to ensure that the message reaches a wider and more diverse electorate. In this way, Prabowo's new, more compassionate image can be effectively integrated into his political campaign. However,

it is important to ensure that the use of AI in rebranding remains ethical and authentic. Excessive manipulation or misrepresentation can harm the integrity of a campaign and generate negative reactions from voters. Therefore, campaigns must be careful in using AI to create a balanced image and represent the candidate honestly.

3. Decoding Advertisements (Judith Williamson)

This theory deals with understanding the underlying semiotics and meanings in advertisements, including those generated by A.I. For the Indonesian President Election 2024, literature analysis examines how A.I. generated images can be decoded to uncover the intended messages and symbols that influence voter perception. This includes analyzing the visual language, symbols, and cultural references used in A.I. generated content to appeal to Indonesian voters' preferences and beliefs. The analysis also explores how A.I. can be leveraged to create targeted messages that resonate with specific voter demographics.



Figure 3. Campaign semiotics with A.I. Source: Suara.com.

Decoding Advertisements by Judith Williamson examines the semiotic analysis of advertising, and in the context of A.I. generated images of Prabowo and Gibran, it can be applied to understand the layers of meaning in the visual content. In this case, the product as signified is the representation of Prabowo and Gibran as approachable and empathetic candidates, emphasizing their connection with voters. The product as a signifier involves the specific elements in the images, such as friendly interactions or expressions of affection, that signify their personal qualities. The product as generator is the AI technology itself, which creates these images and shapes the narratives around the candidates. Finally, the product as currency refers to the value these AI-generated images add to the political campaign by influencing public perception and increasing appeal through emotional connections.

By applying these theories to the Indonesian President Election 2024, literature analysis provides a comprehensive understanding of how A.I. generated images can be used strategically in political campaigns to connect with voters emotionally, authentically, and effectively across different digital platforms. This holistic approach informs the development of AI-driven visual communication strategies tailored to the Indonesian political landscape.

3.2. Interviews with Potential Voters

The results of research involving interviews with potential voters provide valuable insight into how images created by artificial intelligence influence their views and opinions of

candidates and political parties. Interview participants highlighted how powerful visuals are in shaping their first impressions of candidates. Images created by artificial intelligence (A.I.) are considered capable of producing an attractive and professional image, influencing their perception of a candidate's abilities and credibility.

Some potential voters stated that A.I. generated images could make candidates look more modern and sophisticated. Visually and aesthetically appealing images can also increase a candidate's appeal to voters, especially among the younger generation. However, some interview participants expressed concerns about the authenticity of A.I. generated images, given the potential manipulation or editing that could occur.

Interviews also revealed that potential voters were more likely to trust images that looked realistic and were relevant to the Indonesian political context. Potential voters interviewed showed a preference for images that depicted candidates in situations that matched their values and aspirations. Additionally, there is growing awareness of the potential for spreading misinformation through A.I. generated images, encouraging voters to become more critical in assessing visual content.

Overall, interviews with potential voters show that A.I. generated images have a significant influence on their views of candidates and political parties. Although attractive images can increase a candidate's appeal, potential voters also want images that are authentic and depict the candidate's integrity. These findings emphasize the importance of using A.I. ethically and wisely in political campaigns to ensure the information provided to voters is accurate and trustworthy.

These are the results of study about the voters' interview scope; which consists of branding politics: emotion, authenticity, and marketing culture, social, digital, and mobile marketing-based political advertising, and advertising code descriptions.

1. Branding Politics: Emotion, Authenticity, and the Marketing Culture (Michael Serazio)

Interviews with voters can provide insights into how they perceive emotion, authenticity, and marketing culture in the context of political branding. In relation to the Indonesian President Election 2024, the results may reveal how voters respond to A.I. generated images that aim to portray candidates as authentic and emotionally engaging. For instance, the interviews can shed light on whether voters find AI-generated content that highlights candidates' personal lives, such as interactions with family or pets, to be authentic and relatable. These insights help determine how effective A.I. driven emotional branding is in shaping voters' opinions.

This emotional branding seeks to form a closer bond with voters, positioning Prabowo and Gibran as figures who care about the interests of society and have likable characters. AI can customize visual content for different media platforms, ensuring these messages reach voters across different segments. By leveraging AI to portray Prabowo and Gibran in a positive, emotional and authentic light, this imagery can influence voters' opinions by changing their perceptions of the candidates (Parsa, 2022). However, it is important to maintain authenticity and ethics in the use of AI, as excessive manipulation can harm voters' trust in candidates and political campaigns in general.

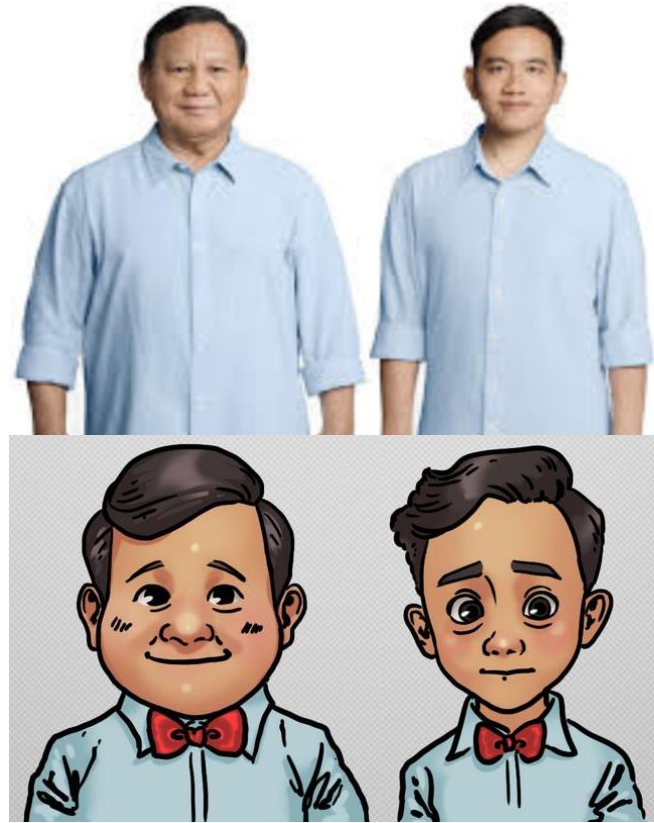


Figure 4. Image change with A.I. Source: Era.id.

2. Market Driven Political Advertising (Social, Digital and Mobile Marketing) (Andrew Hughes)

Voters' interviews can offer an understanding of how effectively A.I. generated images are engaging voters on social, digital, and mobile platforms. This includes assessing how well AI-generated content aligns with market-driven advertising strategies by resonating with voters' interests and digital habits. For the Indonesian President Election 2024, interviews may reveal how voters perceive A.I. generated political advertisements across different online channels and whether the content influences their voting decisions. These findings help evaluate the effectiveness of A.I. driven political advertising in reaching and impacting voters.



Figure 5. Campaign activities with potential voters. Source: Detik.com.

A.I. can influence voting decisions by creating visual content and messages tailored to attract attention and connect with voters emotionally. By leveraging data analysis and deep understanding of voter preferences, A.I. can produce images, videos and messages that show candidates in a positive light and appeal to different segments of the electorate. A.I. can also help convey relevant and personal political messages, increasing a candidate's appeal to voters. Use of A.I. in elections can also strengthen voter engagement with political campaigns. Content tailored specifically for various digital platforms can reach voters directly in the places they spend the most time, such as social media. However, it is important to ensure that the use of A.I. remain ethical and transparent to maintain the integrity of the election process and voters' trust in candidates and the political system.

3. Decoding Advertisements (Judith Williamson)

Through interviews, voters' interpretations of A.I. generated advertisements can be understood in terms of semiotics. In relation to the Indonesian President Election 2024, interviews can help determine how voters decode the symbols, visual language, and cultural references in A.I. generated images of candidates. This includes understanding what messages voters perceive in the images and how these interpretations influence their views on the candidates. Such insights can highlight how A.I. generated images contribute to shaping voters' opinions and how effectively they communicate the intended messages.

Through data analysis and the use of machine learning algorithms, A.I. can assess voter responses to specific visual content, including images featuring candidates in various contexts. For example, A.I. can measure voters' reactions to images of candidates interacting with people, family, or pets to determine the extent to which these images influence voters' emotions and opinions. The insights gained from this analysis can highlight how image A.I. The resulting output contributes to shaping voters' opinions and how effectively they communicate the desired message. This allows political campaigns to measure the impact of visual content on voter preferences and better adapt their strategies (Nirwana, 2023). Thus, A.I. plays a critical role in improving the efficiency of political communications and supporting candidates in building stronger relationships with voters through visualizations designed to influence their views and decisions.



Figure 6. 3D campaign on video Tron. Source: Radar Bogor.

By examining the results of voters' interviews in relation to these theories, researchers can gain a comprehensive understanding of the impact of A.I. generated images on voters' perceptions and opinions during the Indonesian President Election 2024. This holistic approach helps evaluate the effectiveness of A.I. driven political advertising and its role in influencing voter decisions.

3.3. Data Processing

Data processing obtained from literature analysis and interviews was carried out using a descriptive approach to understand potential voters' responses to visual appeal created by artificial intelligence (A.I.). Data from interviews was analyzed to find patterns and themes related to how visual appeal influenced their political preferences. The results show that A.I. generated images can influence voters in different ways depending on their personal preferences and background.

Correlation analysis was carried out to understand the relationship between visual appeal created by A.I. and the political preferences of potential voters. Data shows that aesthetically pleasing visual appeal can increase the appeal of a particular candidate or political party. Potential voters who view A.I. generated images as more modern and relevant to their values are more likely to have positive views of those candidates or political parties.

Data processing also shows that potential voters who have more knowledge about A.I. and its use in political campaigns are more critical in assessing images produced by A.I. They tend to question the authenticity of images and are more wary of potential manipulation or the spread of misinformation (Darmawan, October 2023). Meanwhile, potential voters who are less familiar with A.I. technology is more susceptible to the impact of visual appeal without questioning their source or authenticity.

Overall, the data processing shows that visual appeal created by A.I. have a significant influence on the political preferences of potential voters, especially when the images match their expectations regarding aesthetics and values (Heptariza, 2023). However, it is important to note that voters who are more knowledgeable about A.I. are more critical and cautious about accepting the visual appeal produced by this technology, given the potential for abuse that may occur.

These are the results of study about the data processing scope; which consists of branding politics: emotion, authenticity, and marketing culture, social, digital, and mobile marketing-based political advertising, and advertising code descriptions.

1. Branding Politics: Emotion, Authenticity, and the Marketing Culture (Michael Serazio).

In relation to Michael Serazio's theory, data processing involves analyzing how A.I. generated content captures the emotional and authentic elements of political branding. This includes assessing how A.I. produced images and videos reflect candidates' personal attributes, such as compassion, warmth, and relatability, which can influence voters' perceptions. For the Indonesian President Election 2024, data processing might involve evaluating how A.I. generated content highlights candidates' interactions with citizens and family members to convey authenticity and build emotional connections with voters.



Figure 7. Gibran's pose generated by A.I. Source: Tidore News.

Gibran (figure 7), in the respectful greeting pose generated by A.I., can be depicted standing with an upright and polite posture. He may wear formal clothes, such as a white shirt and black jacket, to give a professional and serious impression. With his right hand raised to shoulder level and palm facing forward, Gibran greeted him with a friendly smile on his face. His eyes look forward, showing respect and respect for others. This kind of visual content can show the side of Gibran who respects tradition and culture, as well as showing his polite attitudes in interacting with society. A.I. can adjust Gibran's facial expressions and body posture to create a friendlier and more attractive impression for voters. In this way, the images generated by the A.I. can help shape Gibran's image as a polite, authoritative and trustworthy figure.

2. Market Driven Political Advertising (Social, Digital and Mobile Marketing) (Andrew Hughes).

In connection with Andrew Hughes' theory, data processing focuses on analyzing the performance of A.I. generated political advertising across social, digital, and mobile platforms. This includes tracking metrics such as engagement rates, shares, and comments to determine the effectiveness of A.I. generated content in reaching target audiences and impacting voter opinions. For the Indonesian Presidential Election 2024, data processing may involve examining how A.I. content is tailored to specific voter segments and how different demographic groups respond to A.I. driven political advertising.



Figure 8. Influence of AI on other candidate pairs. Source: Strategi.id.

Use of A.I. in political campaigns is not only limited to the candidate pair (paslon) Prabowo and Gibran (figure 8), but also extends to other candidate pairs as an effort to compete in the election, who also created for: Anies Rasyid Baswedan with Muhaimin Iskandar (middle) and Ganjar Pranowo with Mahfud MD (right). When candidate pairs Prabowo and Gibran used A.I. to create a positive and attractive image to voters, other candidate pairs may feel the need to follow similar strategies to remain competitive. The influence of A.I. in other candidate pairs can be seen in several aspects. Other candidate pairs may use A.I. to produce visual content that presents their candidates in a positive light, such as showing closeness to society, social activities, or harmonious family relationships. This content can be designed to highlight the candidate's values and personality, which can help build a strong image with voters.

Additionally, A.I. can help other candidate pairs in identifying and understanding their voter preferences. By analyzing data from social media and other digital platforms, A.I. can provide insight into what voters are interested in and how candidates can adapt their messages to be more effective. This allows other candidates to direct their campaigns more precisely, increasing their appeal across different segments of the electorate. Overall, A.I. become an influential tool in political campaigns for other candidate pairs. Use of A.I. Smart and strategic

candidates can help other candidate pairs to compete with the Prabowo and Gibran candidate pairs, creating a more effective campaign in influencing voter opinion and winning the election.

3. Decoding Advertisements (Judith Williamson)

From the perspective of Judith Williamson's theory, data processing involves analyzing how A.I. generated content uses semiotic elements to convey messages and meanings. This includes evaluating visual symbols, cultural references, and language in A.I. produced advertisements communicate with voters and shape their perceptions of candidates. In the context of the Indonesian President Election 2024, data processing may involve examining how voters interpret the intended messages in A.I. generated content and how these interpretations influence their voting decisions.



Figure 9. Media A.I. in Digital Forces. Source: Kompas.id.

Evaluating visual symbols, cultural references, and language in A.I. that depicts Prabowo and Gibran can provide important insights into how A.I. role in shaping their political image. Visual symbols used in A.I. content may include representations of national iconography, such as the Indonesian flag or traditional clothing, aimed at highlighting the identity and patriotism of both candidates. Additionally, A.I. can show Prabowo and Gibran in scenes that show close relationships with society, such as interacting with local residents or carrying out mutual cooperation activities, which strengthens the image of populist leadership.

The "Digital Army" campaign involving Prabowo and Gibran utilizes A.I. technology to drive innovative digital strategies. In this context, A.I. plays a role in creating and managing digital content that supports their campaigns. A.I. helps monitor social media trends, analyze public sentiment, and respond to voter questions and comments quickly and accurately.

The "Digital Army" uses A.I. to create engaging visual content, such as images, videos and memes tailored to capture the attention of young voters who are active on digital platforms. This content often depicts Prabowo and Gibran in friendly and relatable situations, such as interacting with the public or involved in social activities. A.I. can ensure that the content matches voters' preferences and interests, thereby increasing the appeal of their campaigns.

Additionally, A.I. enables “Digital Forces” to optimize online campaigns by targeting customized messages to specific voter segments based on demographic data and online behavior. A.I. can also measure the effectiveness of their digital campaigns by analyzing engagement data, such as the number of likes, shares, and comments, so they can adjust campaign strategies in real-time. Through the use of A.I. in the "Digital Army" campaign, Prabowo and Gibran were able to strengthen voter engagement and expand the reach of their campaign in the digital era.

By processing data related to A.I. generated political content using these theoretical frameworks, researchers can gain insights into how effectively A.I. influences voter opinions and decisions in the Indonesian President Election 2024. This comprehensive approach helps evaluate the impact of A.I. driven visual communication on the political landscape and informs strategies for future campaigns.

3.4. Visual Analysis and Comparison

Research results from visual analysis and comparison show that images created by artificial intelligence (A.I.) have high visual appeal, mainly due to the level of aesthetics and detail that the technology can achieve. A.I. generated images are capable of creating attractive and professional images, often highlighting desirable characteristics of candidates or political parties. This includes the effective use of color, composition, and visual style to attract voters' attention.

Comparative analysis between A.I. generated images and images from other candidates or political parties show significant differences. A.I. images tend to be more consistent in terms of visual quality and aesthetics, whereas images from other political candidates or parties vary in terms of quality and appeal (Fatima, 2020). In some cases, A.I. generated images are considered more effective in conveying desired political messages due to their ability to be tailored to voter preferences.

The research results also show that A.I. generated images often have advantages in terms of visual innovation. A.I. technology makes it possible to create images with special effects or combinations of visual elements that are difficult to achieve by traditional means. This gives candidates or political parties a competitive advantage in capturing voters' attention through creative and engaging images.

However, visual analysis and comparisons also reveal some risks associated with the use of A.I. in political image creation. Images that are too perfect or too staged can arouse suspicion among voters, especially if they look too different from the candidate's actual image (Utomo, 2023). Therefore, it is important for candidates and political parties to strike a balance between visual innovation and authenticity to ensure their political messages remain credible and trustworthy to voters.

These are the results of study about the visual analysis and comparison scope; which consists of branding politics: emotion, authenticity, and marketing culture, social, digital, and mobile marketing-based political advertising, and advertising code descriptions.

1. Branding Politics: Emotion, Authenticity, and the Marketing Culture (Michael Serazio)

In the context of Michael Serazio's theory, visual analysis and comparison involve examining how A.I. generated visuals for Indonesian President Election 2024 candidates convey emotion and authenticity. This includes assessing how images capture candidates' interactions with people, their natural expressions, and moments of sincerity that resonate with voters. Visual content that conveys warmth, compassion, and genuine engagement with constituents can evoke emotional connections with the audience, enhancing the candidates' appeal and trustworthiness.

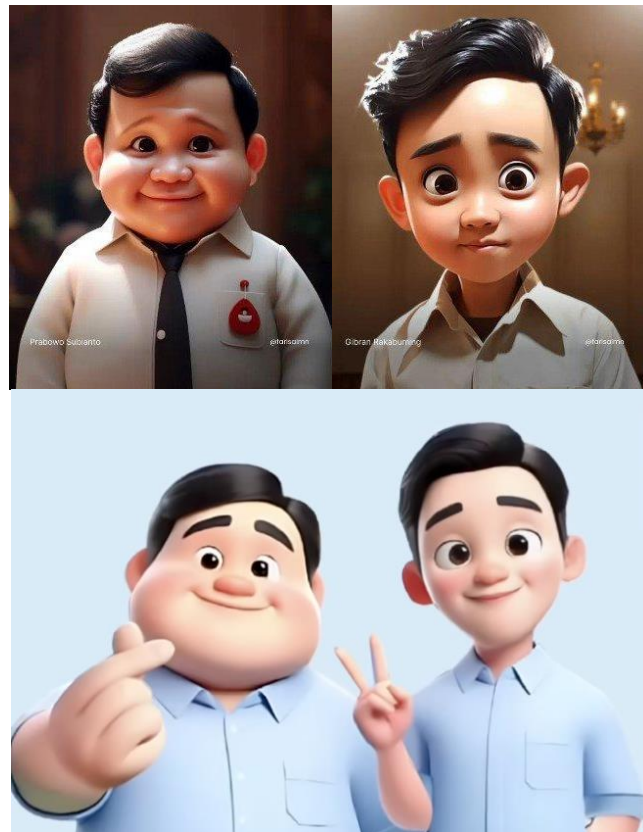


Figure 10. Changes in A.I. in an effort to achieve equality. Source: Bangkapos.com.

A.I. has evolved in its use for achieving a cohesive and consistent image between Prabowo and Gibran in their political campaign efforts. By harmonizing visual styles, A.I. can present them in a coordinated manner, ensuring similar attire, color schemes, and backgrounds in images and videos. This seamless representation helps convey a sense of unity and shared purpose, reinforcing the perception of a strong partnership. Additionally, A.I. supports the alignment of messaging in digital content featuring both candidates, ensuring a consistent tone, language, and emphasis on key points to strengthen their collaborative image.

Furthermore, A.I. generated visuals emphasize joint appearances and interactions between Prabowo and Gibran to highlight their collaboration and teamwork. By incorporating shared symbols, national elements, and cultural references, A.I. establishes a common identity for both candidates that resonates with voters. A.I. also adapts to feedback and data analysis to fine-tune images and messages, ensuring their visual representation remains aligned with voter preferences. This strategic approach enhances their campaign's appeal and effectiveness, potentially increasing their chances of success in the Indonesian President Election 2024.

2. Market Driven Political Advertising (Social, Digital and Mobile Marketing) (Andrew Hughes)

Under Andrew Hughes' framework, visual analysis and comparison focus on how A.I. generated visuals align with market-driven political advertising strategies. This includes evaluating how A.I. generated images perform across various social, digital, and mobile platforms in terms of engagement, reach, and effectiveness. Visual analysis may compare different types of content, such as images, videos, and graphics, to determine which formats resonate most with voters and drive the desired campaign outcomes.



Figure 11. A.I. help with image building targets. Source: Tribunnews.com.

A.I. is being utilized in Prabowo's campaign to target a specific demographic: elementary school children and their families. Through the use of A.I. generated visuals and messaging, Prabowo's campaign promotes a free meal program aimed at addressing stunting in children. This initiative aligns with broader goals of improving child health and education, making the candidate's platform more appealing to families concerned about their children's well-being. This A.I. generated content includes images and videos showcasing Prabowo interacting with school children (SD), participating in meal programs, and emphasizing the importance of nutrition for healthy development. By presenting Prabowo as a compassionate and proactive leader dedicated to solving critical issues such as stunting, A.I. helps build a positive image of the candidate among parents and guardians of elementary school children. This approach not only increases awareness of the program but also highlights Prabowo's commitment to improving the lives of young Indonesians.

3. Decoding Advertisements (Judith Williamson)

From Judith Williamson's perspective, visual analysis and comparison involve examining the semiotic elements of A.I. generated visuals. This includes evaluating how symbols, colors, and cultural references are used in images to convey specific messages and meanings. By analyzing how visuals use signifiers and signifieds, researchers can understand the underlying narratives and ideologies being communicated to voters. In the context of Indonesian Presidential Election 2024, visual analysis and comparison may involve studying how candidates' visuals incorporate national symbols and references to local culture to appeal to voters' sense of identity.



Figure 12. The presence of holograms in the campaign. Source: tvOneNews.com.

The presence of hologram technology in the Prabowo-Gibran campaign reflects a strategic integration of cutting-edge technology to enhance their political outreach and engagement. By leveraging holographic displays, the campaign can offer innovative and immersive experiences for voters, showcasing the candidates' commitment to embracing modern advancements. This use of technology allows them to project their image and voice to multiple locations simultaneously, effectively expanding their reach and presence across Indonesia.

This technological approach also highlights the campaign's forward-thinking mindset and adaptability, presenting Prabowo and Gibran as leaders who are open to adopting new methods and tools to connect with the public. Holograms can create a more dynamic and interactive campaign environment, making the candidates more accessible and relatable to voters, particularly younger, tech-savvy audiences. Moreover, the use of holograms can generate significant media attention, helping the campaign stand out and resonate with audiences who value innovation and progressiveness in their political leaders.

In relation to Indonesian Presidential Election 2024, visual analysis and comparison allow researchers to assess how effectively A.I. generated visuals communicate candidates' messages and how these visuals compare across different campaigns. By analyzing the emotional impact, cultural relevance, and semiotic content of AI-generated visuals, campaigns can fine-tune their strategies to better resonate with the electorate and achieve greater success in influencing voters' opinions and decisions.

3.5. Results Interpretation

Interpretation of the research results shows that visual appeal created by artificial intelligence (A.I.) have a strong influence on public perception and opinion about political candidates and parties. The use of A.I. in political image creation allows the creation of attractive and consistent images, which can shape potential voters' positive views of certain candidates or political parties. Visual appeal generated by A.I. are able to convey political messages effectively and can provide a competitive advantage in campaigns.

The research results also highlight the potential impact of A.I. generated images in shaping voter decisions. Attractive visual appeal can increase the appeal of a candidate or political party and influence voters to choose based on the image created. However, the interpretation of the results also shows that voters are more likely to trust images that look authentic and relevant to the political situation in Indonesia, indicating that the use of A.I. must take into account local context and community values.

The interpretation of the research results emphasizes the importance of ethics in the use of A.I. to create visual appeal that influence public opinion. Images that are too perfect or manipulated can raise suspicion among voters and negatively impact public trust. Therefore, candidates and political parties must maintain transparency and authenticity in their use of A.I. generated images to ensure the credibility of their political campaigns.

Overall, the interpretation of the research results shows that visual appeal created by A.I. have great potential to influence voter decisions and public opinion about candidates and political parties. The use of AI in political campaigns must be done wisely, taking into account its impact on voter perceptions and maintaining the integrity of the election process.

These are the results of study about the result interpretation scope; which consists of branding politics: emotion, authenticity, and marketing culture, social, digital, and mobile marketing-based political advertising, and advertising code descriptions.

Conclusion

The conclusions of this research suggest that the use of artificial intelligence (A.I.) to create compelling images in political campaigns can have a significant impact on public perception and opinion. Images generated by A.I. able to create an attractive and professional image, which can help candidates or political parties attract the attention of potential voters. A.I. allows political campaigns to convey messages effectively and creatively, which can influence voters' political preferences.

Although the images generated by A.I. has great potential to increase the attractiveness of candidates or political parties, its effectiveness in winning the Presidential Election in Indonesia in 2024 still depends on various other factors. This includes the authenticity of the image, the relevance of the political message, and its suitability to the local context and community values. Additionally, the integrity and ethical use of A.I. in political campaigns is also important to maintain public trust and ensure fair Presidential Election.

The hope of this research is that the use of A.I. in political campaigns can continue to develop in a responsible and ethical manner. By utilizing A.I. wisely, candidates and political parties can create attractive and relevant visual appeal, which can influence voter decisions without compromising the integrity of the electoral process. Hopefully, this research will encourage discussion about the role of A.I. in politics and provide a basis for the future development of more efficient and durable methods of political communication.

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