

How Facebook Still Matters: The Battle of Campaign Strategy in Bantul Election

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Abstract

This study aims to analyze digital political campaigns using Facebook Ads. Political campaigns in this digital era are carried out through social media to attract the engagement of prospective voters. This research uses a case study of the Facebook ads campaign of one of the winning pairs for the regional head election in Bantul, Indonesia. Facebook as a social media for campaigning. The results of this study indicate that the Facebook Ads campaign successfully reached the target audience. The total reach during the 30 days ad serving period was 646,142. This figure is categorized as high because when compared to the number of voters registered in the final voter list for the Bantul election (704,688), this figure has reached most of the targeted voters. Similar to reach, Facebook Ads campaign impression data also fluctuated during the ad serving period. The total number of impressions during 30 days of ad serving was 669,149. The more often the ad appears on the users' Facebook page, the greater the opportunity for the ad to be read and observed by the audience.

Keywords: digital political campaign, election, Facebook Ads, voters' engagement

Abstrak

Penelitian ini bertujuan untuk menganalisis kampanye politik digital menggunakan Facebook Ads. Kampanye politik di era digital ini dilakukan melalui media sosial untuk menarik keterlibatan calon pemilih. Penelitian ini menggunakan studi kasus kampanye Facebook Ads salah satu pasangan pemenang pemilihan kepala daerah di Bantul, Indonesia. Facebook sebagai media sosial untuk berkampanye. Hasil penelitian ini menunjukkan bahwa kampanye Facebook Ads menjangkau target audiens. Total keterjangkauan selama 30 hari masa penayangan iklan adalah 646.142. Angka ini tergolong tinggi karena jika dibandingkan dengan jumlah pemilih yang terdaftar dalam daftar pemilih tetap Pilkada Bantul (704.688), angka tersebut telah menjangkau sebagian besar target pemilih. Sama halnya dengan keterjangkauan, data impresi kampanye Facebook Ads juga mengalami fluktuasi selama masa penayangan iklan. Total impresi selama 30 hari masa penayangan iklan adalah 669.149. Semakin sering iklan muncul di halaman pengguna Facebook, maka semakin besar pula peluang iklan tersebut untuk dibaca dan disimak oleh pengguna.

Kata kunci: Facebook Ads, kampanye politik digital, keterlibatan pemilih, pemilu

INTRODUCTION

The purpose of political campaigns is to generate engagement from potential voters in order to win votes. Engagement is defined as two-way communication and interaction between political candidates and their voters. Political campaigns in this digital era are carried out through social media to attract the engagement of prospective voters (Larsson et al., 2024; Sjoraida et al., 2024: 928). Facebook is one of the social media platforms with significant potential to engage young millennial voters. According to data from Hootsuite & We are Social (2020), Indonesia has 160 million active social media users. In addition, the survey indicates that the average social media user spends 3 hours 26 minutes each day. The installation of campaigns through social media, especially Facebook Ads, will be a strategy to attract engagement and support from novice voters or young voters. Facebook is

still popular in Indonesia, with over 82% of internet users aged 16 to 64 for most-used media social platform.

At that time, COVID-19 pandemic posed a major challenge for Indonesia, as several regions had to hold general elections. In 2020, the number of positive COVID-19 cases in Indonesia continued to rise. According to the daily report of the COVID-19 Acceleration Handling Task Force, as of November 28, 2020, there were 522,999 confirmed cases. This made Indonesia the country with the highest number of COVID-19 cases in Southeast Asia. The number of positive cases continued to increase, and the virus had spread to 34 provinces even though various social, prevention, and health protocols have been implemented in every activity (Pusat Krisis Kesehatan Kemenkes RI, 2020). The COVID-19 encouraging various parties, especially political candidates, to seek alternative methods of campaigning, one of which is through digital platforms such as Facebook Ads.

The case study in this research examines the implementation of a political campaign through Facebook Ads by candidate pair number 1 in the 2020 Bantul Regency Pilkada, namely Abdul Halim Muslih and Joko Purnomo. This candidate pair actively campaigning through Facebook Ads to avoid the spread of COVID-19 during the Bantul Pilkada campaign period, which started on November 5 to December 5, 2020.

The purpose of this study is to calculate and analyze the engagement generated from digital campaigns through Facebook Ads, using response data provided by prospective voters. It also seeks to assess the effectiveness of Facebook Ads social media as a political campaign strategy during the COVID-19 pandemic. The threats and impacts are not only on the health sector but also extend to the threat of an economic and political crisis (Arivuchudar et al., 2020). A total of 270 regions with details of 9 provinces, 224 regencies, and 37 cities in Indonesia held simultaneous regional elections on December 9, 2020. The date was determined according to the agreement between Commission II of the DPR and the government (Aida, 2020). Even though the pandemic has not ended, the election proceeded as schedule to maintain Indonesia's political stability (Akbar & Darnis, 2020).

Face-to-face campaigns have the potential to increase the number of Covid-19 cases and extend the COVID-19 pandemic (Akbar & Darnis, 2020). A total of 100,359,152 people registered permanent voters were at risk of exposure if they attended crowded campaign events. According to a report in *Kompas*, an epidemiologist from the University of Indonesia Iwan Ariawan stated that if there was a crowd of 100 people in a campaign event, then one or more people would be infected with COVID-19. If 738 pairs are running for election to the campaign, it is estimated that there will be 1,042,280 gathering points with a mass of 100 people or more. If it is calculated with the scenario that 10 people with COVID-19 will infect two people, then there will be an additional 2,084,560 new cases from face-to-face campaign activities (Waseso, 2020).

Face-to-face campaigns during a pandemic are also considered less profitable and less efficient in terms of time, effort, and cost (Dimitrova et al., 2014). Face-to-face campaigns require a large budget, even though the government has determined a 20% reduction in the campaign budget for each pair of candidates for regional leaders. By Article 58 Paragraph (2) of the General Election Commission Regulation Number 13 of 2020, face-to-face campaigns can only be carried out for a maximum of 50 people to gather with restrictions on operating hours (Komisi Pemilihan Umum RI, 2020). This makes it difficult to organize a campaign that gathers large crowds while simultaneously meeting the target number of supporters. Consequently, campaign committees must hold multiple events in stages, resulting in significant time and energy expenditure, as well as a higher overall cost (Spinelli, 2020).

The strategy to avoid the risk of COVID-19 transmission and streamline budget, one effective strategy is to conduct campaigns through social media and digital platforms which can reach a wider audience. Social media platforms allow candidates to engage, interact, discuss, and exchange

opinions with potential voters compared to traditional campaigning methods such as brochures, print media, television, and door-to-door outreach. Social media is easily accessible by all users, with 160 million users in Indonesia (Hootsuite & We are Social, 2020). The use of social media, particularly Facebook Ads, as campaign tool can significantly reduce campaign cost. In addition, the campaign will be more targeted and measurable, which can be monitored from the features of who sees the ad, how comments are given, and the number of *likes* given by potential voters on social media (Hagar, 2014; Sunstein, 2017).

LITERATURE REVIEW

Previous studies on elections in Indonesia are often viewed in the context of high-costs politics (Hakim & Muhyidin, 2022; Agustino et al., 2023; Darmawan, 2024). Elections, in addition to efforts to demonstrate democratic practices, also highlight the high costs required to win. High-cost politics are caused by various factors, meaning that the solution to this problem cannot solely focus on election participants. Furthermore, previous authors have also linked politics and business (Warburton, 2024; Damanik et al., 2025). Because it requires large costs, many politicians have a business background. Business people choose to enter the political arena, resulting in a merger between private owners and public offices. Today, Indonesian politics is inseparable from businesspeople, with 45% of members of parliament and 65 cabinet members in the Indonesian government (2019-2024) having ties to certain company profiles.

However, there is a gap in the research regarding how politicians can use social media to reduce political costs. In addition, the author considers it important to know how the fight in the local politics arena, in this case Bantul Regency, is in using social media such as Facebook. While most previous studies on social media have focused on Tiktok and Instagram (Ayudhiya et al., 2024; Ajib, Ridwan, & Fatkuri, 2023; Saputro, Susana, & Sidharta, 2023; Suwarno, 2023; Rachman, Bestari, & Christanti, 2024), a few studies analyze Facebook. The urgency of this research is that even though new applications have emerged and their popularity has increased, Facebook is still relevant today (Helmond, et al., 2019; Schmidt et al., 2024). According to Data Reportal, Facebook users in Indonesia reach 117.6 million people by January 2024 (Kemp, 2024). This number is in close competition with TikTok users (126.8 million) and Instagram users (100.9 million). Therefore, similar experiences and strategies may be applied by politicians in future campaigns.

In analyzing the use of Facebook in the regional elections, the author uses social media strategies as a conceptual framework. The core issue of political campaigns is how to effectively convey messages to voters. In this case, political actors use social media as a tool to convey messages. Social media plays an essential role in digital marketing. It is defined as "a group of Internet-based applications that builds on ideological and technological foundations of Web 2.0, and it allows the creation and exchange of user generated content" (Kaplan & Haenlein, 2010: 61).

This article focuses on how social media strategies are employed to attract or increase voter interest in regional head candidates. Social media strategy uses at least three main features (Summers, 2024). First, content that has the potential to go viral or get great user engagement. Here, regional head candidates need to explain their vision, mission, and programs to the public in order to get a positive reaction or impression. Second, paid promotion, which is a marketing effort to increase visibility and target audience. Third, active interaction and outreach, which is intended so that regional head candidates can communicate and reach a wider community to convey their vision, mission, and programs. These three features are the fundamental analytical tools in this research.

RESEARCH METHODS

This study uses a quantitative method. Quantitative research is an attempt by a researcher to find

knowledge by presenting data in the form of numbers (Ghanad, 2023). The figures obtained are used to carry out information analysis. In simpler terms, quantitative research is scientific research that is systematically arranged on the parts and tries to find causality to find out the relationship. The research also uses case studies. A case study examines a specific phenomenon within a limited context, which could involve individuals, roles, small groups, organisations, communities, nations, decisions, policies, processes, or events (Poerwandari, 2007: 288). This study uses a case study of the campaign pair of the regent and deputy regent of Bantul Regency number 1, namely Abdul Halim Muslih and Joko Purnomo in the 2020 Bantul election.

The unit of analysis relates to problems, cases, or also in the form of individuals studied in research (Prihatsanti et al., 2018). Based on this understanding, the unit of analysis in this study is the number of engagements on each Facebook Ads campaign for the pair of regents and deputy regents of Bantul Regency number 1, namely Abdul Halim Muslih and Joko Purnomo. The ads displayed over the course of one month varied in form and objective. Some advertisements aimed to achieve the broadest possible reach, while others were designed to attract audience engagement through likes, comments, or shares.

The research was conducted during the election of the regent and deputy regent of Bantul district 2020. Data collection took place throughout the campaign period, from November 5 to December 5, 2020. The data analyzed in the study was in the form of data from campaign advertisements on Facebook. The variables used include reach, impressions, and Click-Through Rate (CTR) for Facebook Ads. The collected data that has been obtained is then presented in the form of tables and graphs. Furthermore, the data were analyzed descriptively quantitatively.

There are four basic stages in processing Facebook Ads campaign engagement data (Figure 1). First, data collection. Authors collected daily report data from November 5, to December 5, 2020. Second, data reduction, authors selection of important data and used for engagement analysis. Third, interpretation and categorization of data. The stage of categorizing the data to be analyzed and the relationship between the data. Fourth, data representation. The stage of presenting Facebook engagement data in the form of tables and graphs.

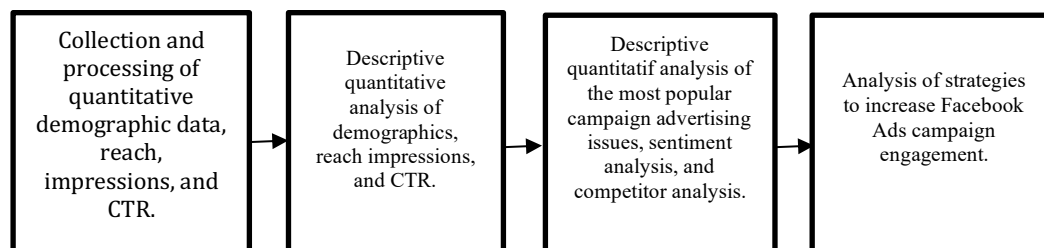


Figure 1. Design of the Explanatory Sequential Method
Source: Proceed by Authors (2024)

Data analysis in qualitative research is not to look for trends about observed reality and not to photograph general patterns of observed social reality. The analysis conducted in qualitative research is intended to seek an in-depth understanding of the reality under study as the reality is understood by the research subject and to be able to interpret the meaning behind the words and behavior of the research subjects.

Qualitative data processing was conducted using the Nvivo tool. Nvivo is used in the literature review processing stage. The literature review is a crucial step in this research, as it discusses previous studies and highlights the extent to which concepts have been developed. The review also identifies gaps in existing knowledge, which the current study aims to fill with new insights. The strategies for enhancing Facebook Ads engagement were also formulated through the literature review, using Nvivo.

RESULTS & DISCUSSION

The 2020 Bantul election was conducted to elect the regent and deputy regent of Bantul Regency for the 2021-2024 term. The 2020 Bantul election was held simultaneously with other regional elections across Indonesia on December 9, 2020. In the Bantul election, two pairs of regent and deputy regent candidates participated. Pair number 1 consisted of Abdul Halim Muslih and Joko Purnomo, while pair number 2 included Suharsono and Totok Sudarto. Both regent candidates, Suharsono and Abdul Halim Muslih, had previously served as the regent and deputy regent of Bantul during the 2016-2021 term. In this period, Suharsono held the position of Regent, and Abdul Halim Muslih served as Deputy Regent of Bantul.

Facebook Ads Campaign Reach Analysis

The reach of a Facebook Ads campaign is determined by the number of people who view the ad. The following are the results of the reach of the campaign ad that aired on November 5, 2020, to December 5, 2020 (table 1).

Table 1. Quantitative Analysis of Facebook Ads Reach

Analysis Data	
Mean	20843,29032
Standard Error	1050,349087
Median	21751
Standard Deviation	5848,096216
Sample Variance	34200229,35
Kurtosis	3,880491344
Skewness	-1,219703518
Range	32171
Minimum	475
Maximum	32646
Sum	646142
Count	31

Source: Processed by the Authors (2024)

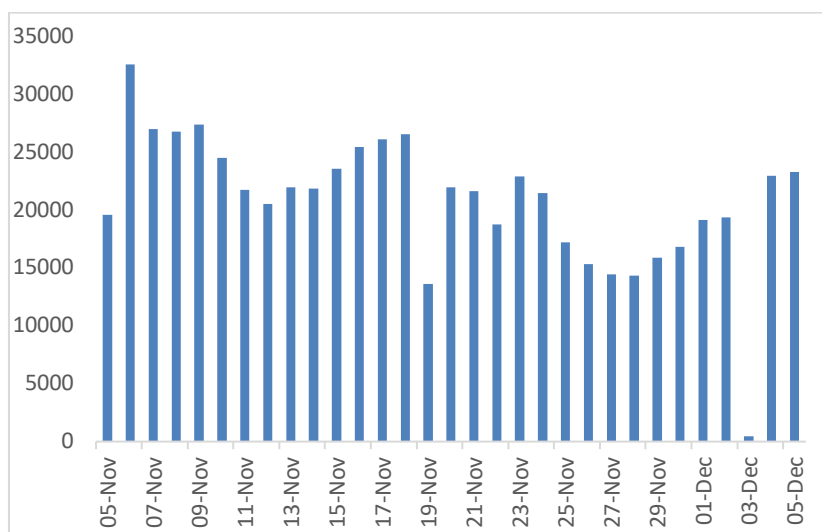


Figure 2. Graph of Reach Facebook Ad Campaign

Source: Processed by the Authors (2024)

The reach of a Facebook Ads campaign fluctuated during the ad-serving period. According to Figure 2, the highest reach was on November 7, which was 32,646. This means that the campaign ad on that date has been seen by 32,646 Facebook users who are the target of the campaign. On that date, the ad reached many targets. The lowest reach occurred on December 3rd, which was 475. This happened because on that date the advertisement had problems, so the results were less than optimal. The median reach data reached 21,751. while the average reach during the ad serving period reached 20,843. The total reach of 646,142 is considered quite good because when compared to the number of voters registered in the final voter list for the Bantul election (704,688), this figure has reached most of the targeted voters.

Facebook Ads Campaign Impression Analysis

Impression is a variable whose result is side by side with reach, which can be equal to or greater in value. The value of impressions can be greater than reach because one Facebook user who is the target audience of a campaign ad can see the campaign more than once.

Table 2. Quantitative Analysis of Facebook Ads Campaign Impression Data

Analysis Data	
Mean	21585
Standard Error	1092,229486
Median	22527
Standard Deviation	6081,276409
Sample Variance	36981922,76
Kurtosis	3,755604656
Skewness	-1,200986376
Range	33127
Minimum	475
Maximum	33602
Sum	669145
Count	31

Source: Processed by the Authors (2024)

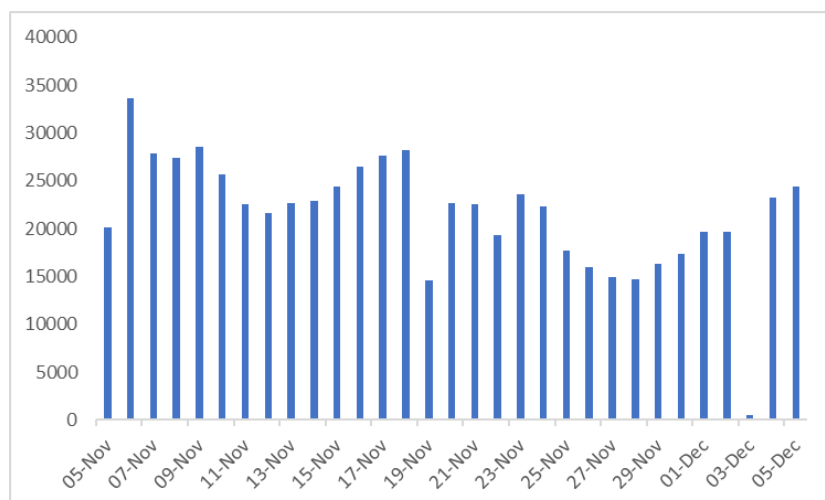


Figure 3. Facebook Ads Campaign Impression Graph
Source: Processed by the Authors (2024)

Similar to reach, Facebook Ads campaign impression data also fluctuates during the ad serving period. The highest impression was on November 7, which was 33,602. This means that the campaign

Data Analysis	
Mean	1,3222
Standard Error	0,109763386
Median	1,3679
Standard Deviation	0,6111
Sample Variance	0,3735
Kurtosis	-0,0347
Skewness	-0,0999
Range	2,6224
Minimum	0
Maximum	2,6224
Count	31

ad on that date has been viewed by 33,602 Facebook users who are the target of the campaign. On that date, the ad reached many targets. The lowest impression occurred on December 3, which was 475. The median impression data reached 22,527, while the average reach during the ad serving period was 21,585. The more often an ad appears on a user's Facebook page, the more likely it is to be read and noticed. This could increase the curiosity and interest of Facebook users who were initially less interested and ignored the campaign content, become more interested and then click or provide support by giving likes, comments, or sharing posts.

Facebook Ads Campaign Click Through Rate (CTR) Analysis

Click Through Rate is seen from the ratio of the number of clicks to the number of ad servings. The higher the CTR value, it indicates that many users are interested in the ads they see and read. CTR figures during the ad serving period also fluctuate from day to day.

Table 3. Quantitative Analysis of Facebook Ads Campaign CTR Data

Source: Processed by the Authors (2024)

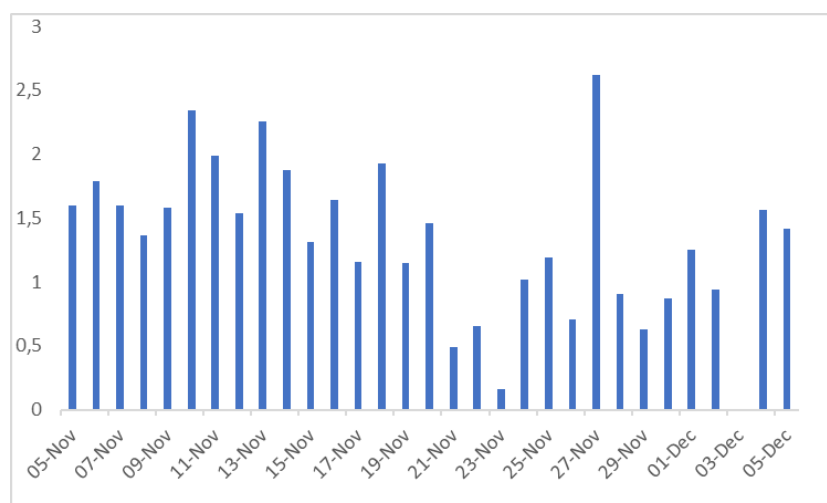


Figure 4. Facebook Ads Campaign CTR Graph

Source: Processed by the Authors (2024)

The highest CTR figure occurred on November 27, reaching 2.6 (see Figure 4). Meanwhile, the

lowest was on December 3, which was 0 or no audience took actions such as clicking, giving likes, comments, or sharing posts. The average CTR figure is 1.32, while the median is 1.36. A Facebook campaign is considered to have good performance if its CTR number is high. A Facebook campaign is categorized as having a good performance if the CTR is more than 1 percent and is said to be very good if the CTR reaches more than 2 percent. From the CTR data shown in Table 8, most of the CTRs have reached the target of more than 1 percent. During the 31 days of ad serving, there were 9 serving days where the CTR had not reached the target. The factors that influence high or low CTR and strategies for dealing with them are described in the next section.

Engagement Rate (ER)

This metric is included as one of the success benchmarks that can be used for advertising campaigns. The number of reciprocal interactions (engagement) between the campaign message and the audience can be used as an indicator of how much likeability (level of liking) an ad is. The criteria for a successful Facebook Ads campaign is that the audience knows enough and remembers the message. The implication of setting ER as a metric in a campaign is higher reach, impressions and CTR. Impressions will further affect the cost of the campaign. These costs can come from the creative production component, or from buying more impressions to drive engagement.

Reach is the most important metric in any campaign, be it brand awareness or direct response. This metric is used to find out how much penetration, the reach of our campaigns in certain audience segments. Before a campaign can enter the audience's mind, the message must reach that person first, appear on their smartphone or computer screen. The results of several campaigns installed in this study resulted in 20,843 average daily reach and a total reach of 646,142. These results have reached 90% of the target audience campaign. In general, the target reach for 0 engagement is between 40% and 60% of the potential number of audience segments. If the reach value is less than the target, it means that the results of our campaign have not been maximized, relative to the size or number of potential audiences.

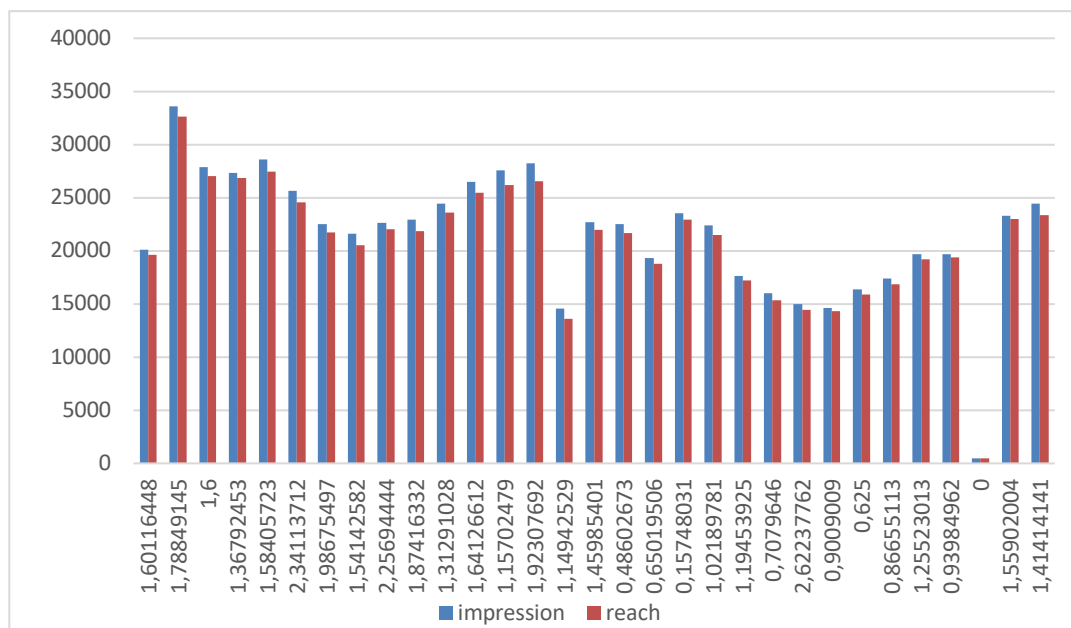


Figure 5. Reach, Impression, and CTR Grafik graphs

Source: Processed by the Authors (2024)

The Figure 5 shows an overview of three Facebook campaign variables, namely reach,

impressions, and CTR. All three have comparable values with the same pattern. This is because CTR is obtained from the ratio of the number of clicks to the number of impressions. In the context of political campaigns, CTR is influenced by several things such as advertising content, graphics, and audience preferences for political candidate figures.

Analysis of Issues and Keyword Facebook Ads Campaign Abdul Halim Muslih and Joko Purnomo. Campaign content and captions are an important part of communicating campaign information for political figures to the public. Information that is conveyed in communicative and simple language, and has a straightforward meaning tends to be easily understood by the audience and gets a positive response (Devito, 1996). Captions in social media campaigns are short text above or below an image or video that explains the content and intent of the post content. With captions, candidates convey persuasive messages and sentences to convince the audience in each post. The aim is to clarify information so that it is conveyed to the audience and does not cause misinterpretation.

In Abdul Halim Muslih and Joko Purnomo's Facebook Ads campaign, there are 3 issues that get the most engagement from the audience. The issue that most attracted attention and audience engagement was about the candidate's “vision and mission” (Figure 6). This is evidenced by postings containing information on the vision and mission that received 10,115 engagements and a total reach of 64,485.



Figure 6. “Vision and Mission” issues that get the most engagement
Source: Processed by the Authors (2024)

Through this post, the campaign team conveyed information about the couple's mission to become regent and deputy regent of Bantul for the period 2021-2024 (see Figure 6). The sentences included in this visual image are persuasive sentences, giving messages to the audience to exercise their voting rights and make choices in the 2020 Bantul election.

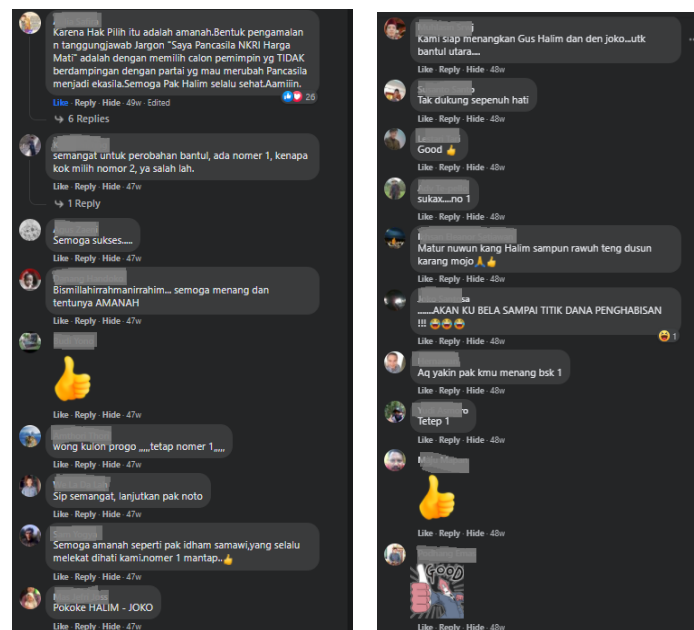


Figure 7. Audience comments in responding to “Vision and Mission” issues
Source: Processed by the Authors (2024)

The audience's interest in this issue can also be seen from the number of comments that reached 239 and 4,200 likes. All comments from the audience contain positive responses about the vision and mission presented. The audience gave a statement of support for the vote for Abdul Halim Muslih and Joko Purnomo. The audience's comments varied, some responded to the vision and mission information conveyed in posts, statements of support, some were in the form of requests or demands for the pair to carry out other programs for the progress of Bantul.

The second issue with the most responses was about “Covid-19” (Figure 8). Several Facebook Ads campaign posts by Abdul Halim Muslih and Joko Purnomo raised the theme of Covid-19. As one example is a post that contains information on the implementation of voting during a pandemic and an appeal to continue to use their voting rights even though the election is held during a pandemic. Campaign posts urge the public to maintain health, wear masks, and comply with health protocols when coming to polling stations to elect candidates for regent and deputy regent. The post also reiterated the vision and mission of the couple Abdul Halim Muslih and Joko Purnomo, namely "to make the Bantul community harmonious, prosperous, just, and cooperative based on Pancasila and the 1945 Constitution within the framework of the Unitary State of the Republic of Indonesia with Bhinneka Tunggal Ika". This couple conveyed the vision and mission of the program not only in one post, but almost every post was given an additional caption about the vision and mission. As a result of this strategy, the posts got a total reach of 39,786 and 6,922 engagements.



Figure 8. The “Covid-19” issue that gets the most engagement

Source: Processed by the Authors (2024)

The third most popular issue is about programs delivered through visual displays and captions with the keyword “change” and similar keywords about progress, movement for change, and the welfare of the people of Bantul (see Figure 9). Campaign ad posts discussing the issues of “change” and “welfare” were able to reach 18,878 audiences and get 2,800 engagements. The campaign got 1,400 likes and 115 comments. Most of the audience's comments discuss the hope that the Bantul people will be more prosperous and advanced economically and in development. The response in this issue is about the desire of supporters for a new leader and bring about change for the better for Bantul Regency.

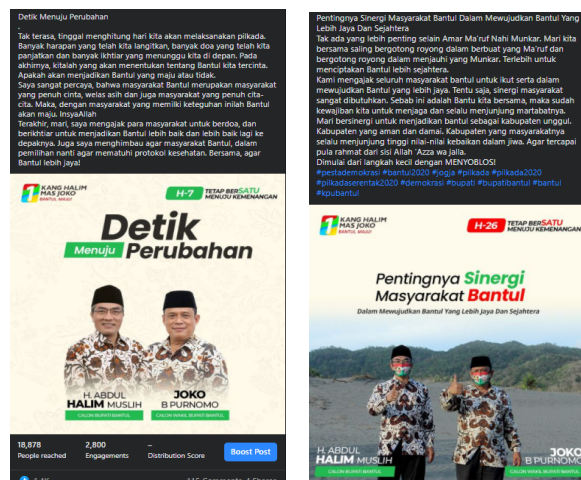


Figure 9. “Change Program” and “Welfare Program” issues that get the most engagement source: processed by the authors (2024)

Competitor Facebook Campaign Analysis

The pair of candidates for regent and deputy regent of Bantul number 2, Suharsono and Totok Sudarto carried out a campaign through Facebook Ads using the “Drs. H Totok Sudarto MPd” (Figure 10). The account got 1,077 likes and 1,136 followers. The number of likes and followers of pair number 2 is less than the Facebook account of pair number 1, Abdul Halim Muslih and Joko Purnomo. Facebook Fanpage pair number 1, Abdul Halim Muslih got 2,179 likes and 2,318 followers.



Figure 10. Facebook account of the candidate pair for Regent of Bantul Period 2021-2024 serial number 2 (Drs H Totok Sudarto MPd)
Source: Processed by the Authors (2024)

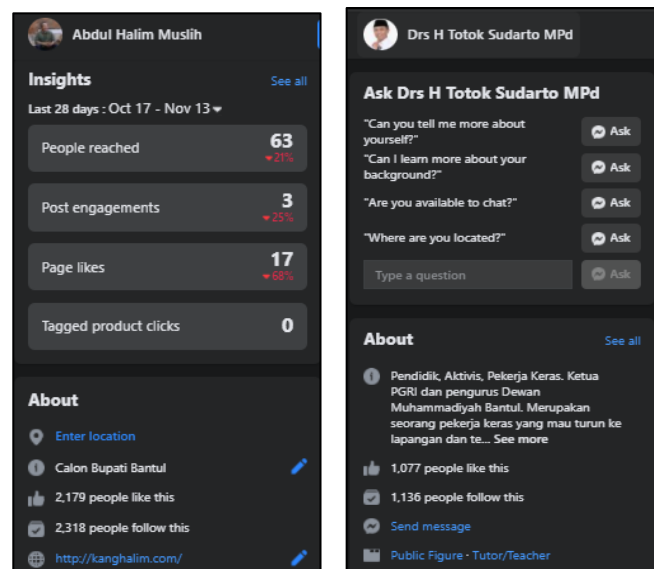
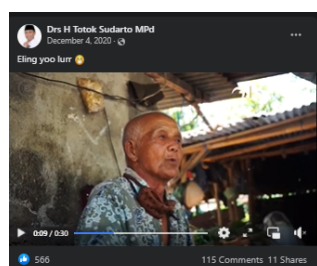


Figure 11. Comparison of the number of Likes and Followers of the Halim-Joko Couple Campaign Facebook Accounts (left) and Suharsono-Totok (right)
Source: Processed by the Authors (2024)

The candidate pair for Bantul regent number 2, Suharsono and Totok Sudarto, used a Facebook page to share posts during the campaign ahead of the 2020 Bantul election. In contrast to the strategy for pair number 1, which posted massive campaigns, the campaign team of Suharsono and Totok only posted 4 pictures and videos. The four posts get different numbers of likes, comments, and shares (see Figure 12).



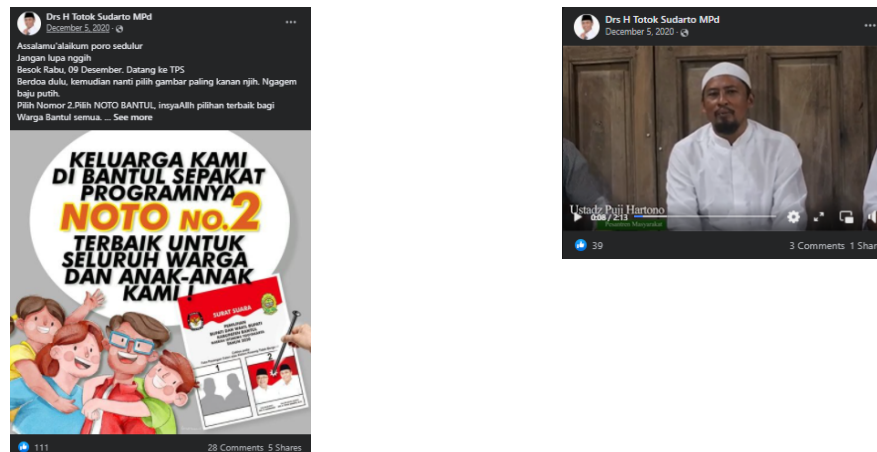


Figure 12. Facebook Ads campaign post by Drs H Totok Sudarto MPd
Source: Processed by the Authors (2024)

Based on the information, posts, and views from the Facebook account, couple 2 did not develop a specific strategy for digitally campaigning through social media. This can be seen in posts that only exist in the last 2 days of the campaign period. The content of the videos and images is a persuasive invitation to Facebook users and their supporters to vote for them. The post does not provide information about the vision, mission, programs, and daily activities that are relevant to campaign activities to build branding and increase brand awareness.

The campaign team strategy pair number 2 focuses more on the face-to-face campaign method. This statement was made by the head of the campaign team number 2. The campaign team formed a campaign team consisting of 10,000 volunteers spread across all sub-districts in Bantul Regency. Similar to Halim and Joko's strategy, Suharsono and Totok formed teams in 17 sub-districts, 75 villages, and 900 hamlets spread across the Bantul region. The winning team for the two pairs has also pushed to the neighborhood level (RT). Although the face-to-face campaign strategy of both partners is strong and has an organized team, the number 2 pair lacks the digital campaign strategy that was promoted by the number 1 partner.

Strategy to Increase Facebook Ads Campaign Engagement

The purpose of the campaign is to promote political candidates to the public and to provoke the interest of the audience to find out and take further action. Click Through Rate (CTR) is used to assess how many visitors come, see the ads that are served, and provide responses in the form of clicks, comments, or sharing posts. Advertisers can analyze using this feature regarding the quality of the content that is served, whether it is able to attract the attention of the target market or not. If the content is quality and interesting, of course there will be many visits which will also end with an increase in the number of visitors who see the advertised content. On the other hand, if there are few visits, it could mean that the campaign content that is being broadcast is not attracting the attention of the public.

The higher the CTR, the lower the CPC. The lower the CPC, the higher the ROI (Return of Investment). A high CTR indicates that our ad campaign is memorable and gets the attention of Facebook users. Effective campaign ads get a high number of clicks. Based on the results of the analysis of Facebook Ads campaign ad data with a case study of the couple Abdul Halim Muslih and Joko Purnomo, there are several strategies to increase engagement.

Based on discussion above, strategies to increase engagement are described at several points as

follows:

Table 4. Strategies to Increase Engagement

Strategy	Description
Choose a specific target audience	The more specific the targeted audience, the smaller the number and the higher the CPR you will get. The thing to note is that the maximum ad layer consists of 4 layers. The two main layers that must be selected to determine the target audience are location and age range. Next, select the layer as needed. In the case study of the Bantul political campaign, the target audience is both men and women with an age range of 17 years and over. If the target audience is not right, then the CPR will be low and means the advertising costs will be more expensive.
Use Promoted Post Ads	One type of Facebook advertising where we advertise fanpage posts for the audience to see. Posts will be prioritized to appear in the news feed.
Use CPC Offers	CPC (Cost Per Click) is most suitable for getting high CTR when compared to CPM (Cost Per Thousand Impression) or auto-CPM which gets a large audience in a short time but low click rates. CPC is considered to be a more effective campaign strategy.
Image Optimization + Call to Action Button	Ads will be interesting if the images used are clear, relevant, and interesting so that they get the attention of the audience. It should also be noted that the copyright of the images used. Image ads have a big effect on the number of clicks. In the Facebook Ads rules, it does not allow text on images with a portion of more than 20%, but this does not rule out the possibility if you want to insert a 'Call to Action' button on the ad image.
Select Newsfeed Mobile	There are 4 placements available on Facebook Ads, namely, Audience Network, Desktop Right Column, Desktop News Feed and Mobile News Feed. To increase CTR select the Desktop News Feed and Mobile News Feed types. It is more advisable to use the Mobile News Feed because currently Facebook users are more online via smartphones/mobiles than through desktops.
Choose to promote to fans only	Promote the campaign to fans only for high CTR. This is because they already know the campaign candidate's fanpage that has been created previously. This strategy makes it easier for fans to click on campaign ads.

Website Conversion Setup	Facebook prioritizes audiences that have previously passed other tracking pixels as the target audience for a campaign with the choice of 'website conversion' objective. Website conversion is the best objective of all the options Facebook provides.
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Source: Processed by the Authors (2024)

CONCLUSION

The audience for the campaign has been in accordance with the targeting, 100% of the audience is in Bantul Regency, Special Region of Yogyakarta, Indonesia. The largest proportion of the audience is Facebook users aged 30-44 years. The number of male audiences in each age group is more than the female audience. Facebook Ads campaign reach fluctuates during the ad serving period. The total reach during the 30 day ad serving period was 646,142. This figure is categorized as high because when compared to the number of voters registered in the final voter list for the Bantul election (704,688), this figure has reached most of the targeted voters.

Similar to reach, Facebook Ads campaign impression data also fluctuates during the ad serving period. Total impressions during 30 days of ad serving was 669,149. The more often the ad appears on the audience's Facebook page, the greater the opportunity for the ad to be read and observed by the audience. Most of the daily campaign ad CTR has reached the target of more than 1 percent. The average CTR figure is 1.32. During 30 days of ad serving, there are 9 serving days where the CTR has not reached the target.

The strategy to increase campaign ad engagement is to improve the quality of content, information, ad serving time planning, and ad retargeting. Efforts to increase higher engagement and more visibility on Facebook are carried out by continuously evaluating daily reach, impressions, and CTR to improve so that results always increase from day to day.

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