

Impression Management Strategy of Khofifah Indar Parawansa on Instagram Account @khofifah.ip

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ABSTRACT

Impression management refers to an individual's need to present themselves acceptably to others, crucial for maintaining their image and achieving goals. This is particularly important for political actors in Indonesia as a democratic country. One political actor used impression management is Khofifah Indar Parawansa who needed to effectively manage her public image to secure a second term as Governor of East Java, particularly before the 2024 regional elections. This research analyzed Khofifah's strategies on her Instagram account @khofifah.ip using descriptive quantitative content analysis methods. It examined verbal messages from 222 posts, including photos, videos, and text captions, between February 12, 2024, when Khofifah announced her candidacy, and May 9, 2024, when political dynamics changed. The strategies analyzed were ingratiation, self-promotion, intimidation, exemplification, and supplication. The research found that the most frequently used strategy by Khofifah was Ingratiation particularly the Other Enhancement tactic with the sub-indicator of Sympathy, emphasizing her efforts to gain public favor through various practices of sympathy tactics.

Keywords: *Impression Management, Political Public Relations, Political Actor, Khofifah Indar Parawansa, Instagram*

INTRODUCTION

Public Relations is the art of communicating with the public to build good relationships, avoid misunderstandings, and simultaneously construct a positive image for a company or institution. In this context, PR can also be understood as a management function that evaluates public attitudes, identifies policies and procedures of an individual or organization for the public interest, and plans and implements a program of activities to achieve public understanding and support (Effendy, 2017). PR practices can be applied in various fields, one of which is politics, to enhance transparency, strengthen trust, and influence public opinion effectively. Political Public Relations or Political PR, is a management process conducted by

political actors, political parties, or institutions with political interests through communication and actions aimed at influencing and shaping, building, and maintaining favorable relationships and reputations with the public, who are key stakeholders, to support the mission and achieve political goals (Strömbäck & Kioussis, 2020).

In the current era of technological and informational advancement, the role of Political Public Relations or Political PR has undergone significant changes. It is not only tasked with disseminating information but also becomes a crucial part of strategies to ensure the successful implementation of political programs. The primary focus of Political PR is to build a positive image of political performance in society. Political PR is not just about the existence of a PR division or department that must be owned by political actors, nor is it limited to the availability of communication consultants during elections. More than that, Political PR emphasizes the importance of the character and capacity of political actors to understand public needs and build harmonious relationships with stakeholders. While PR strategies, techniques, and tactics are necessary, the integrity of political actors is the primary focus in undergoing a sustainable political process (Priowidodo et al., 2018).

Impression Management is defined as the need for individuals to present themselves as acceptable to others (Goffman, 1982). This can be demonstrated through communication, whether intentional or unintentional, to create a desired impression of oneself. While this strategy is generally used by individuals personally, the role of Public Relations responsible for the "branding" of an individual, company, or represented party allows Impression Management strategies to be applied for the benefit of the responsible party.

Impression Management Theory is derived from Self Presentation Theory and is rooted in Goffman's Dramaturgical Theory. In Dramaturgical Theory, Goffman likens social life in society to a stage drama or theatrical art performed on stage. The dramaturgical theory explains the instability of human identity, which is part of an independent psychological psyche. Human identity can change drastically depending on the situation and interaction partner. Erving Goffman, in "The Presentation of Self in Everyday Life," describes social interactions as stage performances conducted by individuals, including the representations performed by politicians in the media. In an era of politics dominated by public opinion, image management and representational abilities become critical. Political actors are required to possess the ability to persuade and engage (engagement) to attract public participation (Priowidodo et al., 2018).

Post the COVID-19 pandemic, technology and information have continued to develop significantly, as the pandemic conditions accelerated the adoption of technology across various sectors to address the challenges arising from the changing global situation. Along with technological advancements, the information process has become increasingly open in all aspects. Currently, the internet and various forms of new media serve as sources and means of information and communication for everyone, including the public, professionals, industries, and governments. Globalization has made this process occur worldwide, including in Indonesia. According to a report by We Are Social, there were 213 million internet users in the country as of January 2023, with a penetration rate of 77 percent of the total population of 276 million people. At the same time, there were also 167 million social media users in Indonesia, covering 60.4 percent of the total population (We Are Social, 2023). This data indicates an

increase in the number of internet and social media users in Indonesia, with Data Reportal revealing that there were 167 million social media users in Indonesia in 2023 (Data Reportal, 2023). The openness of information and social media is closely related in the era of digital communication. Social media allows information to be disseminated instantly and globally, providing a platform for governments and organizations to communicate quickly with the public.

A national survey report by Katadata Insight Center (KIC), summarized in October 2023 and titled "Politics in the Eyes of Youth: Perceptions and Tendencies of Gen Z & Millennials towards Presidential Candidates, Political Parties, and the 2024 Election Campaign," states that Instagram is the most frequently used social media platform by Indonesians, especially Generation Z and Millennials, to access political information (KIC, 2023).

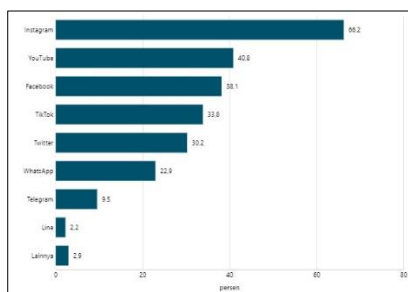


Figure 1. Instagram Ranking First in Katadata Survey

Source: kic.katadata.co.id

These findings indicate a significant shift in how the younger generation acquires and disseminates political information and highlight the importance of Instagram as a primary platform for political campaigns and information dissemination among youth. Instagram allows politicians and political parties to reach a broader audience with engaging visual content, such as images, videos, and short stories. Additionally, direct interaction through comments, direct messages, and live streaming provides politicians with the opportunity to communicate more personally and responsively with younger voters. These voters, predominantly Millennials and Generation Z, will dominate the 2024 General Election (Pemilu) with 55% of the votes. The General Elections Commission (KPU) has set the 2024 Pemilu Final Voter List (DPT) at 204,807,222 voters, including 66.8 million Millennial voters and 46.8 million Generation Z voters (Humas KPU, 2023). The combined voters from these two generations play a crucial role in the implementation and outcome of the 2024 elections.

Moreover, the survey findings from Katadata reflect a change in political information consumption behavior in the digital era, where social media has become the primary source of information compared to traditional media such as television or newspapers. Therefore, politicians and political parties need to adapt their communication strategies to maximize the use of social media platforms like Instagram to increase engagement and support from the younger generation in the political process and elections.

Politicians, political parties, and political consultants are acutely aware of this trend and are engaged in political impression management. The concept of political impression management suggests that it is possible for politicians and political parties to enhance the impressions they convey to their audience (De Landtsheer, 2004). Consequently, political actors and their teams actively manage political impressions to influence public opinion by creating a desired image for voters, thereby increasing confidence in their abilities and character (De Landtsheer et al., 2008). Political impression management encompasses various aspects of political communication, including verbal messages, physical appearance, personality traits, and the nonverbal behavior of political candidates, studied in contexts such as campaigns, websites, and live debates.



Figure 2. Photo of Khofifah Indar Parawansa
Source: Government of East Java Province

Khofifah Indar Parawansa, originally named Khofifah Tegistha, is a politician serving as the Governor of East Java for the 2019-2024 term. Born in Surabaya, East Java, on May 19, 1965, Khofifah has an academic background before entering politics. She began her political career by joining the United Development Party (PPP) in 1991. Khofifah Indar Parawansa's career has encompassed various significant positions in politics and public service. As the Chairwoman of the Central Leadership of Muslimat Nahdlatul Ulama (NU) for four periods from 2000 to 2024, she has led the organization in advocating for women's rights and social services in the community.

Additionally, Khofifah has extensive experience in various roles within legislative and governmental institutions. From serving as a party member, faction leader, and commission chair in the Indonesian House of Representatives (DPR RI), to holding ministerial positions, her political career peaked when she was elected Governor of East Java for the 2019-2024 term, during which she was responsible for the provincial government of East Java. Khofifah officially concluded her term as governor on Monday, February 13, 2024, following President Joko Widodo (Jokowi) signing the termination of Khofifah Indar Parawansa and Emil Dardak from their positions as governor and vice governor of East Java. With extensive and diverse experience in various fields, Khofifah has demonstrated her commitment to serving the community and the nation through the numerous roles and responsibilities she has undertaken over the years.

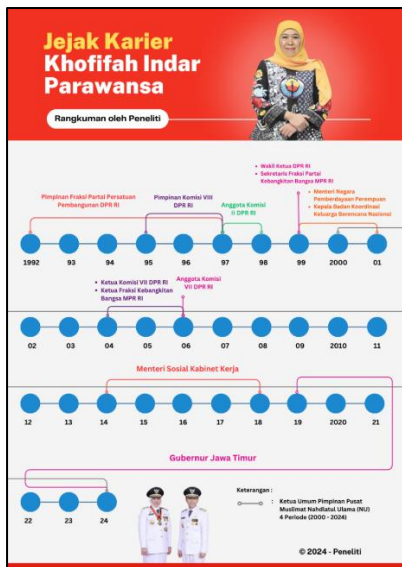


Figure 3. Khofifah Indar Parawansa's Career Path

Source: Researcher's Data Analysis, 2024

Khofifah Indar Parawansa herself maintains several social media accounts, including Facebook, X (formerly Twitter), and Instagram. Based on her social media behavior, usage patterns, and follower engagement, it is evident that Instagram is her primary social media platform. With a steadily increasing follower count, as of April 4, 2024, Khofifah has a total of 1.1 million Instagram followers, significantly outnumbering her followers on other platforms, which only reach thousands. Moreover, Khofifah actively shares content daily on her Instagram account @khofifah.ip, with over 5,758 posts.

Table 1 Media Sosial Khofifah Indar Parawansa

Personal Social Media Accounts of Khofifah Indar Parawansa		
(Data as of April 4, 2024)		
No.	Social Media	Followers
1.	Facebook	237 K
2.	X (Twitter)	547.8 K
3.	Instagram	1.1 M

Source: Researcher's Data Analysis, 2024

This phenomenon aligns with the trends among social media users and Instagram's top position as the leading platform, as reported by the Katadata survey. It indicates that Instagram is experiencing a "boom" as a popular communication platform, especially among Indonesians. Khofifah's use of Instagram demonstrates that this platform fits well with the current need for more visual, interactive, and fast-paced communication, aligning with the prevailing political and social dynamics. By using Instagram as her main medium, Khofifah can connect directly and more broadly with the public, share information, receive feedback, and strengthen her political impressions, image, and messages.

Khofifah announced her intention and readiness to run again in the East Java Regional Head Election, scheduled to be held towards the end of 2024. The announcement was made during Khofifah's final assembly as Governor of East Java at the East Java Provincial Government Office in Surabaya on

Monday, February 12, 2024. During the assembly, in addition to expressing gratitude to the people of East Java for their support during her five-year term, Khofifah also sought blessings for her candidacy in the upcoming election. She also expressed her intention to once again pair with Emil Elestianto Dardak as her Vice Governor. CNN Indonesia covered Khofifah's statement during this moment, quoting her as saying that "*Insyaallah saya akan kembali berpasangan dengan Mas Emil Elestianto Dardak di Pemilihan Kepala Daerah Jawa Timur tahun 2024,*" (God willing, I will run again with Mas Emil Elestianto Dardak in the East Java Regional Head Election in 2024,) (CNN Indonesia, 2024).

Khofifah's journey in the political arena, particularly during her tenure as Governor of East Java, has been marked by both positive and negative sentiments, reflecting the complexities of public perception. Positive sentiments stem from her achievements and strengths, while negative sentiments arise from circulating issues or policies perceived to contradict Khofifah's integrity. Given these dynamics, impression management strategies are crucial for shaping public perception, addressing controversies that may arise, and ensuring consistency in public interactions aligned with high ethical standards to garner necessary support in the context of the 2024 East Java Regional Head Election (Pilgub Jatim).

In addition to her mentioned strengths, Khofifah stands out as a consistently evolving political figure, breaking gender barriers in a predominantly male-dominated field. Her dual role as both a political and governmental leader is particularly noteworthy. Recognized for her charisma and influential leadership in both realms, Dr. Suko Widodo, a Communication Expert from Airlangga University, describes her as an inspirational leader advocating for political equality and said that Khofifah is a leader, inspiring many, fighting for political equality, present in the midst of a male-dominated political world, and she has proven her ability to lead. She is very worthy of being a mentor for women who aspire to serve the nation (Azmi, 2022).

Compared to other Indonesian governors, Khofifah is the only woman among the current 34 provincial leaders. Furthermore, her governance alongside Emil Dardak has received the highest number of awards in East Java's history, totaling 631 awards by the end of their five-year term (Azmi, 2023). Khofifah's stature among female political figures is also acknowledged by Agus Harimurti Yudhoyono (AHY), Chairman of the Democratic Party, who praised her as the most comprehensive female politician in Indonesia that Khofifah's track record, achievements, and career path are extraordinary and can be considered the most complete female politician in Indonesia (Guritno & Ramadhan, 2024). AHY made these remarks while endorsing Khofifah and Emil Dardak's candidacy for Governor and Vice Governor of East Java in the 2024 Regional Election.

In addition, there are issues that have emerged as contrasting or conflicting sentiments within society regarding Khofifah's persona. These include several investigations by the Corruption Eradication Commission (KPK) on allegations of corruption both before and during her tenure as Governor of East Java, as well as the reopening of past cases from her time as Minister of Social Affairs. Furthermore, Khofifah has faced significant negative sentiments when expressing support for the presidential and vice-presidential candidates number 02 while serving as Governor of East Java, which was perceived as violating legal and ethical standards, abusing her position, and involving alleged political interests. This was evident from the public response to her post (Instagram @khofifah.ip) on January 27, 2024, regarding the Cheap Market program. The post received numerous negative responses criticizing Khofifah's involvement in the Campaign of pair 02 and linking it to the Social Assistance (bansos) program controversy, as shown in the screenshot below.



Figure 4. Public Opposition towards Khofifah

Source: Researcher's analysis (from Instagram @khofifah.ip), 2024

The scope of this research begins on February 12, 2024, when Khofifah officially declared her intention to run in the East Java Governor Election (Pilgub) 2024. The research concludes on May 9, 2024, marking the shift in political dynamics, particularly concerning Khofifah's journey towards the 2024 Pilgub. This timeframe is anchored by two key events:

- **Emergence of a Challenger:** On May 9, news surfaced regarding a strong challenger, Thoriqul Haq, also known as Cak Thariq, a PKB cadre who has garnered attention as a prospective candidate for East Java Governor 2024, based on his background as the former Regent of Lumajang from 2018 to 2023 (Suci, 2024). Consequently, Khofifah is no longer the sole candidate, altering the political competition dynamics and necessitating adjustments in her impression management strategies to confront this new competition.
- **Exclusive Interview on National TV:** On the same day, Khofifah's interview was aired on national television, where she reiterated her readiness to contest in the Pilgub and sought public support. This interview provides significant data for analyzing how Khofifah utilizes media to build a positive image and garner public sympathy.

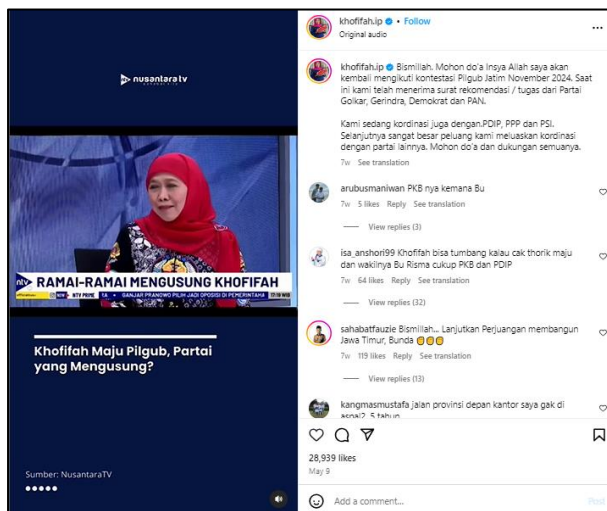


Figure 5. Khofifah’s Exclusive interview broadcast

Source: Instagram @khofifah.ip

The exclusive interview broadcast of Khofifah, subsequently reuploaded on her personal Instagram page with caption that reflects Khofifah's thorough preparation and political

strategy to participate in the 2024 East Java Governor Election. Additionally, Khofifah announces the endorsements received and expresses hope for further support from other political parties. She also seeks prayers and support from the public, emphasizing the importance of maintaining good relations with the public throughout her political journey.

This research aims to contribute to the literature of Communication Studies, particularly enriching the study of Communication Science, Public Relations, Political PR, and Impression Management theories, especially in the context of the rapid development of new media, particularly social media, in line with contemporary developments. It is hoped that this research will provide new insights beneficial to the realm of knowledge. The findings are expected to positively contribute to stakeholders involved, including Khofifah and her PR team, information processors, government figures, and others. The research aims to serve as a guide and evaluation material for managing the impressions and self-image of political/governmental figures, particularly in the role of PR and within the context of Instagram as a social media platform.

This research employs a descriptive quantitative content analysis to examine Khofifah Indar Parawansa's Impression Management strategies on her Instagram account @khofifah.ip. The analysis includes all photos and videos with captions posted from February 12, 2024, when Khofifah announced her candidacy for the 2024 East Java gubernatorial Election, until May 9, 2024, covering the period of significant political developments surrounding Khofifah's campaign. The focus is on posts that discuss Khofifah's performance, character, or personal attributes as a political figure. Only posts that convey verbal messages are considered for this research.

LITERATURE REVIEW

Political Public Relations

Political Public Relations or Political PR is a management process carried out by political actors, political parties, or politically interested institutions through communication and actions aimed at influencing, shaping, building, and maintaining beneficial relationships and reputations with the public as key stakeholders to support missions and achieve political goals (Strömbäck & Kioussis, 2020). Political PR involves more than merely having PR divisions or departments owned by political actors. It extends beyond the presence of communication consultants available during election periods. Rather, Political PR emphasizes the importance of political actors' character and capacity to understand public needs and build harmonious relationships with stakeholders. While strategies, techniques, and PR tactics are essential, the integrity of political actors remains the primary focus in navigating sustained political processes (Priowidodo et al., 2018).

When the term Political Public Relations is used in political communication research, it primarily refers to intentional activities by political players to influence media, their agendas, and the way they package events, issues, and processes (McNair & Brian, 2011). Although Political PR falls within the anatomy of PR, Strömbäck & Kioussis (2020) identify several differences between political public relations and general public relations:

1. Political public relations encompasses all PR activities conducted by organizations and individuals for political purposes, including political parties and their candidates, the government and public sector, labor unions, commercial businesses, interest groups, and non-profit organizations seeking to influence political processes or outcomes.
2. Political public relations not only focuses on communication aspects but also requires action. A skilled political actor in building an image will not sustain public support if the representation does not correspond accurately with reality over time.
3. Political public relations emphasizes the importance of equitable relationships with reputation. Reputation is not solely the result or impact of performance. Relationships and reputation work in parallel within Political PR.
4. Political public relations, in certain contexts, necessitates the application of traditional PR models such as publicity and public information, albeit considered less than ideal.

Political PR is not just about the existence of PR divisions or departments that political actors should possess. It also extends beyond the availability of communication consultants during elections. More importantly, Political PR underscores the significance of political actors' character and capacity to understand public needs and cultivate harmonious relationships with stakeholders. While strategies, techniques, and PR tactics are necessary, the integrity of political actors remains the primary focus in navigating sustained political processes (Priowidodo et al., 2018).

With the evolution of communication channels and the emergence of digital tools, Digital Political PR offers more efficient opportunities specifically adapted to political systems and players to connect with the public. Digital Political PR as a strategic approach in the digital world provides opportunities for political actors to engage with society (Dozier et al., 2016).

Impression Management

Impression Management or impression management is defined as the individual's need to present themselves as someone acceptable to others (Goffman, 1982). Impression management is grounded in Dramaturgical theory, a sociological theory that examines social interactions. Dramaturgical theory defines social interaction as a theatrical performance, where each individual plays the role of an actor presenting themselves to an audience. Similar to drama, every interaction and action performed by actors has specific motives and goals (Saptanti, 2020). In the context of dramaturgy, individuals interact with others to present themselves in a way that elicits particular evaluations (Meinarno et al., 2011).

In the concept of impression management, an individual's social life is divided into two areas: the front region (front stage) and the back region (back stage). The front stage is where individuals present themselves according to certain standards to elicit desired responses in line with communication goals. In this context, impression management is the effort individuals make to control and influence how they are perceived by others using various strategies and tactics to manage desired impressions both on the front and back stages.

This self-presentation is articulated by Jones and Pittman as omnipresence, or the understanding that individuals have the ability to control conclusions about their actions, as identified through the following five strategies (Jones & Pittman, 1982, p.231):

1. **Ingratiation:** Individuals seek to win favor or gain approval from others by pleasing them, avoiding criticism, or acknowledging others' strengths.
2. **Intimidation:** Efforts to create an impression of power or threat to make others comply or submit to the individual's desires.
3. **Self Promotion:** Individuals highlight and emphasize their own achievements, skills, or positive traits to create a positive impression in others' eyes.
4. **Exemplification:** Efforts to build a moral or ethical image by showcasing behaviors considered good, honest, or dedicated.
5. **Supplication:** Efforts to gain sympathy from others by showing weakness, helplessness, or needs requiring assistance.

Jones & Pittman taxonomy is advantageous because, in addition to being the only impression management framework validated empirically (Bolino & Turnley, 1999), it also encompasses a wide range of variation in individuals' impression management behaviors. Here are the five Impression Management strategies identified by Jones and Pittman (1982) along with their sub-indicators:

Table 2 Operational Definitions of Impression Management Strategy

No.	Dimensi	Impression Management		Keterangan	
		Code	Indicator	Sub-Indicator	Contoh
1.	Ingratiation	SC	Self Characterization	Greetings	Greeting (e.g., "good morning", "assalamualaikum", "hello", "goodbye", etc.)
				Humor	Expressing humor (e.g., entertaining statements)
				Gratitude	Expressing gratitude (e.g., using the word "Alhamdulillah")
		OC	Opinion Conformity	Openness	Stating openness to others (e.g., accepting opinions/feedback, agreeing statements)
		OE	Other Enhancement	Motivation	Giving motivation to others (e.g., giving advice and encouragement)
Sympathy	Expressing sympathy to others like congratulations, condolences, or any form of				

					concern for others (e.g., holidays or condolences)
				Appreciation	Giving appreciation /praise to others (e.g., saying thank you, acknowledging others' greatness/excellence)
		F	Favors	Humility	Showing humility (e.g., willingness to collaborate with all parties, acknowledging involvement of others)
				Glad to Meet	Showing delight in meeting others (e.g., providing direct assistance or receiving guest visits)
2	<i>Intimidation</i>	T	Threats	Threat	Stating threats to others (e.g., demanding compliance, warnings)
				Command	Stating an order/ command that must be completed within a deadline (e.g., assigning tasks/orders with a deadline)
		A	Angers	Anger	Expressing anger (e.g., annoyance/anger at violations)
				Disappointed	Expressing disappointment (e.g., disappointed because expectations were not met)
3	<i>Self Promotion</i>	PC	Performance Claims	Achievement	Showing achievements attained/during term of office (e.g., displaying achievement/success)
		PA	Performances Accounts	Competence	Showing self- competence (e.g., showing position and ability to perform a job)
				Optimism	Stating optimism /enthusiasm at work (e.g., optimistic about targets, focus or ambition in

					carrying out a program, progress/good future, "Insya Allah")
				Report	Showing performance results report (showing performance report from work period in certain term of office, reporting things that have been done)
4	<i>Exemplification</i>	SD	Self Denial	Ready to Sacrifice	Showing an example of readiness to sacrifice (e.g., willing to serve the weak/marginalized)
		H	Helping	Helping	Stating seriousness in helping society (e.g., efforts to the full, problem-solving efforts)
		MC	Militancy for a Cause	Values/Principles	Stating attitudes/statement based on values/principles that can be imitated (e.g., integrity, honesty, politeness, religiosity)
				Patriot/Tolerance	Stating patriotic and tolerant attitudes (e.g., fighting for rights, supporting cultural equality)
5	<i>Supplication</i>	SDp	Self-deprecation	Mistake	Stating mistakes made in taking action (e.g., apologize, admit mistakes/negligence)
				Limitation	Stating difficulties/shortcomings/self-limitation (e.g., stating limitations, asking for understanding)
		EH	Entreaties for help	Request for Help	Stating a request for help to others (e.g., asking for intervention from others, asking for help, asking for prayers)

Source: Researcher's data compilation

METHODOLOGY

Research Conceptualization

The research method is quantitative with a descriptive approach and content analysis method. Descriptive research aims to explore and clarify a phenomenon by describing variables related to the problem and units under research. Descriptive-quantitative research methods primarily present situations or events without seeking or explaining relationships, and do not test hypotheses or make predictions (Ardianto, 2010), thereby providing an overview or description of the studied phenomenon variables. The final outcomes of this research typically manifest as typologies or patterns of the discussed phenomena (Priyono, 2016). The research paradigm adopted is Positivism, which is based on the belief that reality can be measured and objectively explained.

Research Subject

The subjects of this research are all posts consisting of photos, videos, and captions (texts) that represent Khofifah Indar Parawansa on the Instagram account @khofifah.ip, within the period from February 12, 2024, to May 9, 2024, and contain verbal messages.

Unit of Analysis

The sample unit in this research consists of 222 contents that meet the criteria. For the recording unit, the researcher will connect one sentence to another and then derive statements (propositions) from the sequence of sentences (Eriyanto, 2013). This research employs thematic analysis units, where coders need to read the entire content of news, information, advertisements, or watch documentary films comprehensively before filling out the coding sheets. To ensure objectivity, the researcher will develop detailed and clear guidelines/protocols for each category of Impression Management strategies, and limit interpretive variations within thematic units by providing common choices of words, sentences, or images typically found in the content under research from the Instagram account @khofifah.ip.

Reliability Test

The measurement instrument utilized is a coding sheet adapted to the categories of impression management strategies developed by Jones & Pittman (1982). To assess the instrument's reliability, this research employs Ole R. Holsti's formula (Holsti, 1969) defined as follows:

$$\text{Inter-Coder Reliability} = \frac{2M}{N1+N2}$$

M: Number of identical codings agreed upon by each coder

N1: Number of codings by Coder 1

N2: Number of codings by Coder 2

The reliability of a research instrument can be evaluated through the coefficient reliability, which indicates the extent of agreement among coders in evaluating content. Reliability scores range from 0 to 1, where 0 implies no agreement among coders and 1 signifies perfect agreement. Holsti's formula sets a minimum acceptable coefficient reliability of 0.7. Therefore, a coefficient reliability score of 0.7 or higher indicates that the measurement instrument is reliable, whereas scores below 0.7 suggest unreliability (Eriyanto, 2013).

To test reliability, the researcher requires an experienced assistant researcher as a judge to compare coding results against the research sample or inter-code test. The designated judge for this research is Marco Nugroho, S.Ikom., a 2016 graduate of the Communication Science Program at Petra Christian University, who conducted research titled "Impression Management Strategies of K.H. Ma'ruf Amin as Vice President of the Republic of Indonesia 2019-2024 through Instagram @kyai_marufamin" in 2020, using descriptive quantitative content analysis. In this reliability test, the researcher serves as Coder 1, and Marco Nugroho serves as Coder 2.

RESULTS AND DISCUSSION

Here are the overall results of Khofifah Indar Parawansa's impression management strategy calculations:

No.	Dimension	*	Indicator (code)	*	Sub-Indicator	*	%
1	Ingratiation	332	SC	71	Greetings	26	12%
					Humor	11	5%
					Gratitude	34	15%
			OC	20	Openness	20	9%
			OE	156	Motivation	36	16%
					Sympathy	72	32%
					Appreciation	48	22%
			F	85	Humility	37	17%
Glad to Meet	48	22%					
2	Intimidation	7	T	7	Threat	6	3%
					Command	1	0%
			A	0	Angry	0	0%
					Disappointed	0	0%
3	Self Promotion	63	PC	7	Achievement	7	3%
					PA	56	Competence
			Optimism	29			13%
			Report	8	4%		
4	Exemplification	110	SD	3	Ready to Sacrifice	3	1%

			H	3	Helping	3	1%
			MC	104	Values/Principles	90	41%
					Patriot/Tolerance	14	6%
5	Supplication	23	SDp	11	Mistake	11	5%
					Limitation	0	0%
			EH	12	Request for Help	12	5%

Ingratiation

The table above presents the results of the coding conducted by the researchers on all units of analysis, totaling 222 units consisting of photos, videos, and captions on the Instagram account @khofifah.ip. Based on the table, it can be observed that the strategy of Ingratiation scored remarkably high. The Ingratiation strategy is an approach where individuals aim to win over or please others by acknowledging their merits (Jones & Pittman, 1982). There are four tactics within the Ingratiation strategy: self-characterization, opinion conformity, other enhancement, and favors. This strategy encompasses the most tactics and sub-indicators compared to other impression management strategies, resulting in the highest number of codes, totaling 332.

From the coding results of each tactic or indicator, the Ingratiation strategy's highest score is in the tactic of Other Enhancement. Other Enhancement involves expressing positive opinions and evaluations towards the target individual by the person seeking favor. The effectiveness of this tactic stems from the reality that when someone perceives another as being kind to them, they tend to like that person in return (Wortman & Linsenmeier, 1977). The sub-indicator of Sympathy achieved the highest score at 33%, totaling 72 codes. Khofifah exhibited Sympathy by offering congratulations (for commemoration day or specific celebrations), condolences, and various forms of concern towards others; with the aim of making them feel valued and more favorable towards her. The collected data shows that Khofifah has performed all these actions, both verbally and through deeds.

The most frequently expressed form of sympathy by Khofifah was offering congratulations for significant days such as National Labor Day, International Women's Day, and other important days to honor and acknowledge the celebrants. Sympathy was also shown through expressions of condolences, particularly during the 2024 elections in February concerning the death of several Polling Station Working Group (KPPS) officers in East Java.

As a political actor and former candidate for the Governor of East Java, Khofifah needs to cultivate a positive self-image among others and thus demonstrates sympathy to garner support and sympathy. Khofifah's approach to displaying sympathy aligns with the concept that emphasizes that political public relations not only focus on communication aspects but also require actions. A skilled political actor in image building will not sustain public support if their representation does not align with reality (Strömbäck & Kioussis, 2020). In this regard, Khofifah shows her sympathy not only through verbal expressions but also by engaging directly or indirectly with the community.

Intimidation

Meanwhile, the Intimidation strategy involves efforts to create an impression of power or threat to compel others to comply with the individual's desires. There are 2 tactics in the Intimidation strategy: Threats and Anger. This strategy has the fewest tactics and sub-indicators and is the least frequently identified in the coding, indicating it is the most avoided strategy by Khofifah. According to the data, Khofifah only employs the Threat tactic to the extent of 3%, with the remainder at 0%.

Based on Jones & Pittman's theory (1982), the Intimidation strategy tends to decrease others' interest and prompt greater boundary-setting in relationship-building. In the context of political PR, whose primary objective is to build, maintain, and influence beneficial relationships with the public, the use of intimidation strategies can prove counterproductive. Khofifah opts to focus on more positive strategies like Ingratiation, involving friendly and appreciative approaches, to win public favor and support. By avoiding the Intimidation strategy, Khofifah not only steers clear of potential rejection and increased distance from her constituents but also reinforces her image as a leader who is humble, empathetic, and wise, aligning with the principles of political PR focused on mutually beneficial relationships and achieving political goals through effective and constructive communication.

Self Promotion

Next, there is the Self-Promotion strategy, which is dominated by the Performances Accounts tactic, with the sub-indicator of Optimism receiving the highest score of 29 codes (13%). The Optimism sub-indicator includes statements of optimism/enthusiasm in work (or in something positive), such as being optimistic about targets, focused or ambitious in carrying out a program, progress/future prospects, and the use of the phrase "Insya Allah."

Khofifah uses this strategy to highlight her achievements and capabilities, enhancing her image as a competent and trustworthy leader. Through strategic communication, Khofifah openly promotes significant accomplishments in governance, infrastructure development, or social initiatives she has undertaken. Thus, this strategy not only reinforces Khofifah's image as a competent and trustworthy leader but also helps communicate her positive contributions to the community and the overall development of East Java.

Exemplification

Fourth, the strategy of Exemplification, which is the second most frequently used strategy after Ingratiation, is an effort to build a moral or ethical image by highlighting behaviors considered good, honest, or dedicated. This strategy accounted for 20.56% of the total coding, peaking in March with 47 codes. The highest sub-indicator in this strategy, as well as the highest in the overall analysis, was Values/Principles with 90 codes or 41%, meaning almost half of the total sample analyzed. Values/Principles consist of statements based on values/principles that can be emulated, such as integrity, honesty, politeness, and religiosity.

The peak of the Exemplification strategy in March was due to content welcoming Ramadan. During this month, Khofifah predominantly featured Islamic content such as the

"Spirit of Ramadan," showcasing herself as a role model who embodies values and principles appreciated by the public, especially during significant moments like Ramadan. Through the Exemplification strategy highlighted particularly in March, it is evident that Khofifah assumes the role of a role model reflecting values and principles cherished by the community, especially within the context of strong Islamic values. As the Chairwoman of Muslimat NU and a figure with a strong background in the Nahdlatul Ulama (NU) organization, Khofifah not only represents deep Islamic values but also embraces principles of tolerance, justice, and community service, which are foundational in her leadership.

During Ramadan, Khofifah consistently demonstrates her commitment to Ramadan values such as worship, togetherness, and sharing with others. Her tangible actions in organizing social and religious programs not only reinforce her identity as a religious leader but also deepen the emotional bond with the predominantly Muslim population of East Java. In this context, the Exemplification strategy portrays Khofifah not only as an inspiring leader through personal example but also as a figure connected with the local and religious values highly regarded in East Java's culture and tradition. This is also supported by the demographic data of East Java Province (2022), which shows a population of 41 million people, with a dominant Muslim composition of 94.35%, thus highlighting the potential high level of support that Khofifah can garner by emphasizing her Islamic ideology.

Supplication

Finally, Supplication is a strategy that seeks to utilize the sympathy of others by displaying weakness, helplessness, or needs that require assistance. The highest value in the Supplication strategy is found in Khofifah's requests for help from others in any form, such as seeking intervention, asking for favors, or requesting prayers.

The sub-indicator of Limitations, which includes statements of hardship, deficiency, or personal limitations, such as acknowledging one's own limitations and asking for understanding, was not found in any of the samples within the unit of analysis. This indicates that Khofifah builds her self-impression not by showing her limitations but rather by highlighting her abilities or competencies as a reliable individual.

Discussion

All of the impression management strategies employed by Khofifah are positive strategies aimed at promoting her ideal self. In her efforts to build a desired image, Khofifah consistently employs tactics that highlight her positive qualities and attributes. Through this approach, she successfully creates an ideal self-image in the public eye, reflecting characteristics such as honesty, dedication, and competence. This strategy not only helps in enhancing her reputation and credibility but also strengthens public trust in her leadership. By focusing on positive aspects, Khofifah is able to build stronger and better relationships with various stakeholders, reinforcing her position and influence in both social and professional contexts.

In the context of Political Public Relations, Khofifah's tendency to use the Ingratiation strategy is part of a management process undertaken by political actors to influence, shape, build, and maintain favorable relationships and reputations with the public and key stakeholders. According to Strömbäck & Kioussis, Political Public Relations is the process of managing communication and actions to support the mission and achieve political goals (Strömbäck & Kioussis, 2020). By using this strategy, Khofifah seeks to create and maintain a self-image that aligns with her ideal self, as well as build positive and beneficial relationships with the public to support her mission and achieve her political goals.

With Khofifah's intention to run again in the East Java gubernatorial election for a second term, the use of the Ingratiation strategy on her social media becomes highly relevant. Through this strategy, Khofifah aims to create a positive, trustworthy self-image that aligns with her ideal self as a caring, friendly, and wise leader. This effort is expected to increase public support and enhance her reputation, which are key factors in supporting her mission and achieving her political goals in the upcoming gubernatorial election.

Thus, this approach not only aids in building good relationships with the public but also lays a strong foundation for her election campaign. The strategic digital political public relations approach provides an opportunity for political actors like Khofifah to use digital access, in this case, Instagram, to connect broadly with the public and gain greater support in the lead-up to the 2024 regional elections.

Additionally, the high score on the Values/Principles sub-indicator in the Exemplification strategy also shows that Khofifah emphasizes her image as an Islamic religious figure, particularly with her strong Nahdlatul Ulama (NU) background. On various occasions, Khofifah often links religious values with the policies and actions she takes, reinforcing the impression that she is a leader who adheres to Islamic principles. This step is very relevant considering the majority of East Java's population is Muslim, thus helping Khofifah to be closer to her constituents and gain broader support. By highlighting her religious identity, Khofifah not only strengthens her position as a leader with integrity rooted in religious values but also enhances the emotional bond with the community she leads.

In the realm of Political Public Relations, these strategies are used by Khofifah as an effort to build and maintain good relationships with the public and influence public opinion for her political interests. This approach reflects how political figures use social media to communicate directly with the public, shape their self-image, and garner political support. By avoiding intimidation strategies, Khofifah strives to maintain a positive image and avoid negative reactions from the public that could harm her political career.

CONCLUSION

Impression management theory in communication encompasses the efforts of individuals to present themselves favorably in front of others, including political actors. This concept is known as political public relations. This research discusses the use of Instagram by political and governmental figure Khofifah Indar Parawansa to build impressions or perceptions that align with her desired goals. The research aims to analyze Khofifah Indar

Parawansa's impression management strategies on her Instagram account @khofifah.ip using quantitative content analysis. Each post, including images and videos with captions, was analyzed to identify the characteristics of the verbal messages.

The findings indicate that Khofifah Indar Parawansa employs all five impression management strategies, with Ingratiation being the most dominant, scoring highest on the Other Enhancement sub-indicator of Sympathy. Through this tactic, Khofifah creates a favorable impression by appealing to others' emotions with various expressions and acts of sympathy, demonstrating her care and personal involvement with the society. The limitation of this research is that it only examines data within a specific time frame and focuses solely on Instagram as the social media platform.

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