

# Analysis of The Use of AI In The Prabowo-Gibran Campaign In The 2024 Election

Irfan Seno Aji <sup>1</sup>

Dwi Indah Nur Safitri <sup>2\*</sup>

<sup>1,2</sup> UIN Raden Mas Said Surakarta, Indonesia

## ABSTRACT

The 2024 Indonesian presidential election marked a new phase in political communication strategies with the increasing use of Artificial Intelligence (AI) by the presidential and vice-presidential candidates Prabowo Subianto and Gibran Rakabuming Raka. This study analyzes the application of AI in their campaign strategies, including micro-targeted advertising, deepfake politainment, sentiment analysis, and automated content distribution. Using literature review and digital content analysis, the findings reveal that AI significantly enhanced the dissemination of personalized, rapid, and emotionally engaging political messages. However, AI usage also raised ethical concerns regarding opinion manipulation and disinformation. This paper concludes that AI was a strategic factor in Prabowo-Gibran's campaign success, yet stronger regulation and public digital literacy are essential to mitigate its negative implications.

## Introduction

The use of artificial intelligence (AI) used in political campaigns is often the center of attention in today's digital era, especially in the 2024 general election in Indonesia. In the 2024 general election, the use of AI is used as a tool for political campaigns by the number 2 pair, namely Prabowo-Gibran. Arifin, M. S. (2025). Artificial Intelligence (AI) and Politics: An Analysis of the Role and Significance of AI in Political Communication 2024 in Indonesia. *Hudan Lin Naas: Journal of Social Sciences and Humanities*, 6(1), 47-58. In the context of his campaign, Prabowo-Gibran uses AI to analyze voter data, voice campaigns through social media, and optimize the development of technology for digital communication. This approach is evidence of a significant shift in the era of traditional campaigns towards the use of advanced technology to increase effectiveness and reach potential voters widely and massively. Apriliyano, C. (2025). Analysis of Prabowo Gibran's political communication strategy in conducting personal branding in the 2024 Presidential Election in South Tangerang City (Doctoral dissertation, UIN Sunan Gunung Djati Bandung). Digital technology has influenced the way political campaigns are conducted around the world. In Indonesia, the 2024 election is an important moment for the application of artificial intelligence (AI) in campaign strategy. The pair of Prabowo Subianto and Gibran Rakabuming Raka are considered the most

\* Corresponding author:

innovative candidates in utilizing AI through various digital platforms, especially TikTok, Instagram, YouTube, and WhatsApp. (Hanifah Fitri et al., 2024)

The 2024 election will make Indonesia one of the biggest experimental places for the application of AI in political communication. With the dominance of young voters and meme culture, the Prabowo-Gibran pair are taking advantage of the "gemoy" aesthetic to reinforce their image, which various analysts have attributed to the use of synthetic content and avatars or AI animations. For example, Reuters and TIME showed Prabowo's image being transformed into an "adorable grandfather" who "dances on TikTok" and appears as an AI avatar, making it appealing to Gen Z and Millennial voters.

In contrast to conventional campaigns that rely on banners, face-to-face meetings, and television, AI-driven digital campaigns enable the fast, segmented, and emotional dissemination of messages. (Angita et al., 2025) The phenomenon of Prabowo gemoy, for example, shows how a digital persona formed through algorithmic strategies is able to change Prabowo's image from a stern military figure to a funny and attractive figure for the younger generation.

The study aims to analyze the use of AI in the Prabowo-Gibran campaign, its impact on voter behavior, as well as ethical considerations that may arise. In the international context, the Council on Foreign Relations (CFR) sees this strategy as a challenge to platform policies that prohibit the use of AI for election purposes, as "cute" content can serve to clear up discussions of sensitive issues without spreading misinformation.

## **Discussion**

### **1. AI as a Strategic Tool in Emotional Politics**

The Prabowo-Gibran campaign in the 2024 election is the clearest example of how AI not only plays a role in disseminating information, but also in creating an emotional connection between candidates and voters. For example, the use of voice cloning to make Prabowo "sing a children's song" or an animated version of "Prabowo Gemoy" that went viral on TikTok is not just a way of entertainment; This is a planned attempt to establish psychological closeness through gentle propaganda.

Conceptually, this is in line with the principle of Affective Politics, which is a political approach that focuses more on emotions than logical argumentation. AI accelerates the spread of feelings because the content is tailored based on algorithms used by social media platforms. (Sindu Lintang Ismoyo & 2Assalova Schissandra Zahra, 2025)

In other words, AI is not only a technological tool, but also serves as a psychological instrument that influences likes and trust.

### **2. Micro-Targeting and Political Bubbles**

The use of artificial intelligence in the Prabowo-Gibran campaign can also be seen through targeted ads on social media such as TikTok, Instagram, and

Facebook. The younger generation who enjoyed humorous content was given an interesting animated video, while religious voters saw Prabowo while reading prayers. This is an example of Micro-Targeting, which is an approach in political persuasion that varies for each group of people.

However, this strategy results in an Echo Chamber, which is an isolated digital space where individuals are only exposed to information that reinforces their views. Voters no longer get an objective view of a political opponent, but see it through the lens of an algorithm that has been set up to support only certain candidates.

In other words, artificial intelligence increases polarization without voters realizing that they are being formed.

#### Chatbot Politics & Automasi Propaganda

One of the innovations that has begun to emerge is political chatbots such as "Ask Prabowo AI" which is circulating on WhatsApp and Telegram. This chatbot answers citizens' questions with a positive narrative about the candidate. On the one hand, it helps political education. On the other hand, chatbots have the potential to become automated propaganda tools that continue to be active 24 hours unattended. (Ginasari et al., 2024)

This phenomenon is included in the concept of Digital Astroturfing, which is a propaganda activity that looks organic from the community, when in fact it is run by an automated system or AI-based buzzer.

#### 4. Deepfakes: Creativity or Manipulation?

The use of deepfakes in the Prabowo-Gibran campaign can also be seen through targeted ads on social media such as TikTok, Instagram, and Facebook. The younger generation who enjoyed humorous content was given an interesting animated video, while religious voters saw Prabowo while reading prayers. This is an example of Micro-Targeting, which is an approach in political persuasion that varies for each group of people. (Ginasari et al., 2024)

However, this strategy results in an Echo Chamber, which is an isolated digital space where individuals are only exposed to information that reinforces their views. Voters no longer get an objective view of a political opponent, but see it through the lens of an algorithm that has been set up to support only certain candidates.

In other words, artificial intelligence increases polarization without voters realizing that they are being formed.

#### 5. Lack of Regulation and Future Dangers

Until the 2024 election year, Indonesia still does not have certain regulations regarding the use of AI in campaign activities. The KPU and Bawaslu prioritize physical violations, such as the practice of money politics or black campaigns carried out directly. Meanwhile, the most significant threat today is no longer the issue of slander displayed on billboards, but algorithmic manipulation that takes place without being seen by the eye.

If the use of AI continues without ethical consideration, the political future in Indonesia has the potential to transform into: "A democratic system ruled by machines, rather than by human reason."

## Conclusion

The Artificial intelligence (AI) has been used in Prabowo Subianto and Gibran Rakabuming's campaigns in the 2024 election. This shows that AI can increase the effectiveness and efficiency of communication strategies in political marketing. AI is applied to interactive content in the form of photos and videos, as well as certain applications applied to young voters such as Fotober2.ai, which provide augmented reality experiences and "gemoy" animations that can serve to build a soft and emotional campaign image. AI is also used for voter data analysis with the aim of crafting more relevant and personalized campaign messages, as well as mastering social media algorithms to steer public opinion in a positive direction. In the context of democracy, AI skills in campaigns have the potential to negatively manipulate, and the apathy of a society that is uncritical and only accepts messages. AI in political campaigns provides innovations that activate the audience, as well as strengthening the image of candidate pairs strategically assisted by digital marketing. AI increases campaign effectiveness through augmented reality-based interactive content and AI animation. AI helps personalize messages, as well as select the right social media platforms to reach young voters.

## References

- Anggita, D., Asih, S., & Shadikah, A. A. (2025). Prabowo-Gibran's Digital Personal Branding Through Facebook in the 2024 Presidential Election. 8(2), 357–369.
- Ginasari, W., Firmansyah, Putra Pamungkas, Y. R., & Nadya Hapsari Thrisianingsih Sukandar. (2024). Prabowo Gibran's Paslon Communication Strategy in Increasing Awareness and Participation of Gen Z and Millennials in the 2024 Election. *Determination: Journal of Management and Accounting Economics Research*, 2(1), 48–56. <https://doi.org/10.23917/determinasi.v2i1.188>
- Hanifah Fitri, Muhammad Ichsan, & Ria Yunita. (2024). Charles Sanders Peirce's Semiotic Analysis of Tiktok Content in Prabowo-Gibran's Political Branding in the 2024 General Election. *Journal of Social and Economics Research*, 6(1), 2134–2151. <https://doi.org/10.54783/jser.v6i1.538>
- Sindu Lintang Ismoyo, & 2Assalova Schissandra Zahra. (2025). Semiotic Analysis on Prabowo-Gibran Political Ads on Instagram. *Communications*, 07(2), 194–215.