

Mapping Publication Trends of Influencer Marketing and Digital Political Campaigns: A Bibliometric Analysis

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Abstract

This paper aims to identify trends and map research on the role of influencer marketing in digital political campaigns, which has been a focus among academics and practitioners. The method used in this study is qualitative research with a literature review approach. The study found that influencer marketing has increased significantly between 2019 and 2023, successfully building credibility and reaching a wider audience on social media platforms. However, challenges include the spread of false information and the polarization of public opinion. The study concludes that influencer marketing can encourage voter participation and improve political literacy, but ethics and transparency are crucial to maintaining public trust. This research provides strategic insights for maximizing inclusive, data-driven digital political campaigns.

Keyword: Digital Campaigns; Influencer Marketing; Social Media.

1. Introduction

In the realm of digital marketing, influencer marketing has evolved into a prominent tactic, especially when it comes to politics (Padapi et al.,

2022) As influencer marketing can reach a more specialized and larger audience through digital platforms such as Instagram, TikTok, Twitter, and YouTube, its position in (Suswandy et al., 2020) In the past decade, the landscape of global political campaigns has undergone a significant transformation due to the digital revolution. Social media is no longer just a communication tool, but has become a significant arena in shaping public opinion and political mobilisation, especially in the run-up to elections. In the midst of these changes, influencer marketing has emerged as a promising new strategy to reach voters who are difficult to reach by conventional media (Manurung et al., 2023). This transformation also brings challenges such as disinformation, polarization, and non-transparent relationships between political actors and influencers. In Indonesia, the use of influencers in campaigns has been striking since the 2014 election and increased in the 2019 election, but in-depth scientific studies of this phenomenon, especially ahead of the 2024 election, are still limited. (Blakemore & Agllias, 2020).

Influencer marketing offers the benefits of increased authenticity and credibility in increasing the effectiveness of digital political efforts (Pearce & Rodgers, 2020) Influencer messages are easier to absorb and have a greater impact because they are perceived to be close to their audience (Omotayo & Folorunso, 2020) In addition to generating buzz or more intense conversations online, the use of influencers in political campaigns allows candidates to convey their messages in a way that is easier to understand and customize. Thus, influencer marketing is a powerful instrument to increase voter numbers in the 2024 presidential election, expand the reach of political messages, and increase engagement (Korzynski et al., 2020).

In the Indonesian context, the use of influencers in political campaigns has begun to gain momentum since the 2014 election and intensified in the 2019 election. Influencers are not only a tool for political promotion, but also play a role in shaping public opinion, spreading narratives, and even mobilizing young voters. However, behind this potential, there are a number of challenges that have not been fully unraveled—including the risk of disinformation, polarization, and concerns about the transparency of the relationship between political actors and influencers. On the other hand, the international literature has extensively explored the effectiveness of this strategy in countries such as the United States, the United Kingdom, and Spain, but in-depth studies in the Indonesian context are still limited, especially those that examine the dynamics ahead of the 2024 Presidential Election.

Influencer participation in political campaigns in Indonesia has increased rapidly since the 2014 elections, but reached its peak in the 2019 elections (Kaskazi & Kitzie, 2023). Using social media sites such as Instagram, YouTube, and Twitter to spread their political messages, social media celebrities such as Ria Ricis, Deddy Corbuzier, and Atta Halilintar began to directly support political parties and presidential candidates at the time (Perangin-angin & Zainal, 2018). In addition to offering verbal support, their presence also serves as a tongue link for young voters who are more familiar with social media and technology (Atmodjo, 2014). With their capacity to influence public opinion massively through more individualized endorsements or social media campaigns, influencers are emerging as a new political force (Haris et al., 2024)

This trend is becoming increasingly evident as more and more influencers are actively helping political parties and presidential candidates ahead of the 2024 general election. Candidates such as Prabowo Subianto, Ganjar Pranowo, and Anies Baswedan are increasingly aware of the importance of social media in rallying support (Harsono, 2023). To increase the visibility of their political views, each candidate has formed a social media team including influencers. Influencers such as Raffi Ahmad, Gading Marten, Rizky Billar, and others have also contributed by offering help, sharing information, or even encouraging their followers to vote (Pandey et al., 2020) This phenomenon is a reflection of Indonesia's political campaign that is increasingly integrated with the digital world, where influencers play a significant role in influencing public opinion and narrative ahead of the 2024 election (Rafi, 2020)

According to previous research, influencer marketing can significantly improve the effectiveness of online political campaigns. Influencers can increase audience engagement and increase the legitimacy of campaign messages. It has been proven that influencers who have close personal relationships with their audiences are better at cultivating trust, which is especially important in a political environment. In addition, a study by (Khanom, 2023) emphasizes the importance of engagement and authenticity in influencing political attitudes, where influencers can act as a link between voters and politicians and support the message that political campaigns want to spread. The 2024 presidential election will be a crucial starting point to assess the extent to which influencers are shaping political views and increasing voter turnout, especially among younger generations who are more engaged

with the digital world, given the ever-changing social and technological landscape (Killian & McManus, 2015).

The latest research is focusing specifically on Indonesia's 2024 presidential election, which is a strategic time to investigate how influencer marketing can improve the effectiveness of digital political campaigns, especially with young voters who are the primary voters. Unlike other studies, this study incorporates real-time data-driven prospective analysis to assess how influencer engagement affects voter participation, political leanings, and message engagement.

In addition to providing evidence-based advice on influencer selection tactics, transparency of political-business relations, and regulatory strengthening, the study also raises important issues such as the dangers of polarization, the spread of misleading information, and the importance of message credibility. This research offers more comprehensive and relevant insights for the optimization of inclusive and moral digital political campaigns in today's technological era by using an interdisciplinary approach that combines the viewpoints of digital marketing, political communication, and voter behavior.

Ensuring that these messages are authentic and credible is one of the main obstacles to using influencer marketing for political campaigns in the 2024 presidential election (Valeriani & Vaccari, 2016). While many influencers have sizable fan bases, not all of them are highly engaged or relevant to a particular political issue (Saud et al., 2020). As a result, voters who can be affected by the message may not be able to be reached effectively (Nugroho et al., 2022). Additionally, many influencers are simultaneously active in multiple political campaigns, which can lead to audiences having less trust in them. The diverse backgrounds and individual goals of influencers can also make it difficult to determine who can be relied on to convey campaign messages in an unbiased and engaging way (Alshaketheep et al., 2024).

The possibility of misinformation or manipulation of opinions by careless influencers also poses another difficulty (Leung et al., 2022). Influencers are often the primary source of information, including biased or incorrect information, due to the enormous impact of their social media (Nurdin et al., 2022). The possibility of using influencers to spread narratives that favor one party or damage the reputation of the other party could influence voter choices and jeopardize the democratic process in the 2024 general election (Fries, 2019). The advent of social media algorithms that increase polarization and generate echo spaces—where campaign messages are only seen by audiences who already share the same opinion—exacerbates the situation and reduces the likelihood of

political knowledge and unity. Stricter regulations and a more careful selection process for influencers who can actually help campaign objectives in a constructive and transparent way are needed, given these difficulties (Waeterloos et al., 2021).

The level of credibility and authenticity in digital political campaigns has a significant impact on voters' ability to receive the information provided, which then influences their choice in the 2024 general election (Holt et al., 2013). The success of political campaigns will be jeopardized if influencers abuse their position to spread misinformation or fail to maintain audience trust (Kim & Ellison, 2022). The capacity to build genuine relationships with voters is critical to the success of digital political campaigns, especially with younger generations, who are more active in using social media and more skeptical of the messages being disseminated. Political campaigns can become less attractive and even risk increasing social divisions in the absence of strong trust and honesty (Kamiloglu & Erdogan, 2020).

Determining influencers with high credibility and a good relationship with the target audience requires more careful consideration and teamwork. Choosing influencers for political campaigns should be more careful; they must choose people who are not only likable but also have a strong reputation for consistently delivering honest and relevant messages (Theocharis et al., 2023). . Influencers should also be taught about the importance of disseminating accurate information and staying away from opinion manipulation. By requiring transparency in the disclosure of business or political relationships between influencers and candidates, stricter regulations from the government can also help reduce the spread of misinformation. The effectiveness of digital political campaigns, relationships with voters, and the integrity of the democratic process in the 2024 presidential election can be improved with a more moral and open approach to influencer marketing (Azkiya et al., 2023).

Therefore, this study aims to analyse the role of influencer marketing in increasing the effectiveness of digital political campaigns in the 2024 Presidential Election in Indonesia. With a qualitative approach and a study of the bibliometric literature, this study offers a theoretical and practical contribution to the formulation of inclusive, transparent, and data-driven campaign strategies. This research also raises important issues such as the ethics of political communication, the spread of false information, and the challenges of maintaining the credibility of messages in the post-truth era (Ruess et al., 2023). The aim of this study is to investigate the ways in which influencers – both social media personalities and celebrities – can influence young audiences' political

decisions, campaign message engagement, and voter knowledge (Bennett, 2012).. Therefore, this study is expected to provide in-depth insights into successful methods in implementing influencer marketing to achieve the goal of a more transparent and inclusive political campaign in the 2024 general election (Juditha & Darmawan, 2018).

2. Method

This study aims to comprehensively analyze the role of influencer marketing in increasing the effectiveness of digital political campaigns ahead of the 2024 Presidential Election in Indonesia. This study examines the extent to which influencer engagement impacts the reach of political messages, candidate credibility, and voter participation, with a special focus on the younger generation. Using qualitative and bibliometric approaches, the study also seeks to compare global trends with local dynamics in order to produce strategic recommendations that can support more ethical, transparent, and inclusive political campaigns.

The data sources in this study are international articles, and the data collection is carried out using the <https://scopus.com> database. Scopus is one of the most extensive databases and citations on literature, scientific journals, books, and conference proceedings. Search for articles through the site <https://www.scopus.com/> by selecting several terms by checking the access button "show open access journals" and the storage institution through the search field "Search for documents". For keywords in scopus search, it is written as follows: (title-abs-key (influencer) or title-abs-key ("digital and campaign") and title-abs-key (social and media)) and pubyear > 2018 and pubyear < 2024 and (limit-to (subjarea , "soci")) and (limit-to (srctype , "j")) and (limit-to (language , "english")) and (limit-to (doctype , "ar")) and (limit-to (pubstage , "final")) and (limit-to (exactkeyword , "social media") or limit-to (exactkeyword , "influencers")) and (limit-to (oa , "all")). In Figure 1, the author presents the criteria and filters used in data collection and the analysis techniques applied.

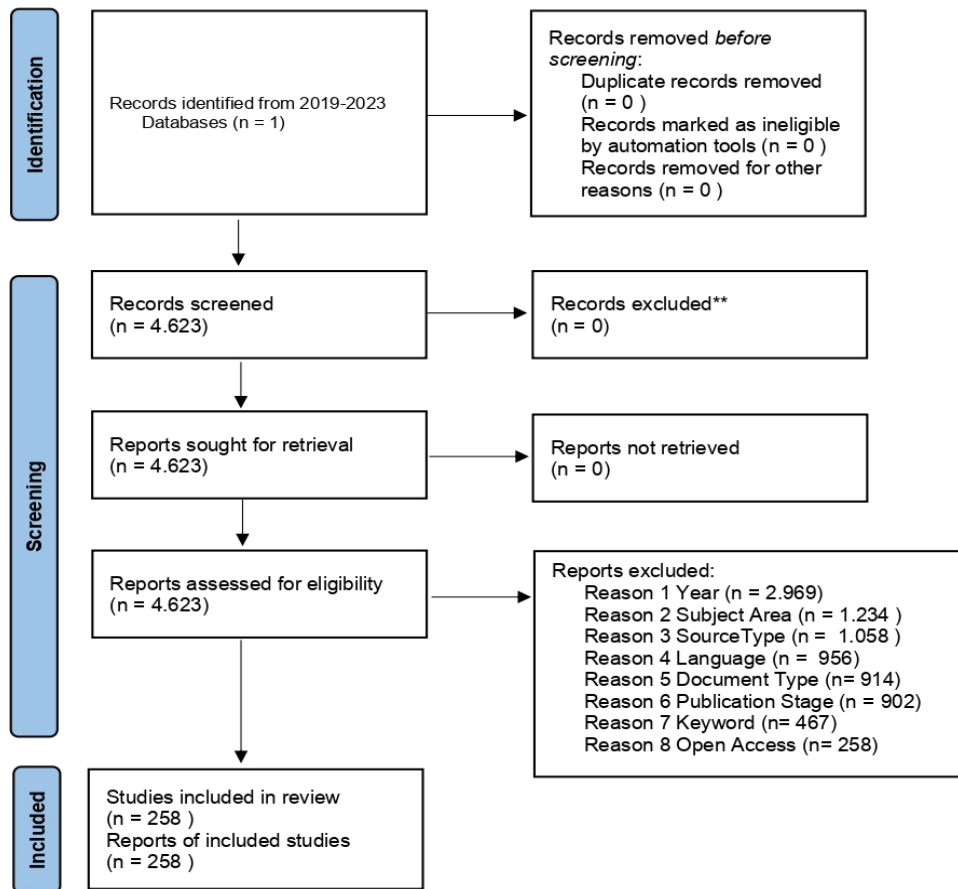


Figure 1. The PRISMA flow diagram is used to identify, screen, and include papers for our bibliometric review
Source: Processed by Author 2024

The visualization of PRISMA in this study serves to show the validity of the literature selection process as well as transparency in determining the analysis corpus. The clustering results using VOSviewer resulted in seven main thematic groups. Cluster 1, for example, links influencer marketing to credibility, public perception, and sustainability. This cluster is very relevant to explain how popular figures in Indonesia are trusted as an extension of political messages—especially in building a candidate's personal branding in a more organic and emotional way. Meanwhile, Cluster 6, which focuses on disinformation and fake news,

strongly reflects the challenges in Indonesia's political landscape, where elections are often overshadowed by the spread of misinformation through social media.

Some data were analyzed descriptively based on the year of publication, publishing institution, issuing country, journal/publication name, document type, and research topic. This study sends research map information using export data to CSV export file format, which is then processed using *VOSviewers* to determine the big data to be analyzed to obtain the results of comparative data of this research with previous research.

To analyze the data, this study used two main software programs, namely VOSviewer and NVivo 12 Plus. VOSviewer is used to perform bibliometric analysis of publication metadata, including the mapping of keywords, authors, countries, and journals. The results of the visualization were used to identify research trends, relationships between topics, and thematic groupings (cluster analysis) in previous studies. Furthermore, NVivo 12 Plus is used for thematic qualitative analysis through a manual coding process. The documents that have been collected are imported into NVivo using the NCapture feature.

The methodology is a means used by researchers to collect research data to address issues that serve as the focus of research (Arikunto, 2006). The interdisciplinary approach is operationalized by integrating theories and perspectives from three main areas: political communication, digital marketing, and voter behavior. This approach allows for a more comprehensive analysis of the phenomenon of influencer use in digital campaigns, not only in terms of technical communication strategies, but also from psychological, sociological, and political ethical sides. With this method, the research is expected to produce findings that are relevant both academically and practically in the context of digital democracy in Indonesia. (Newton & Burgess, 2008).

3. Results and Discussion

3.1 Influencer Analysis and Digital Campaign

The results of the analysis of 258 scientific publications from the Scopus database produced diverse and varied data. Scientific publications related to influencer marketing in digital political campaigns from 2019 to 2023 have diverse viewpoints. This study analyzes and classifies data starting from the year of the document. The country that contributes the most to scientific publications and author contributions.

3.2 Analysis by Year of Global Publication

Research on influencer marketing in digital political campaigns has become very abundant in recent years. This is due to the rapid development of information technology developed by the community. Figure 2 shows the trend of publications of Influencer and Digital Campaign research from 2019 to 2023 that have been included in the Scopus database, which means that these articles are arranged chronologically.

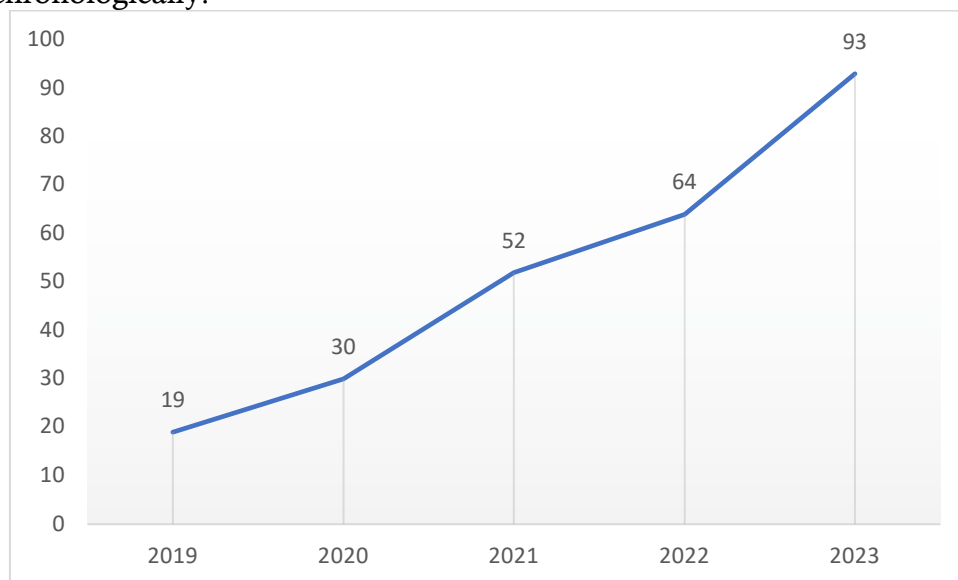


Figure 1. Documents by year

Source: Processed by Author 2024

Figure 2 shows that the use of influencer marketing in digital campaigns grew steadily and significantly between 2019 and 2023. A total of 19 documents in 2019 show that this tactic is still in its infancy and has not been widely used in digital advertising, especially in Indonesia. However, these documents increased to 30 Documents in 2020, most likely as a result of voters' increased reliance on digital information and increased use of social media, especially as a result of the acceleration of digital transformation due to the COVID-19 pandemic.

The figure then saw a more pronounced increase in 2021, reaching 52 Docs, which shows the growing trust in influencer marketing as a successful strategy to reach a larger audience, especially the younger generation. With the number increasing to 64 Documents in 2022, this trend continues and shows the growing importance of influencers in increasing voters' knowledge, engagement, and preferences towards

specific politicians or causes. With the rising popularity of platforms such as Instagram, TikTok, and YouTube, political parties are also looking to incorporate influencer marketing into their digital communication strategies, which is reflected in this growth.

The number peaked in 2023 at 93 Documents, about five times more than in 2019. This increase is the result of political parties and candidates who are more prepared to use influencers ahead of the 2024 presidential election. Since influencers are considered capable of reaching hard-to-reach audiences through traditional media, it also shows that they have evolved to become an important component of digital political strategies. The increased cost of digital marketing, modifications to social media algorithms that drive interaction, and a greater understanding of the efficacy of material distributed through influencers are all responsible for this significant increase.

3.3 Analysis Based on State Contribution

Ten countries contributed to the publication of research on influencer marketing and digital campaigns from 2019 to 2023. Figure 3 shows countries contributing to research publications around the world.

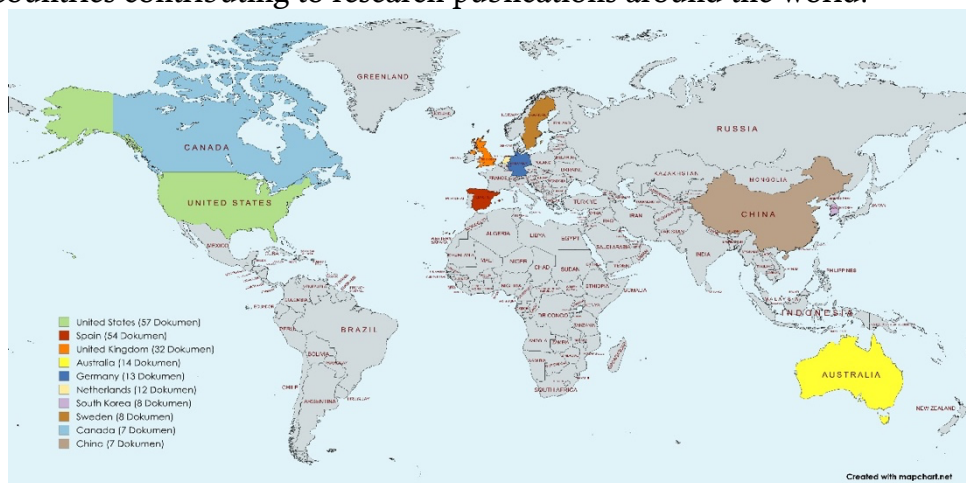


Figure 2. Documents by Country

Source: Processed by Author 2024

Figure 3 shows the contribution of countries in the publication of the research. It can be concluded that countries with a high number of published documents have the potential to provide important insights in the research entitled The Role of Influencer Marketing in Increasing the Effectiveness of Digital Political Campaigns in the 2024 Presidential Election. The United States, which has the largest number of documents, 57, made a major contribution to this study, given the large role of

influencer marketing in political campaigns in the country. With its highly developed digital markets and vast social media penetration, the United States can be a reference for understanding how influencers influence voter behavior in complex political systems.

Spain, with 54 documents, is in second place and is an important representation of the European context. Research from Spain can provide insights into culture-based political campaign strategies in multiparty political systems. On the other hand, the UK, with 32 documents, offers a different perspective, especially with the experience of massive digital political campaigns like Brexit. Research from the UK is relevant to understanding how influencers are used effectively in political campaigns involving controversial issues.

Australia, with 14 documents, has a unique experience in using social media to convey political messages. As a country with a digitally literate culture, the study from Australia can be an interesting reference for campaign strategies in Indonesia. Germany, with 13 documents, also has a significant contribution, especially with a political system that prioritizes digital privacy and strict regulations, which can be an important lesson for countries with similar regulations.

In addition, the Netherlands has many as 12 documents that are often pioneers in digital media research and technological innovation in political campaigns. Publications from these countries can help understand creative approaches to the use of influencer marketing. South Korea, which produced 8 documents, provides an interesting perspective from the East Asian region. With its high rate of technology penetration and strong social media culture, South Korea can provide insights into how to use influencers to reach a large digital population.

Canada and China each produced 7 documents, with different focuses. Canada offers insights into the implementation of digital strategies in a pluralistic society, which is relevant to Indonesia's multicultural context. In contrast, China provides a unique picture of the influence of strong government regulations on political marketing strategies through influencers, which can provide additional perspective on the challenges of integrating influencer marketing in countries with strict regulations.

An analysis of 258 publications from the Scopus database during the 2019–2023 period showed a significant increase in the number of studies discussing influencer marketing in digital political campaigns. Globally, this increase reflects a shift in political communication strategies from traditional media to a more participatory and interactive digital space. The highest publications were recorded in 2023, in line with the

increasing readiness of political parties to use influencers as communication agents ahead of elections in various countries, including Indonesia.

However, when the data is categorized by the country of origin of publications, it can be seen that Indonesia's contribution is still very limited compared to countries such as the United States (57 publications), Spain (54), and the United Kingdom (32). In fact, in practice, Indonesia is one of the countries that actively utilizes influencers in the political context, especially since the 2014 Presidential Election until the 2024 Presidential Election. This disparity between practice in the field and scientific contribution shows the existence of a gap in the literature that this study tries to bridge. Thus, focusing on the Indonesian context is important to fill the theoretical gap in the global understanding of influencer marketing effectiveness in the context of digital democracy in developing countries.

3.4 Analysis by Author

Scientific research from the Scopus database with the theme of Influencer Marketing and Digital Campaigns from 2019 to 2023 totals 258 documents written by researchers. Figure 4 shows the ten authors who contributed the most to scientific research on this theme.

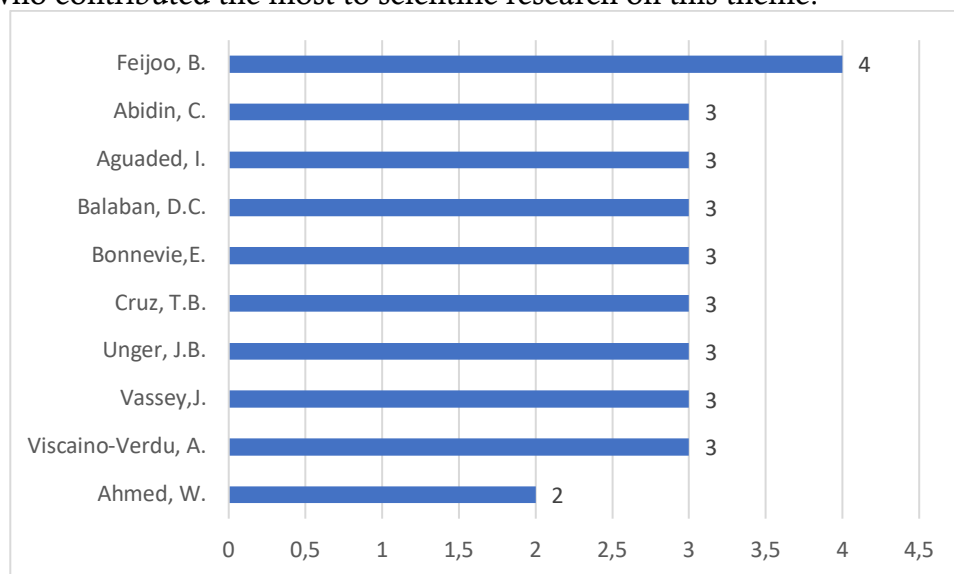


Figure 3. Documents by Top 10 Authors

Source: Processed by Author 2024

Figure 4 shows the author's contribution to publications relevant to the research entitled The Role of Influencer Marketing in Increasing the

Effectiveness of Digital Political Campaigns in the 2024 Presidential Election can be analyzed through the number of documents published by each author. The author with the greatest contribution is Feijoo, B., who has 4 documents. This suggests that Feijoo, B. is one of the prolific lead authors and may have many relevant publications in the field of influencer marketing or digital marketing, especially in the context of politics or digital campaigns. His research has the potential to be a prime reference for gaining in-depth insights into this topic.

In addition, there are a number of other authors who each have 3 documents, namely Abidin, C., Aguaded, I., Balaban, D.C., Bonnevie, E., Cruz, T.B., Unger, J.B., Vassey, J., and Viscaino-Verdu, A. These authors made significant contributions to the relevant literature. For example, Abidin, C., is globally recognized as one of the leading researchers in influencer studies and digital media, so his work may be relevant for understanding how influencers interact with audiences in political contexts. Other authors such as Aguaded, I., and Bonnevie, E., can contribute from the perspective of digital media and communication relevant to political campaign strategies. Meanwhile, names such as Balaban, D.C. and Viscaino-Verdu, A., can focus on technical or regional approaches related to the topic of digital campaigns.

Author Ahmed, W., with 2 documents, also contributed, albeit in smaller numbers than other authors. Ahmed, W.'s work can be a valuable addition to enriching research, especially if his work is related to social media analytics or data-driven marketing strategies. Overall, this list of authors reflects diverse contributions to topics relevant to influencer marketing research in digital political campaigns. Authors with a high number of publications can be an important source of reference in developing theories, models, or strategies that are appropriate to the context of the 2024 Presidential Election in Indonesia.

3.5 Visualization Network Mapping

Grouping is used to gain insights or descriptions of bibliometric groupings, while image mapping is used to get a comprehensive picture of bibliometric networks.

between influencers and their audiences, which can strengthen the effectiveness of political campaigns through personal and emotional approaches. Political communication nodes and their relationships with platforms such as Twitter and Instagram reflect how social media is widely used to spread political messages. Twitter is often central to political communication through public discussion, while Instagram is used for engaging campaign visuals. This provides an overview of how influencers can leverage various platforms to support digital political campaigns.

The association with terms such as disinformation, fake news, and misinformation shows the challenges faced in the use of social media for political campaigns. This highlights the need for a careful strategy in managing information so as not to negatively impact public trust. In addition, terms such as branding, identity, and platforms emphasize the importance of managing a strong political image through social media, and other nodes, such as advertising, content analysis, and marketing, show that digital political campaigns cannot be separated from marketing principles. Influencers can be used as "mobile ads" that convey political messages through creative and engaging content. Content analytics can help understand the extent to which a campaign's message is being received and influencing the audience. Influencer Marketing and Digital Campaign" to search for literature in Scopus and analyze it through VOSviewer, resulting in 7 Clusters. Each cluster is displayed in different colors, namely Red, Light Blue, Dark Blue, Green, Yellow, Purple, and Dark Orange.

Table 2. Cluster Analysis Results

Cluster	Item Themes
Cluster 1	<i>Advertising; Engagement; Influencer Marketing; Internet; Marketing; Perception; Public Attitude; Social Media; Social Media Influencer; Source Credibility; Sustainability</i>
Cluster 2	<i>Adult; Communication; Credibility; Human; Information; Misinformation; Social Media Influencers; Trust</i>
Cluster 3	<i>Facebook; Influencers; Parasocial Interaction; Platforms; Sentiment Analysis; Youtube</i>
Cluster 4	<i>Content Analysis; Network Analysis; Political Communication; Social Influence; Social Network; Twitter</i>
Cluster 5	<i>Branding; Identity; Instagram; Media Literacy; Tiktok</i>
Cluster 6	<i>Disinformation; Fake News; Politics</i>
Cluster 7	<i>Lifestyle</i>

Table 2 shows that the cluster analysis above illustrates the relationship between different social media themes and the use of influencer marketing as a marketing strategy in online political campaigns. Cluster 1 emphasizes how public perception is shaped through influencer marketing, interaction, and advertising. Cluster 2 highlights the difficulties in building credibility and trust in digital communication, as well as the possible consequences of misinformation. While Cluster 4 concentrates on Twitter and political communication through social networking research, Cluster 3 explains how to use platforms like Facebook and YouTube to create emotional connections with viewers.

In relation to image-based political campaigns, Cluster 5 highlights the importance of branding and identification on visual platforms such as Instagram and TikTok. However, Cluster 6 draws attention to the dangers posed by fake news and misinformation to political attitudes, and Cluster 7 illustrates aspects of lifestyle that are often the focus of content on social media. This shows that social media also plays a role in creating narratives about users' lifestyles and aspirations. It can be said that social media influencer marketing is not only successful in reaching a large audience, but it also faces significant barriers in terms of information and trust management.

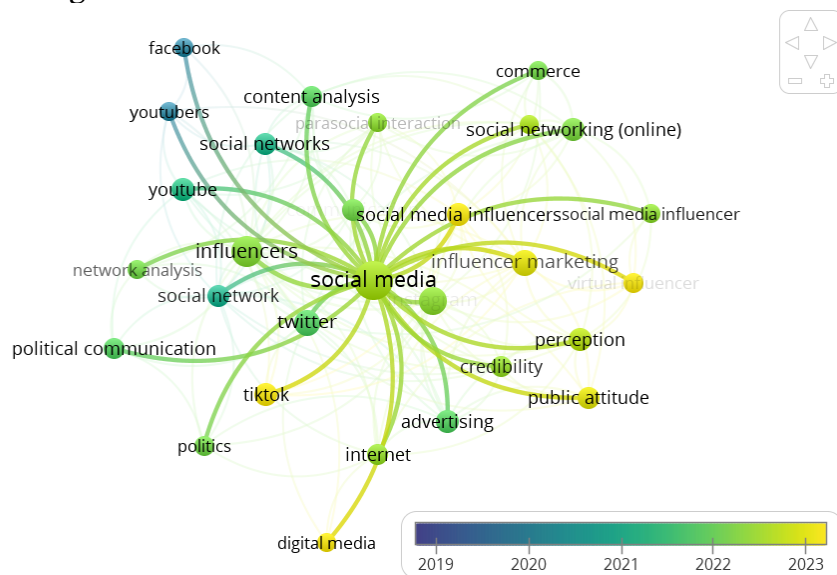


Figure 5. Research Trends in 2019-2023
Source: Author's Data Processing Using VOSviewer

Figure 6 shows the research trends regarding social media and influencer marketing that continue to grow, as evidenced by the visualization of research trends from 2019 to 2023 with the research title *The Role of Influencer Marketing in Increasing the Effectiveness of Digital Political Campaigns in the 2024 Presidential Election*. Research in 2019 concentrated on fundamental concepts including communication, perception, and credibility – which are important pillars for understanding how society reacts to information disseminated through social media.

Influencer marketing became a major emphasis in 2020, highlighting the early significance of influencers in building relationships with audiences, even in political contexts. Given the significant impact of social media sites such as Instagram, YouTube, and TikTok in influencing public opinion, 2021 will see a greater focus on the issues of misinformation, disinformation, and political communication on these platforms. In 2022, the study will delve deeper into the relationship between viewers and influencers in political campaigns using data analysis techniques such as sentiment analysis and media literacy. Research trends for 2023 emphasize branding and digital identity, which shows that influencer-based political campaign tactics are becoming more focused on creating strong candidate personas across digital channels. This trend highlights how important influencer marketing tactics are to improve the effectiveness of digital political campaigns, especially in the run-up to the 2024 presidential election, by using data-driven strategies and a thorough understanding of voter behavior on social media.

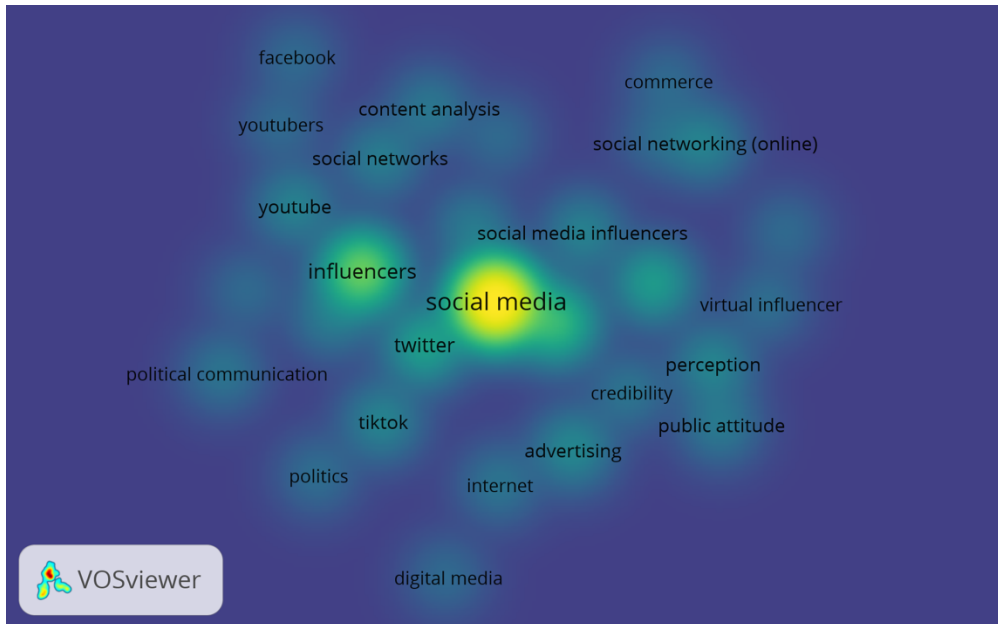


Figure 6. *Density visualization*
Source: Author's Data Processing Using VOSviewer

Based on the visualization of the topic density from the image above with the research title *The Role of Influencer Marketing in Increasing the Effectiveness of Digital Political Campaigns in the 2024 Presidential Election*, it can be seen that the main focus of the research is centered on the topic of social media and influencers which is the core of various other subtopics. The high density in this area suggests that research consistently explores the role of social media and influencers as the primary channel in marketing, including for political campaigns. Subtopics such as influencer marketing, branding, and political communication have significant densities, reflecting the great relevance of influencers in shaping public perception and digital identities of political candidates.

In addition, issues of misinformation and disinformation are also prominent topics, illustrating the challenges of using social media ethically in a political context. Platforms such as Instagram, Twitter, and TikTok are another dense area, highlighting that much of the research focuses on user behavior on these platforms, especially in influencing public opinion through political content. The dense subtopic of credibility and trust suggests that influencer credibility and audience trust levels are important factors in the effectiveness of digital political campaigns. Thus, this visualization shows that social media and influencer marketing are

strategic elements that continue to grow and are the main concern in research, especially in relation to the 2024 Presidential Election.

3.6 Visualization of Crosstab on the Role of Influencer Marketing in the 2024 Election

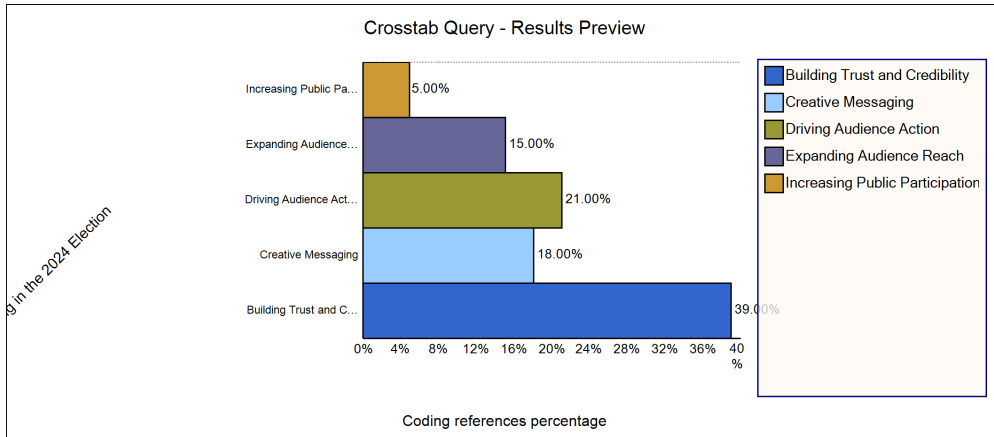


Figure 8. Visualization of Crosstab on the Role of Influencer Marketing in the 2024 Election

Source: Author's Data Processing Using NVivo12 Plus

Crosstab's percentage distribution highlighting the five key roles influencer marketing can improve the effectiveness of digital political campaigns in the 2024 presidential election is depicted in the image above. Building Trust and Credibility as much as 39%, which is the component with the largest percentage, shows that the main tactic in using influencers is to cultivate audience trust to improve the candidate's reputation. Influencers, who often have a strong reputation and great influence, serve as a powerful tool for persuading voters about a candidate's character and goals. Furthermore, the second important role is Mobilizing Audience Action, as much as 21% where influencers are used to motivate the audience to perform certain actions such as supporting candidates, spreading campaign messages, or actively engaging in political activities.

The complementary function of influencers in digital political campaigns is shown by their other roles. As many as 18% of influencers delivered messages creatively highlighting the value of using creativity to make campaign messages more memorable and engaging, especially for young people who use social media. The usefulness of influencers in reaching new segments of voters that are difficult to reach through traditional campaign tactics is highlighted by Expanding Audience Reach

by a percentage of 15%. However, the fact that Increasing Public Participation has the lowest percentage at just 5% suggests that encouraging audiences to participate in person is still a significant obstacle. While efforts to increase public participation require more intensive additional techniques, overall, this evidence suggests that influencer marketing has a crucial role to play in expanding audience reach, generating action, and fostering trust.

One of the interesting findings is the contradiction between the high intensity of political communication through influencers and the low percentage of increase in direct public participation (only 5% based on NVivo's coding analysis). This suggests that high digital engagement is not always directly proportional to real political actions such as exercising voting rights or engaging in policy discussions. This demands a new approach in digital campaigns that not only focuses on symbolic engagement, but also encourages concrete mobilization.

Practically, this study suggests the need to select influencers who are not only popular but also have integrity and a track record that is relevant to the political issues raised. In addition, the challenges of disinformation dissemination found in Cluster 6 demand stronger regulation and digital literacy, including the need for transparency in the relationship between influencers and political actors. The researchers also recommend that political candidates and campaign teams integrate data-driven strategies to identify pain points in message reach and build content that encourages active political participation, rather than just passive digital engagement.

Conclusion

The study suggests that influencers play a crucial role in the digital political campaign of Indonesia's 2024 presidential election. They contribute to the development of political candidates' skills, influence campaign support, and mobilize opposition. The study found that influencer presence in digital spaces not only increases symbolic engagement but also influences political perceptions, making it easier for them to understand. However, digital engagement is not always linked to substantial political participation, and there are still significant risks related to disinformation and polarization of opinion in social media.

The study on influencer use in Indonesia has limitations due to its reliance on secondary data from Scopus publications and a lack of primary field data. It suggests future research should use longitudinal or field studies to examine the long-term impact of influencer use, especially in the context of misinformation and changing voter preferences. It

suggests that digital political campaigns in Indonesia should be more selective in choosing influencers, pay attention to their track record and values, and implement transparency in candidate-digital promoter relationships. Regulatory policies and political digital literacy are also needed to ensure meaningful voter involvement in the digital space.

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