The A.I. generated images in Indonesia's 2024 presidential election

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

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

Introduction

General elections or elections are still an important moment in the democratic life of every country, including Indonesia. The 2024 Indonesian elections will determine the direction of the country's political and social policies in the next few years. Artificial intelligence technology has added an exciting new dimension to today's political dynamics. This phenomenon has entered the world of democracy, and an example of its impact is the election of President and Vice President of Indonesia in 2024. The aim of this research is to explore how attractive the images produced by artificial intelligence are for one of the pairs of candidates for President and Vice President of Indonesia for the 2024–2029 period.

In recent years, the phenomenon of AI has surged, transforming various sectors including personal branding, where individuals leverage AI tools to enhance their online presence through automated content creation, data analytics, and personalized marketing strategies. This technology's ability to generate tailored messages and optimize engagement has made it particularly appealing for political imagery. For instance, a presidential candidate in Indonesia utilized AI to craft and disseminate targeted campaign messages, reflecting a growing trend globally. AI's role in electoral management is not confined to Indonesia; it has been adopted in

regions like North America, Europe, and Asia for tasks ranging from voter behavior analysis to the automation of election processes. According to a report by the Brookings Institution, "AI has the potential to enhance the efficiency and transparency of electoral systems, but also poses risks that need careful management" (Brookings, 2023). This global development underscores the transformative power of AI in shaping political landscapes and electoral strategies.

The research focused on the perception of one partner by the A.I. where the Presidential Election is very important in the political dynamics of countries where the public plays a role in determining their representatives in various legislative and executive institutions. In the case of Indonesia, the Presidential Election is the highest authority that reviews the country's social-policy system. Therefore, every Presidential Election in Indonesia is accompanied by various campaign strategies that can involve the use of political advertising. The Presidential Election which will be held in 2024 in the digital era has also indicated that technology is increasingly becoming an integral part of every aspect of life, including politics.

One important strategy is the increased use of images generated by artificial intelligence technology in political advertising. Influencers prefer to use AI generated images because the technology can manipulate images and videos more effectively, creating more engaging and immersive content. As noted by the MIT Technology Review, AI-generated content can be tailored to fit specific audience preferences, making it a powerful tool for personal branding and political campaigns. For instance, a presidential candidate in Indonesia utilized AI to craft and disseminate targeted campaign messages, reflecting a growing trend globally (MIT Technology Review, 2023). This global development underscores the transformative power of AI in shaping political landscapes and electoral strategies. This research is crucial as it explores the intersection of AI, personal branding, and political imagery, highlighting the profound impact on visual communication design and election management. Its findings can contribute significantly to understanding how AI-driven strategies enhance engagement and efficiency, offering valuable insights for both academic discourse and practical applications in these fields.

Methods

The method used in this research is descriptive qualitative. This approach is used to understand the phenomenon of image visualization created by artificial intelligence (AI) in the context of the Presidential Election in Indonesia in 2024. This research method includes several main steps: Literature Analysis: Research begins by conducting a literature review of literature sources relevant to the research topic. This includes literature on artificial intelligence (AI) technology, visual communication design, and Indonesian political dynamics. Interpretation of Results: The results of the analysis will be interpreted in the context of their impact on public perceptions and opinions about candidates and political parties. This will help understand the extent of the visual appeal created by A.I. can influence voters' decisions.

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

Table 1. Table of research method.

Factor	Branding Politics and Marketing Culture (Michael Serazio)	Market Driven Political Advertising (Andrew Hughes)	Decoding Advertisements (Judith Williamson)

Literature Analysis	Focuses on the importance of emotion, authenticity, and marketing in political branding. Discusses how A.I. helps create images that focus on emotional and authentic aspects of candidates.	Emphasizes the role of digital, social, and mobile marketing in market-driven political advertising. A.I. is used to create political advertisements that draw attention on digital platforms and social media.	Explores how A.I. creates visual appeal that can be encoded and understood by potential voters.
Results Interpretation	Emphasizes the balance between emotion, authenticity, and effective marketing in A.I. campaigns.	Underscores the importance of using A.I. strategically in market-driven political advertising.	Stresses the importance of understanding the impact of A.I. generated advertising on voter perception.

Source: Researcher's formula.

By using a table that shows the relationship between the three theories and the factors in the research; which is believed to help illustrate how A.I. used in political campaigns and its impact on voter perceptions and decisions, this research is expected to provide in-depth insight into the role of artificial intelligence in shaping the political views and choices of prospective voters in Indonesia in the 2024 Presidential Election. Brands have physical forms and also non-physical associations to represent an entity and differentiate it from others (Setiawati, 2023), so in this essay political parties are the entities that carry out branding. Branding is understood as "the process of building public perception and trust in a brand". Brand identity, advertising, and brand activation are tools that can be used for branding (Rustan, 2021). Further in his explanation, Andrew Huges (2018) said that political brands are closely related to political advertising, where the methods used by digital advertising create a deeper and higher emotional response through personalized messages (the act of changing or modifying something).

Result and Discussion

Political brands consciously align with their target audience, and then develop a unique brand personality, following their target audience, but consistent with the brand platform they use Political advertising is experiencing a shift in accordance with how the market consumes information and media (Hughes, 2018). Political advertising is experiencing a shift in accordance with how the market consumes information and media. Knowing that the personalized value exchanged on social media adapts to voter issues and when talking about advertising means talking about signs, a very semiotic issue (Utomo, 2020), it can be understood that advertising Politics works to exchange sign values, so semiotic analysis of advertising can help to find out how ideology works to build perception and trust public through political advertising as part of branding practices in political campaign.

Judith Williamson's work on semiotics in advertising offers a detailed examination of how advertising communicates messages through the use of signs and symbols (Williamson, 1978). In his analysis, Williamson explains how advertising builds meaning and influences audiences by combining various visual and textual elements to create a narrative or message that resonates with the target audience. In his explanation of semiotics in advertising (Wells, 2003), Williamson emphasizes how advertising is created to enter cultural and social contexts, utilizing familiar signs and symbols to shape consumer perceptions and desires (Ellison, 2014). Through his analysis, he shows how advertising is not just about selling products but also about conveying deeper meanings and narratives that resonate with audiences.

Literature Analysis

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

In this research, it was found that A.I. has brought significant changes in visual communication design. A.I. can produce highly realistic and attractive images quickly, allowing users to create images that are attractive to a wide audience (Aini, 2023). The literature shows that the ability of A.I. to produce engaging visual content has been exploited in a variety of contexts, including advertising, entertainment, and now, politics. Use of A.I. in political contexts, such as elections, offers great potential to influence public perception through powerful visualization (Aziz, 2024).

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

Additionally, research literature highlights the importance of ethics in the use of A.I. in a political context. Although A.I. has great potential to positively influence public opinion, there is a risk that the use of A.I. unethical ones can lead to fraud or misuse of information. Therefore, it is important for policymakers and political actors to understand the limitations and responsibilities of using A.I. to create an attractive image and influence public perception ethically. These are the results of a study regarding the scope of literary analysis; which consists of political branding: emotion, authenticity, and marketing culture, political advertising based on social, digital, and mobile marketing, as well as a description of the advertising code.

In the Politics of Branding: Emotion, Authenticity, and Marketing Culture (Michael Serazio); literature analysis using this theory examines how branding in politics is not just about promoting candidates' policy positions but also about connecting with voters on an emotional and authentic level. In the context of the 2024 Indonesian Presidential Election, this involves exploring how A.I. the resulting images can create an emotional connection with voters by presenting candidates as relatable, genuine, and aligned with voters' values (Darmawan, 2023). This includes evaluating how A.I. can increase candidate authenticity and build a marketing culture that resonates with the Indonesian voting public.

Fig 1. Image changes with A.I.
Source: https://www.instagram.com/lingkarnusantaraofficial/p/CzoGk1nvX4r/

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

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

Fig 2. Gibran's pose was produced by A.I.
Source: https://seleb.tempo.co/read/1826389/gibran-ganti-foto-profil-twitter-pakai-ai-dinilai-bebal-dan-diajari-cara-berterima-kasih/

In Market Based Political Advertising (Andrew Hughes); this theory focuses on using social, digital, and mobile marketing strategies to effectively reach voters in the political realm. In relation to the 2024 Indonesian Presidential Election, the literature analysis involves investigating how A.I. The resulting images can be optimized for various digital platforms, such as social media and mobile apps, to engage voters where they spend most of their time. This analysis also looks at how market-based advertising techniques can be integrated with A.I. to target specific voter segments and tailor messaging based on data-driven insights.
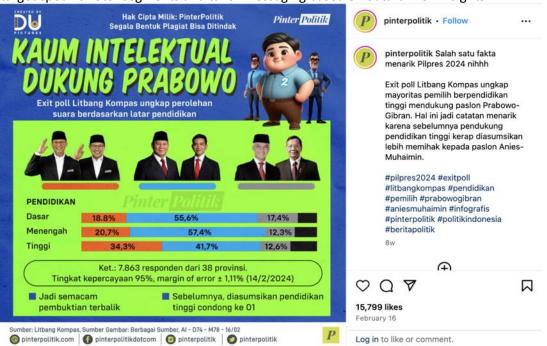

Fig 3. Use of A.I. in social media campaigns.
Source: https://www.pinterpolitik.com/infografis/kaum-intelektual-dukung-prabowo/

A.I. can also help adapt this content for various media platforms, including social media, to ensure that the message reaches a wider and more diverse electorate. In this way, Prabowo's new, more compassionate image can be effectively integrated into his political campaign. However, it is important to ensure that the use of A.I. in rebranding it remains ethical and authentic. Excessive manipulation or misrepresentation can compromise the integrity of a campaign and result in negative reactions from voters. Therefore, campaigns must be careful in using A.I. to create a balanced image and represent the candidate honestly.

In Decoding Advertising (Judith Williamson); This theory is concerned with understanding the semiotics and underlying meaning in advertising, including those generated by A.I. For the 2024 Indonesian Presidential Election, a literature analysis examines how A.I. The resulting images can be decoded to reveal the intended messages and symbols that influence voter perceptions. This includes analyzing the visual language, symbols, and cultural references used in A.I. content produced to appeal to the preferences and beliefs of Indonesian voters. This analysis also explores how A.I. can be leveraged to create targeted messages that resonate with specific voter demographics.

Decoding Advertising by Judith Williamson examines the semiotic analysis of advertising, and in the context of A.I. producing images of Prabowo and Gibran, can be applied to understand layers of meaning in visual content. In this case, the product in question is a representation of Prabowo and Gibran as approachable and empathetic candidates, emphasizing their relationship with voters. Products as signifiers involve specific elements in the image, such as friendly interactions or expressions of affection, that signal their personal qualities. The product

as a generator is A.I. technology. itself, which creates these images and shapes the narrative around the candidate. Finally, product as currency refers to the value that A.I.-generated images add. this to political campaigns by influencing public perception and increasing appeal through emotional connections.

Fig 4. Campaign semiotics with A.I.
Source: https://jakarta.suaramerdeka.com/nasional/13411318399/hadir-dalam-hologram-artificial-intelligence-prabowo-gibran-apresiasi-pemecahan-rekor-muri-dan-beri-semangat-kampanye-di-udara/

By applying these theories to the 2024 Indonesian Presidential Election, the literature analysis provides a comprehensive understanding of how A.I. the resulting images can be used strategically in political campaigns to connect with voters emotionally, authentically and effectively across a variety of digital platforms. This holistic approach informs the development of A.I.-based visual communications strategies adapted to the Indonesian political landscape.

Fig 5. Influence of A.I. on other candidate pairs.
Source:https://www.setneg.go.id/baca/index/ai_dan_demokrasi_kreativitas_serta_kontribusi_generasi_muda_dalam_kampanye_pemilu_2024/

Comparative analysis between A.I. the resulting images and images of other candidates or political parties show significant differences. Image A.I. tend to be more consistent in terms of visual quality and aesthetics, whereas images from other candidates or political parties vary in terms of quality and appeal (Fatima, 2020). In some cases, A.I. The resulting images are considered more effective in conveying desired political messages due to their ability to be tailored to voter preferences. The research results also show that A.I. the resulting images often have an edge in terms of visual innovation. A.I. technology makes it possible to create images with special effects or combinations of visual elements that are difficult to achieve by traditional means. This gives candidates or political parties a competitive advantage in capturing voters' attention through creative and engaging images.

Use of A.I. in political campaigns it is not only limited to the candidate pair (paslon) Prabowo and Gibran, but also extends to other candidate pairs as an effort to compete in the election. When candidate pair Prabowo and Gibran used A.I. to create a positive and attractive image to voters, other candidate pairs may feel the need to follow similar strategies to remain competitive (Heptariza, 2023). The influence of A.I. on other candidate pairs can be seen in several aspects. Another pair of candidates might use A.I. to produce visual content that presents their candidates in a positive light, such as showing closeness to society, social activities, or harmonious family relationships. This content can be designed to highlight the candidate's values and personality, which can help build a strong image with voters.

However, visual analysis and comparison also revealed some risks associated with the use of A.I. in creating a political image. Images that are too perfect or too staged can raise suspicion among voters, especially if they look too different from the actual image of the candidate (Utomo, 2023). Therefore, it is important for candidates and political parties to strike a balance between visual innovation and authenticity to ensure their political messages remain credible and trustworthy to voters. This is the result of studies on visual analysis and scope of comparison; which consists of political branding: emotion, authenticity, and marketing culture,

political advertising based on social, digital, and mobile marketing, as well as a code description of an advertisement.

Results Interpretation

Interpretation of research results shows that the visual appeal created by artificial intelligence (A.I.) has a strong influence on public perception and opinion about political candidates and parties. Use of A.I. In creating a political image, it is possible to create an attractive and consistent image, which can shape potential voters' positive views of a particular candidate or political party (Parsa, 2022). The visual appeal generated by A.I. able to convey political messages effectively and can provide a competitive advantage in campaigns. The research results also highlight the potential impact of A.I. the resulting images in forming voter decisions (Nirwana, 2023). Attractive visual appeal can increase the appeal of a candidate or political party and influence voters to choose based on the image created. However, the interpretation of the results also shows that voters are more likely to trust images that look authentic and relevant to the political situation in Indonesia, indicating that the use of A.I. must consider the local context and moral values that apply in society.

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

Overall, the interpretation of the research results shows that the visual appeal created by A.I. has great potential to influence voter decisions and public opinion about candidates and political parties. Use of A.I. Political campaigns must be conducted wisely, taking into account their impact on voter perceptions and maintaining the integrity of the electoral process. This is the result of research on the scope of interpretation of results; which consists of political branding: emotion, authenticity, and marketing culture, political advertising based on social, digital, and mobile marketing, as well as a description of the advertising code.

Conclusion

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

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

The hope of this research is that the use of AI in political campaigns can continue to develop responsibly and ethically. By utilizing A.I. wisely, candidates and political parties can create interesting and relevant visual appeals, which can influence voter decisions without compromising the integrity of the electoral process. Hopefully, this research will encourage

discussion about the role of AI in politics and provide a foundation for the future development of more efficient and enduring political communication methods.

Acknowledgements

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