

Live Streaming, Personal Branding and Political Communication: Gen Z's Active Participation in the 2024 Indonesian presidential election



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Abstract This study aims to examine the influence of live streaming in social media, personal branding and political communication of presidential candidates on Gen Z involvement in the 2024 elections of the Republic of Indonesia. The research uses a post positivism world view with a quantitative descriptive approach. This research involved 131 respondents from Gen Z who were selected purposively. The research data was collected using questionnaires distributed through WhatsApp, Facebook and Instagram. The research data were analyzed with structural equation model (SEM) statistics with the help of WarpPLS 8.0 software. The results of this study indicate that live streaming in social media, personal branding and political communication have a significant effect on Gen Z involvement in the 2024 presidential election of the Republic of Indonesia. Thus the results of this study can be concluded that Gen Z's involvement in elections in Indonesia is due to exposure to political communication in live streaming social media and personal branding of candidates in attracting the interest of the younger generation. Therefore, one of the approaches for a presidential candidate to get Gen Z sympathy is to use social media optimally. Although this research still has limitations, which only involves respondents from among students in a small scope, so that future researchers can develop in a broad research context and many respondents.

Keywords: live streaming, personal branding, political communication, generation Z, Indonesian presidential election

1. Introduction

The 2024 Indonesian presidential election is an important moment in the nation's political history, where the involvement of the younger generation, especially Generation Z, is increasingly prominent (Isnur, 2023). In the context of elections, prominent phenomena are political communication, the use of live streaming (Yu & Chen, 2020) and personal branding. This article presents how these three aspects influence Generation Z's active engagement in the 2024 Indonesian Presidential Election.

Live streaming has become a highly effective tool in modern political campaigns. Live streaming allows direct interaction between candidates and voters, creating a more personalized and immersive experience (Yu & Chen, 2020). In the context of Generation Z, who are highly accustomed to real-time content consumption through platforms such as YouTube, Instagram and TikTok, live streaming offers an effective way to deliver campaign messages in an authentic and engaging way (Cervi & Marín-Lladó, 2021). Live streaming not only increases voter engagement but also builds candidate trust and credibility. The study found that young voters are more likely to feel connected to candidates who use live streaming to communicate directly, answer questions, and share their vision transparently.

Live streaming generally occurs on social media platforms. In the political context, social media acts as a campaign channel to build self-image (Diamond, 2020; Gibson, 2011). In addition, social media acts as a channel for interaction between younger generations (Kamau, 2016), and also a channel for building personal branding for a candidate in a political contest (Pérez-Curiel & Limón-Naharro, 2019).

Personal branding is an important strategy in political campaigns, where candidates build a strong and consistent self-image to attract voters. According to Schmitt et al. (2019), effective personal branding can create a compelling identity and increase a candidate's appeal to voters. Generation Z, who are familiar with social media and sensitive to public image, are particularly responsive to authentic and relevant personal branding efforts. The study by Johansen et al. (2020) highlights that candidates who manage to make good use of personal branding through social media, such as creating a strong personal narrative, demonstrating authenticity, and actively interacting with followers, are more likely to gain support from young voters. Effective personal branding not only increases candidate visibility but also strengthens the emotional connection between candidates and voters (Holloway & Hendrie, 2023; Wiranata et al., 2023).



Generation Z has unique characteristics in political engagement. Gen Z tends to be more critical, sensitive to social issues, and prioritizes transparency and authenticity (Kamau, 2016). Generation Z is more likely to engage in political campaigns that use digital approaches that are interactive and transparent (Keating & Melis, 2017). In the context of the 2024 Indonesian Presidential Election, Gen Z has a sizable number of 46.8 million voters (Komara, 2023; Muhamad, 2023). And they are actively involved in online discussions, the use of campaign hashtags, and participation in live streaming activities organized by candidates (David, 2013; Kamau, 2016). Looking at the phenomenon of the Indonesian presidential election in 2024 shows that the role and involvement of Gen Z is quite large, and it is even claimed that the Indonesian president was elected because Gen Z decided to vote for the candidate (Muhammad, 2024). Therefore, this article presents and proves the variable influence of political campaigns, live streaming media, and personal branding on the involvement of Gen Z to elect the president of the Republic of Indonesia in 2024.

2. Literature Review

2.1. Live Streaming

Live streaming is becoming an important component of political campaigns, as it offers a dynamic and interactive platform for candidates to communicate with voters. It enables real-time engagement and provides a sense of immediacy and authenticity. Research shows that live streaming can increase the visibility of political events and foster a direct connection between candidates and voters (Kreiss, 2016; Lilleker, 2018).

Research shows that live streaming platforms such as Facebook Live, Instagram Live and YouTube Live are increasingly used by politicians to broadcast rallies, debates and Q&A sessions (Bossetta, 2018). This mode of communication is highly effective in circumventing traditional media filters, allowing politicians to deliver their messages unedited and directly to the public (Skogerbø et al., 2021).

Young voters, typically aged between 18-29, represent an important demographic in elections. However, they have historically shown lower levels of electoral participation than older age groups. To address this, political campaigns have adopted various strategies to engage young voters by utilizing social media and digital tools (Gibson & Cantijoch, 2013).

Live streaming plays an important role in communication strategies. This is in line with the media consumption habits of young audiences who prefer online video content over traditional media. Campaigns that use live streaming effectively can create a sense of inclusion and empowerment among young voters, making them feel more connected to the political process (Loader et al., 2014).

Empirical studies show that live streaming can significantly increase young people's political engagement. For example, research by Zhang found that young voters who engaged with live-streamed political events had higher levels of political interest and knowledge (Zhang et al., 2013). The interactive nature of live streaming often involves real-time comments and feedback, allowing young voters to actively participate in political discourse (Gil de Zúñiga et al., 2015).

In addition, live streaming can amplify the reach and impact of grassroots movements and issue-based campaigns, which are often more appealing to younger demographics. These platforms allow for rapid dissemination of information and mobilization of support, thus facilitating greater political activism and engagement (Theocharis, 2015).

Despite its advantages, live streaming also presents challenges. The digital divide remains a major obstacle as not all young voters have equal access to technology and internet connectivity (Hargittai, 2010). In addition, the informal nature of live streaming can sometimes undermine the perceived seriousness of political discourse, potentially leading to the spread of misinformation (Freelon & Karpf, 2014).

H1: There is a significant influence of live streaming on Generation Z's participation in the 2024 Indonesian presidential election.

2.2. Personal Branding

Personal branding in politics involves creating a unique and compelling image that is acceptable to voters. This includes the candidate's personality, values, beliefs and public policies. Personal branding is a strategic self-presentation that integrates a candidate's personality with his or her political message to create a memorable and compelling identity (Lair et al., 2016).

Political candidates use personal branding to differentiate themselves from their opponents, build voter trust and create a loyal base of supporters. This process is particularly important in modern elections where media saturation and voter cynicism are common (Scammell, 2014).

The effectiveness of personal branding also depends on the socio-political context. In a polarized environment, personal branding can strengthen existing loyalties and intensify support (Norris, 2000). However, it can also increase scrutiny and potential backlash if a candidate's brand is perceived as inauthentic or manipulative (Van Aelst et al., 2012).

Then social media's role in shaping the personal brand of presidential candidates cannot be overstated. Social media platforms such as Twitter, Instagram and TikTok are important tools for candidates to connect with younger audiences. These platforms allow candidates to share personal stories, behind-the-scenes moments, and direct interactions with voters, which can humanize them and bring them closer. The importance of social media strategies in elections, where candidates who use these platforms effectively often see higher engagement from younger demographics (Enli & Rosenberg, 2018). Younger voters

are often driven by issues rather than party loyalty. Candidates who align their personal brand with issues that are important to young voters, such as climate change, social justice, and economic opportunity are likely to receive more support from younger generations. A study found that issue alignment, when effectively communicated through a candidate's personal brand, significantly influences young people's voting decisions (Holbein & Hillygus, 2020).

H2: There is a significant influence of personal branding on Gen Z political participation

2.3. Political Communication

Digital media has transformed political campaigns, particularly in the way it engages young voters. Social media platforms such as Facebook, Twitter and Instagram are very important in reaching young audiences. Social media use is positively correlated with political participation among youth. Social media provides a platform for political discussion and mobilization, which can increase the level of political engagement (Loader et al., 2014).

The effectiveness of campaign messages is another important factor in influencing youth political participation. In campaigns, political messages that are tailored to the values and concerns of young people can significantly increase their political engagement. Messages that address issues such as education, employment, and climate change tend to be more effective in engaging young voters (Holbrook & McClurg, 2005).

Social networks play an important role in shaping political behavior among the younger generation. Social influence through networks can increase voter participation (Bond et al., 2012). Their study highlights how the "I Voted" button on Facebook resulted in a significant increase in political participation by creating a sense of social proof and peer pressure.

While there is the potential for campaigns to mobilize young voters, there are several barriers that discourage their political participation. Levinson's research identifies factors such as political disappointment, lack of political knowledge, and perceived ineffectiveness as significant barriers (Levinson, 2010). A campaign that addresses these barriers by providing clear and accessible information about the political process and the impact of voting can help reduce these problems.

Various case studies illustrate the impact of campaigns on youth political participation. For example, Obama's 2008 campaign is often cited as a successful example of mobilizing young voters through digital media and grassroots organizing. Bimber's (2014) research highlights how the strategic use of social media and data analytics in his campaign created a personalized and engaging experience for young voters (Bimber, 2014). The influence of campaigns on youth political participation is multifaceted. Digital media, effective messaging strategies, and the role of social networks are important components that can significantly increase youth engagement in the political process.

H3: There is a significant influence of political campaigns on Gen Z political participation

Based on the literature review, previous studies only discussed the relationship between social media, campaigns and personal branding in politics, but studies involving the demographics of Gen Z are still limited. In addition, the results of this study explore the existence of live streaming media in encouraging Gen Z involvement in politics which is claimed to be "digital native". In this context, there is a gap between previous studies and research conducted in political communication. The overall research framework can be seen in figure 1.

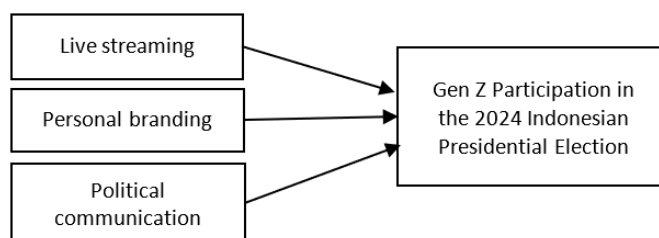


Figure 1 Research framework.

3. Materials and methods

This research is built on the philosophical foundation of post positivism because it is to measure the causal relationship of a problem represented by several variables (Creswell, 2016). Then this research uses a descriptive quantitative approach, which describes the tendencies, behavior, or opinions of respondents from a population. This research was conducted using the survey method. Descriptive research is a type of research that describes the effect of variables (Luo & Wang, 2009).

This study involved 131 respondents who were selected by purposive sampling. Data was collected through distributing questionnaires through social media (Instagram, Facebook and WhatsApp). The question items in the research questionnaire were all declared valid and reliable, where the Loading Factor > 0.60, Average Variance Extracted (AVE) > 0.50, and Composite Reliability / Rho-A > 0.70. Meanwhile, the square root of the AVE is greater than the latent construct correlation (Ghozali, 2021; Ghozali & Latan, 2014; Latan et al., 2020).

This study aims to test the hypotheses; thus, it can determine the influence of the variables. The research hypotheses were tested using a statistical test of the Structural Equation Model (SEM) with the help of Warp PLS 8.0 software. The SEM-

PLS analysis usually has two sub models: the measurement model (outer model) and the structural model (inner model) (Ghozali & Latan, 2014). The use of SEM-PLS can provide a high level of predictive accuracy in terms of estimation and balance models of the causal-predictive relationship of variables.

Then the output of the structural model from the SEM-PLS using these criteria: (1) R-squared or adjusted: R2 0.70, 0.45, and 0.25 indicate strong, moderate, and weak, respectively; (2) Effect size (f2): 0.02, 0.15, and 0.35 (small, medium, large); (3) Q2 predictive relevance: Q2 > 0 indicates the model has predictive relevance. Meanwhile, Q2 < 0 indicates the model lacks predictive relevance; (4) Significance: The p-value indicates 0.10, 0.05, and 0.01 (Grissom & Kim, 2005; Henseler et al., 2009).

4. Result

This research data was analyzed using SEM-PLS with the aim of producing solutions while having a complex model or many research variables. In addition, SEM-PLS does not require the variables in the study to meet parametric analysis criteria such as normality. Then SEM-PLS can estimate parameters for latent variable models and moderation effects (Kock, 2023; Sholihin & Ratmono, 2021).

4.1. Model Fit and Quality Indices

The use of WarpPLS 8.0 shows a number of model fit indicators that are useful for comparing the best model from different models (Hamali et al., 2016; Kock, 2023; Sholihin & Ratmono, 2021).

Table 1 shows that all model fit criteria have met the requirements with APC (average path coefficient) of 0.220, in average R2 of 0.278 and p value less than 0.001. The AVIF (average block variance inflation factor) value is smaller than 5. While the Tenenhaus GoF value of 0.411 is classified as the explanatory strength in the large criterion. The Sympson paradox ratio value is 1, which means it is free from the Sympson paradox.

Table 1 Model Fit and Quality Indices.

Indicators fit model	Value	Criteria	Result
Average path coefficient (APC)	0.220, P=0.002	p < 0.05	Fit
Average R-squared (ARS)	0.278, P<0.001	p < 0.05	Fit
Average adjusted R-squared (AARS)	0.261, P<0.001	p < 0.05	Fit
Average block VIF (AVIF)	1.557	acceptable if <= 5, ideally <= 3.3	Fit
Tenenhaus GoF (GoF)	0.411	small >= 0.1, medium >= 0.25, large >= 0.36	Fit

Outputs WarpPLS 8.0.

4.2. Measurement Model Analysis

In testing the research hypothesis, it involves measurement indicators that must be met, namely the loading factor, p value, AVE value, sq.rts.of AVEs, CR and CA.

Table 2 shows that the Confirmatory Factor Analysis (CFA) of the research model involving the variables of live streaming (LS), personal branding (PB), political communication (PC) and Gen Z involvement in the 2024 Indonesian presidential election (PP) is in accordance with the data. Table 2 also shows that all measurement items (questionnaires) are valid with p value <0.05. Furthermore, table 3 illustrates how much variance of the construct or endogenous/criterion variable can be explained by the exogenous/predictor variable. The magnitude of the influence of the predictor variable on the criterion with an R-squared value of 27.8%. This fact shows that live streaming, personal branding, and political communication have a significant influence (27.8%) on Gen Z's political participation in electing the 2024 Indonesian president.

Table 3 also describes Q-squared (Q2) to explain the assessment of predictive validity or relevance of a set of latent predictor variables on the criterion variable. The results of the model estimation show quite good predictive validity (0.296) because it is above zero.

4.3. Description of the Hypothesis Test

Based on the hypothesis testing results using WarpPLS 8.0 software, it was found that the variables LS (live streaming), PB (personal branding), and PC (political communication), influenced Gen Z Participation in the 2024 Indonesian Presidential Election. The depiction of the influence between variables can be seen in Figure 2.

Based on Figure 2, it is shown that LS (live streaming) influences PP (Gen Z participation in the 2024 Indonesian presidential election) with a path coefficient value of 0.182 (p = 0.02), PB (personal branding) with a coefficient value of 0.209 (p < 0.001), and PC (political communication) with a coefficient value of 0.269 (p < 0.001). Therefore, LS (live streaming), PB (personal branding), and PC (political communication) significantly influence PP (Gen Z participation in the 2024 Indonesian presidential election). The results of this study confirm that the involvement of Gen Z or university students in choosing the president of the Republic of Indonesia in 2024 is directly influenced by social media through live streaming, personal branding, and the political communication of competing candidates.



Table 2 Loading Factor, AVE, sq. rts. AVEs, CR and CA.

Variable	Indicator	Loadings	P value	AVEs	sq. rts. of AVEs	CR	CA
Live streaming	ls1	0.647	<0.001	0.450	(0.671)	0.867	0.824
	ls2	0.746	<0.001				
	ls3	0.737	<0.001				
	ls4	0.696	<0.001				
	ls5	0.675	<0.001				
	ls6	0.596	<0.001				
	ls7	0.583	<0.001				
	ls8	0.671	<0.001				
Personal branding	pb1	0.766	<0.001	0.643	(0.802)	0.843	0.721
	pb2	0.785	<0.001				
	pb3	0.851	<0.001				
Political communication	pc1	0.857	<0.001	0.728	(0.853)	0.889	0.813
	pc2	0.851	<0.001				
	pc3	0.851	<0.001				
Participation of election	pp1	0.785	<0.001	0.616	(0.785)	0.762	0.377
	pp2	0.785	<0.001				

Source: Output WarpPLS 8.0. Notes: AVE (Average variance extracted), CR (Composite reliability), CA (Cronbach alpha), p values < .05 are desirable for reflective indicators.

Table 3 Outputs of Latent Variable Coefficient.

Indicators	LS	PB	PP	PC
R-squared			0.278	
Adj. R-squared			0.261	
Composite reliab.	0.867	0.843	0.762	0.889
Cronbach’s alpha	0.824	0.721	0.377	0.813
Avg. var. extrac.	0.450	0.643	0.616	0.728
Full collin. VIF	1.778	1.295	1.298	1.896
Q-squared			0.296	

Source: Output WarpPLS 8.0. Notes: RS = Rohatgi–Székely (top); KMV = Klaassen–Mokveld–van Es (bottom); JB = Jarque–Bera (top); RJB = robust Jarque–Bera (bottom).

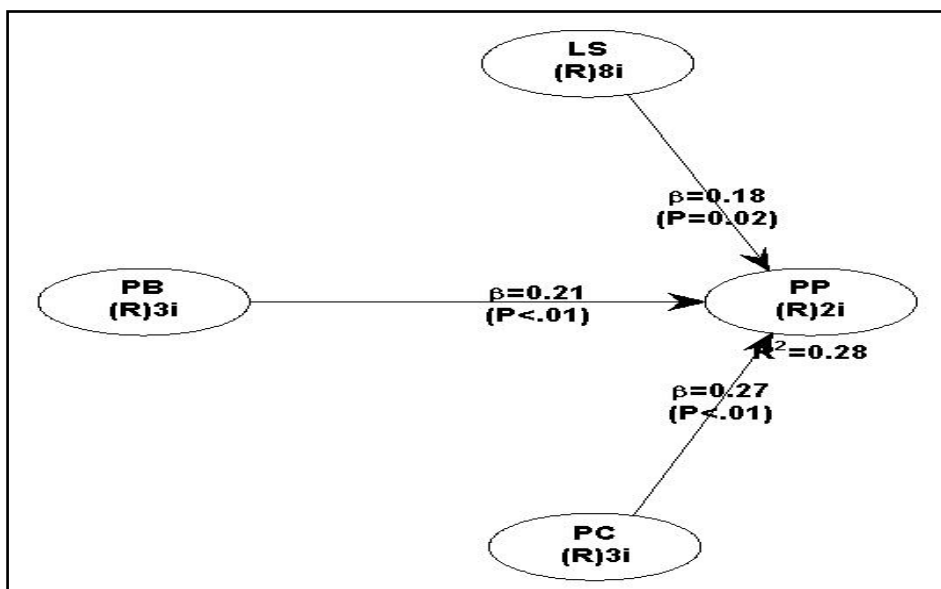


Figure 2 Path Analysis Diagram.

Source: Outputs WarpPLS 8.0. Notes: LS (Live streaming), PB (Personal branding), PC (Political communication), PP (Gen Z participation in the 2024 Indonesian presidential election).

Table 4 shows that all hypotheses are accepted because the p-value is less than 0.05. The effect size of LS on PP is 7.6% (small category), PB on PP is 7.7% (small category), and PC on PP is 12.6% (moderate category). Among the three research variables, political communication is the variable with the most significant effect on Gen Z's involvement in the 2024 Indonesian presidential election. These findings emphasize the importance of political communication in influencing Gen Z as constituents to vote for a presidential candidate.



Table 4 Decisions on hypothesis test results.

Hypothesis	Path	Coefficients	P value	Effects size	Decisions
H ₁	LS → PP	0.182	0.016	0.076	Hypothesis accepted
H ₂	PB → PP	0.209	0.007	0.077	Hypothesis accepted
H ₃	PC → PP	0.269	<0.001	0.125	Hypothesis accepted

Source: Outputs WarpPLS 8.0

Table 5 shows that the R² value for the variables live streaming, personal branding, and political communication explains 27.8% of the variable Gen Z participation in the 2024 Indonesian presidential election, while 72.2% is explained by other factors not examined in this study. Furthermore, the Q² value for the variables live streaming, personal branding, and political communication explains 29.6% of the variable Gen Z participation in the 2024 Indonesian presidential election. This Q² value indicates that the research model has a fairly good predictive validity of 29.6% as it is well above zero.

Table 5 R² and Q² Values.

Variable	R ²	Q ²
Live streaming	0.278	0.296
Personal branding		
Political communication		

Source: Outputs WarpPLS 8.0.

5. Discussion

Indonesia is a democratic country in the form of a republic (Crouch, 1993). As a democracy, its government is led by a president who is elected every five years. The presidential election in Indonesia is officially organized by the General Election Commission, and all citizens aged 17 and above had the right to vote for the candidate they deemed suitable to lead and develop Indonesia (Argawati., 2023).

On February 14, 2024, Indonesia held elections to choose the president and vice president (kpu, 2024). Each candidate conducted campaigns to garner sympathy from constituents, including Generation Z (Jakes, 2024). Research on the 2014 Indonesian presidential election revealed three factors influencing Gen Z's involvement in the election: political communication, personal branding, and live streaming media. Political communication (PC) significantly affected Gen Z's participation in the 2024 Indonesian presidential election. Gen Z is considered a tech-savvy entity, often using social media as a channel for communication, interaction, information searching, and entertainment (Sharma et al., 2023; Viřtelar, 2019).

One pillar of the democratic system is the positive involvement of social media, which strengthens democracy (Jennings et al., 2021; Kumar & Singh, 2019), serving as a channel for dialogue, interaction, showcasing, and executive control (Dzisah, 2018; Enli & Rosenberg, 2018; Price, 2013; Stieglitz et al., 2012). Given the importance of social media for Gen Z, the research findings for the context of the 2024 Indonesian presidential election showed that social media significantly influenced Gen Z's involvement.

Furthermore, live streaming media (LS) significantly impacted Gen Z's participation in the 2024 Indonesian presidential election. This finding confirmed that Gen Z's involvement in the 2024 presidential election was influenced by live streaming media on various platforms. Why did live streaming media have a significant presence as an information medium for Gen Z? Because live streaming media provided information related to the 2024 presidential candidates. Information on live streaming could be accessed by Gen Z without being limited by space and time (Bossetta, 2018; Lilleker, 2018; Skogerbø et al., 2021). Therefore, online media, including live streaming, had a positive impact on voter turnout (Moeller et al., 2018).

In the political context, live streaming media was one of the primary channels for campaigning programs to constituents (Abid & Roy, 2024; Hadziahmetovic et al., 2021; Pellegrino, 2023), showcasing political parties or candidates to campaign their programs (Lilleker, 2015). Consequently, political marketing often occurred through various social media platforms (Hadziahmetovic et al., 2021). In the political context, social media networks or live streaming enhanced political participation, providing a channel for discussion and dialogue on political discourse among the public (Bond et al., 2012; Ranganath et al., 2016; Stieglitz & Dang-Xuan, 2013). However, social media also had an impact on political participation (Bossetta, 2018; Boulianne, 2015).

One strategy for candidates in elections was building personal branding on various social media platforms. In the context of research on Gen Z's involvement in the 2024 Indonesian presidential election, personal branding (PB) significantly influenced Gen Z's participation in the 2024 Indonesian presidential election. Previous research has proven that personal branding influences the political participation of Gen Z as constituents in an election because through personal branding it can be an arena for knowing the realistic characteristics of a political candidate (Sumerta et al., 2024), so that personal branding can be used as a reference for determining choices for constituents (Mulyadi et al., 2024). Therefore, any presidential candidate aiming for victory in a political contest must be able to build personal branding through various communication channels to

reach a broad audience. The victory of a presidential candidate in an election is the accumulation of diverse strategies and communication media.

6. Conclusion

Elections serve as a platform to win the competition for achieving the highest leadership in democratic countries like Indonesia. However, achieving victory is not an easy task as it requires various strategies to attract the interest of the public in voting for a candidate.

The 2024 Indonesian presidential election involved a significant number of Generation Z voters, totaling 46.8 million. Therefore, a candidate's victory depends on how well they can win the hearts of Gen Z. The research findings on the 2024 Indonesian presidential election identified three variables that influenced Gen Z's involvement in the election: live streaming, personal branding, and political communication. These three variables showed a significant impact on Gen Z's participation in the 2024 Indonesian presidential election.

Political campaigning for a presidential candidate is a persuasive communication process aimed at inviting the public through the vision, mission, and programs to be achieved once elected. Live streaming, personal branding, and political communication are three interrelated elements in modern political campaigns. Live streaming provides an effective platform for building personal branding in an authentic and direct manner. However, success in utilizing these two elements depends on careful planning and effective implementation. Political candidates who can strategically leverage live streaming technology and build strong personal branding have a greater chance of succeeding in their campaigns.

6.1. Limitations

This study has several limitations, including a relatively small number of respondents due to it being mini research conducted among university students in Jakarta. Based on the results of this study, future research can be improved by increasing the number of respondents and including a more diverse demographic sample, so that the results can better represent the voter population of a country.

Acknowledgment

We would like to thank all respondents who were willing to fill out this research questionnaire voluntarily.

Ethical considerations

As a basis for research ethics, all respondents were asked voluntarily or without coercion to answer the research questionnaire shared via social media.

Conflict of Interest

The authors declare no conflicts of interest.

Funding

This research did not receive any financial support.

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