

Indonesian Presidential Vision and Mission 2024: A Computer-Assisted Textual Analysis

Rio Satria Nugroho¹, Radityo Widiatmojo²

^{1,2}Communication Science Department, Faculty of Digital Communication and Hotel & Tourism, Bina Nusantara University
rio.satria@binus.ac.id

Abstract

February 2024 is the time for presidential election cycle for Indonesia. It becomes crucial to know how they promote their future programs in their published vision and mission books. The presidential candidates are Anies Baswedan and Muhaimin Iskandar as the first candidate, Prabowo Subianto and Gibran Rakabuming Raka as the second candidate, and Ganjar Pranowo and Mahfud MD as the third candidate. Since Indonesia has been actively promoting democracy in domestic areas and for international recognition, it is essential for the presidential candidates to promote democracy in their future programs. This paper aims to discover the most frequent discussed topics and how it reflected into the most-frequent words in their vision and mission books. Thus, this paper applied a computer-assisted textual analysis by Voyant tools. Voyant tool is known as a well-established methodology from data collection to data visualization. The results show that the first candidate focuses on the aspect of fairness in democracy, the second candidate focuses on the policy aspects of economic development, and the third one focuses on a broader aspect of economic development. Furthermore, the most frequent word analysis contributes to the theoretical understanding of computer-assisted textual analysis and democratic promotion among Indonesian presidential candidates.

Keywords: *democracy promotion; Indonesia; presidential election; textual analysis*

Introduction

The 2024 Indonesian presidential election is an important event for the country's democracy. Three candidates are vying to succeed incumbent President Joko Widodo, Jokowi, who is finishing the second of the maximum two terms allowed. The candidates are Anies Baswedan and Muhaimin Iskandar, Prabowo Subianto and Gibran Rakabuming Raka, and Ganjar Pranowo and Mahfud MD. Critics fear Jokowi is enabling erosion of democratic values in Indonesia, which only 25 years ago broke free of authoritarian rule amid massive social and economic upheaval (Petty & Kapoor, 2024). There has been a debate that mainly discussed the role of dynasties and the strength of the nation's democracy. Civil society groups are uneasy about Jokowi's apparent attempt to maintain influence after leaving the

office (Al Jazeera, 2024). In other words, numerous civil society groups are raising questions regarding the trajectory of democracy in Indonesia considering the emergence of new presidential candidates.

The candidates have made similar pledges of democracy and inclusive growth, but they have different policies on key issues such as economic growth, job creation, renewable energy, anti-corruption, foreign policy, and defense budget. The election is expected to be a "festival of democracy" with nearly 200 million voters expected to participate (Pepinsky, 2024).

It has been widely known that Indonesia has been actively promoting democracy in the country through various initiatives (Sukma, 2011). Indonesia's approach to democracy promotion has been studied from the perspective of role

theory, which especially provides an explanation of why and how states adopt certain roles in international relations (Grzywacz, 2020). Indonesia has an identity as a democracy promoter which is not a firm state identity but rather a role conception driven by foreign policy elites seeking international prestige (Karim, 2017). Those previous studies analyzing Indonesia's approach through role theory in international relations have shown how its active promotion of democracy reflects its role conception led by the government's reputation.

However, the quality of democracy in Indonesia has shown symptoms of a slow decline from 2019 to 2022, with incidents of post-election violence in May 2019 marking the level of polarization vulnerability that affects democratic stability (Kristiyanto et al., 2023). Years of preparation have gone into Indonesia's democratic downfall under Jokowi which he made occurrences have drawn attention to Indonesian democracy's constitutional and legal underpinnings (Pepinsky, 2024). Despite these challenges, Indonesia's notion of international order is based on a commitment to democratic values and a desire to preserve global autonomy. Therefore, it is necessary to understand the democratic aspect from the 2024 Indonesian presidential candidates.

Role theory has been applied to study Indonesian democracy promotion by providing an explanation of why and how states adopt certain roles in international relation (Grzywacz, 2020). The theory also emphasizes the promotion of synergy between domestic and external priorities, which is relevant to understanding how the vision and mission books of Indonesian presidential candidates reflect their roles in promoting democracy both domestically and internationally.

Role theory is utilized to understand the dynamics of state identity and the conflicts that may arise from the enactment of multiple roles, one of them is the presidential candidates' vision in promoting democracy (Karim, 2017). The application of role theory can offer valuable insights into the relationship between the content of the vision and mission books and the candidates' role in democracy promotion. Therefore, this article will explore the most frequent topics within the vision and mission books of the 2024 Indonesian presidential candidates.

Methods

To explore the focus of each presidential candidate in the 2024 Indonesian election, a computer-assisted textual analysis (CATA) of the collected vision book from each candidate was conducted. In the social sciences, content analysis of text-based data is a well-established methodology constantly being expanded by developments in data collection and storage technologies, processing capacity, and methodology (Nelson et al., 2021). In this method, it is simple to evaluate and summarize a big text corpus for research purposes. Therefore, voyant tools was used (<http://voyant-tools.org>) since it is one of the most popular and open-source tools in analyzing the text corpus (Miller, 2018). By using count, frequency, and relativity to analyze the essays' text, Voyant Tools helped define key terms that eventually opened up new research directions (Hetenyi et al., 2019). Then, the vision books of each presidential candidate through their official website were collected.

Because advanced procedures need greater efficiency and technical understanding, basic techniques are frequently used by researchers (Al-Zaman, 2023). The three primary

analytical components of the fundamental technique are word frequency, collocation, and concordance. One method for counting the most common words in a text corpus is word frequency analysis. It also facilitates comprehension of the dataset's theme graphs and phrases. A word sequence is referred to as a collocation in which it can be a bigram (two words combined), a trigram (three words combined), or a multigram (more than three words combined). This procedure enhances the accuracy of the analysis by enabling comprehension of the text's and words' semantic structure. Concordance provides further contexts in words and phrases to provide a better understanding of the data. In this process, a series of words appear along with the search term to inform about the meaning.

Results and Disussion

The corpus was gathered from the official website of each candidate. The most frequent words in the corpus are found through the Cirrus in Voyant tool. The frequency of words with higher and lower counts indicates the significance and depth of the pertinent subjects in the corpus (Al-Zaman, 2023). Figure 1 shows the most frequent word from the first candidate and table 1 shows the detailed frequent word in the corpus. The series of words are "untuk" (for, n=638), "Indonesia" (n=366), "program" (n=338), "misi" (mission, n=316), and "adil" (justice, n=311).



Figure 1 A word cloud of top 25 frequent words in the vision book of the first candidate

No	Term	Raw Frequency	Relative Frequency
1	For	638	0.024552627
2	Indonesia	366	0.014085049
3	Program	338	0.013007504
4	Mission	316	0.012160862
5	Fair	311	0.011968443
6	Anies	294	0.01131422
7	Prosperous	291	0.011198768
8	Vision	196	0.007542813
9	Muhaimin	154	0.005926496
10	Society	126	0.004848952
11	Health	118	0.004541081
12	Economy	114	0.004387146
13	Education	102	0.003925342
14	Country	102	0.003925342
15	Develop	102	0.003925342
16	Include	98	0.003771407
17	Children	97	0.003732923
18	Encourage	94	0.003617472
19	Government	89	0.003425053
20	Ensure	86	0.003309602
21	Village	86	0.003309602
22	Work	78	0.003001732
23	World	74	0.002847797
24	By	70	0.002693862
25	Workforce	67	0.002578411

Table 1 Dominant words in the vision book of the first candidate

Additionally, their relative frequencies are higher, indicating a higher

corpus predominance. The word frequencies imply that the subjects covered in the book are related to the vision of the first candidate. The word series implies that Anies Baswedan and Muhaimin Iskandar, the first candidate, emphasize their future program will always include justice. Their other frequent terms cover the words of health, community, education, and economy. In other words, the term justice widely covers large aspects of political democracy. However, there is no consensus of the term "justice" explained in the book. Thus, the term justice is multifaceted and encompasses a wide range of interpretations.

Figure 2 shows the most frequent word from the second presidential candidate and table 2 shows the detailed frequent word in the corpus. The series of words include "untuk" (for, n=223), "Indonesia" (n=160), "Gibran" (n=113), "Ekonomi" (economy, n=113), "negara" (country, n=104).



Figure 2 A word cloud of top 25 frequent words in the vision book of the second candidate

No	Term	Raw Frequency	Relative Frequency
1	For	223	0.01638742
2	Indonesia	160	0.011757789
3	Gibran	113	0.008303938
4	Economy	113	0.008303938

5	Country	104	0.007642563
6	Program	101	0.007422105
7	Develop	101	0.007422105
8	Mission	98	0.007201646
9	Society	73	0.005364492
10	Development	70	0.005144033
11	Strengthening	61	0.004482657
12	President	56	0.004115226
13	Nation	52	0.003821282
14	Vision	50	0.003674309
15	2024	50	0.003674309
16	Building	47	0.003453851
17	Health	46	0.003380365
18	Industry	46	0.003380365
19	System	45	0.003306878
20	Work	45	0.003306878
21	National	44	0.003233392
22	Improved	43	0.003159906
23	Power	43	0.003159906
24	Ensure	42	0.00308642
25	Education	41	0.003012934

Table 2 Dominant words in the vision book of the second candidate

The word series from the second candidate, Prabowo Subianto and Gibran Rakabuming Raka, implies that their prioritized focus is the Indonesian economy.

Figure 3 displays the most frequent word from the second presidential candidate and table 3 displays the

detailed frequent word in the corpus. The series of words are “Indonesia” (n=141), “untuk” (for, n=93), “unggul” (excellent, n=84), “menuju” (toward, n=67), “ekonomi” (economy, n=51).



Figure 3 A word cloud of top 25 frequent words in the vision book of the third candidate

No	Term	Raw Freq.	Relative Frequency
1	Indonesia	141	0.018720128
2	For	93	0.012347318
3	Excellent	84	0.011152417
4	Toward	67	0.00889538
5	Economy	51	0.00677111
6	Accelerate	45	0.005974509
7	Country	43	0.005708975
8	Digital	42	0.005576208
9	Development	40	0.005310675
10	Society	39	0.005177908
11	Become	39	0.005177908
12	Law	39	0.005177908
13	2029	36	0.004779607
14	Mahfud	35	0.00464684
15	Ganjar	35	0.00464684
16	Vision	34	0.004514074
17	Pranowo	34	0.004514074
18	Power	33	0.004381307
19	2024	33	0.004381307
20	Mission	31	0.004115773
21	MD	31	0.004115773
22	Industry	31	0.004115773
23	National	28	0.003717472
24	Source	26	0.003451939
25	System	25	0.003319172

Table 3 Dominant words in the vision book of the third candidate

The word series implies that Ganjar Pranowo and Mahfud MD, the third candidate, emphasize on the economic development of Indonesia.

the term of collocation is analyzed to discover the phrasal and topical distribution. The collocation of two terms indicates their closeness throughout the entire corpus (Hetenyi et al., 2019). We 25 most frequent collocations, as the data is shown in Table 4. The results show that mission and justice have the highest proximity (n=390) for the first candidate, Gibran and mission have the highest proximity (n=101) for the second candidate that relate to the word economy, while the third candidate has Indonesia and excellent (n=83) for the highest proximity and relate to the word economy. Those three collocation are closely related to the three presidential candidates.

First Candidate				
No	Term	Freq	Context	Context Freq.
1	Mission	316	Fair	390
2	Fair	311	Mission	390
3	For	638	Anies	384
4	Anies	294	For	384
5	Program	338	Prosperity	379
6	Prosperity	291	Program	379
7	For	638	Program	319
8	Program	338	For	318
9	Mission	316	Prosperity	317
10	Prosperity	291	Mission	317
Second Candidate				
No	Term	Freq	Context	Context Freq.
1	Gibran	113	Mission	101
2	Mission	98	Gibran	101

3	Economy	113	Economy	48
4	Gibran	113	Vision	43
5	Indonesi a	160	Excellent	39
6	Mission	98	2024	39
7	For	223	develop	37
8	Gibran	113	2024	37
9	Indonesi a	160	Indonesia	34
10	negara	104	Indonesia	30
Third Candidate				
No	Term	Freq	Context	Context Freq.
1	Indonesi a	141	Economy	83
2	Toward	67	Indonesia	77
3	Economy	84	Toward	76
4	Toward	67	Excel	76
5	Indonesi a	141	2029	41
6	Indonesi a	141	2024	40
7	Excel	84	2029	40
8	Toward	67	2024	40
9	Excel	84	2024	39
10	Excel	84	Mahfid	31

Table 4 Term collocation in three presidential candidate vision books

The collocations of two terms in three vision books somewhat in line with the results of word frequency analysis. It suggests that justice is the focus of the first candidate, while economic development is the focus of the second and third candidates. The first candidate of Indonesian presidential election put justice in all aspects of his programs, such as health, community, education, and economy. It resonates with "Pancasila", the official philosophical ideology of Indonesia, especially from the fifth principle which is "social justice for all the people of Indonesia".

Meanwhile, the other two candidates focus on the economic development in Indonesia. In order to have deeper

understanding on the differences between the economic focus of the second and third candidates, concordance analysis is conducted. Table 5 displays the terms most correlated with the word "economy" in the corpus from two vision books. The findings obtained from the correlation values in the corpus may help us recognize other terms associated with economy.

Second Candidate				
No	Index	Left	Middle	Right
1	142	Strategic Principles of the Indonesian Nation	Economy	Based on UUD 1945
2	167	Principles	Economy	Strategic Challenges of the Indonesian Nation 2024
3	323	Development of this nation is required	Economy	politics, people's welfare, and defense
4	479	from 2025 required growth	Economy	Sustainability
5	497	strengthening the role of government in the cycle	Economy	and nation building according to the philosophy of
6	503	and nation building according to the philosophy of	Economy	Pancasila
7	513	we do in the midst of uncertainty	Economy	global, geopolitical uncertainties, and crisis
8	643	Strategic Principles of the Indonesian Nation	Economy	Pancasila Based on the UUD 1945

Table 5 Most correlated terms in the corpus of the second and third candidate vision books				
Index	Left	Middle	Right	
9	666	Vision, Mission and Program Prabowo - Gibran	Economy	religious and Realize national unity
10	672	religious and Realize national unity	Economy	that upholds the humanity of the Economy
Third Candidate				
1	51	Accelerates Development	Economy	Knowledge and Value Based
2	61	Added Value Accelerates Development Equity	Economy	Moving Fast to Create a Maritime Nation
3	89	Realizing a Sustainable Environment Through	Economy	Green and Blue Accelerate Implementation
4	458	Directed	Economy	Knowledge-And Value-Based Self-Reliance
5	467	And added value	Economy	Competitive Excellence
6	484	Effortless	Economy	Average Achieved %
7	506	Everything is on us	Economy	Creative Goes Further
8	568	Prosperity	Economy	Sharia and Halal Industry
9	588	Accelerating Equal Development	Economy	Fair and Equitable Development
10	762	Sustainable Environment Through	Economy	Green and Blue

Table 5 shows distinctive economy-related phrases found in the second and third candidates' corpus. The second candidate, Prabowo Subianto and Gibran Rakabuming Raka, discuss the economy by relating the issue with the constitution and legal aspects of the Indonesian context. They mention Pancasila several times while describing the planned economic development and emphasize that all the programs prioritize the national interest. The third candidate, Ganjar Pranowo and Mahfud MD, discuss the economic program in a broader aspect. They mention economic aspects such as maritime economy, environmental aspect in economic development, creative industries, equitable development, blue economy, and circular economy. At this point, they explain the aspects of economic development more thoroughly and clearly by explaining in detail the meaning of the economic development concept. From the results above, each candidate shows a distinctive approach to promoting democracy in their vision and mission book. The first candidate places a strong emphasis on justice in general. It is in line with equality of law, which is a fundamental pillar of democracy (Grzywacz, 2020). Encouraging equity and ease of access to justice fortifies the rule of law, which is a cornerstone of democracy (Karim, 2017). Voters who want stronger institutions and a more equal society may find resonance with this topic brought by the first candidate. However, their commitment did not go into detail regarding the definition of justice. Having a clear definition of justice and suggested actions is essential to be explained in the book. The second candidate's emphasis on legal and policy issues indicates a top-

down strategy, with state intervention and laws driving economic growth. This approach raises concerns about the potential limits on individual freedom and market dynamism, both of which are essential components of a democratic economy (Leiwakabessy & Amaluddin, 2020). Prioritizing this feature may indicate that the candidate intends to build democratic institutions and governance systems that promote economic development and ensure equitable resource distribution (Karim, 2017). However, previous controversial events by the second candidate have drawn attention to the legal and constitutional basis of Indonesian democracy (Pepinsky, 2024). One of the most discussed discourses from the second candidate is the issue of raising the culture of nepotism and cronyism.

The third candidate's emphasis on the broader component of economic development indicates a comprehensive strategy to address the economic difficulties and fostering prosperity for all Indonesians. This approach may include programs aiming to boost infrastructure, investment, environmental issues, and job creation, all of which are critical for long-term growth and people's quality of life (Hardi et al., 2023). It has the potential to help build a more egalitarian and democratic society (Leiwakabessy & Amaluddin, 2020). However, addressing a wide range of economic issues requires careful prioritizing, which the third candidate did not mention it.

The analysis reflects how political communication is applied to the presidential candidates. Political communication explains how people use verbal language and other forms of communication to influence political decisions and actions (Susila et al., 2019). In the context of analyzing corpus from the 2024 Indonesian Presidential Vision

books, political communication can be used to know the language and rhetoric used by the candidates to influence voters. From this perspective, it is known the presidential candidates persuade the voters through the most frequent words and topic in their vision books.

Conclusion

Computer-assisted textual analysis can be used to study political communication by analyzing large collection of texts. The 2024 Indonesian presidential candidates present diverse discourses on the promoting democracy through their vision and mission books. The first candidate, Anies Baswedan and Muhaimin Iskandar, mentions justice as the most frequent word in their corpus which promoting fair treatment and access. The second and third candidate mentions economy as the most frequent word in their corpus, however, the economic development approaches differ. The second candidate, Prabowo Subianto and Gibran Rakabuming Raka, applied top-down strategy which might limit individual freedoms. The third candidate, Ganjar Pranowo and Mahfud MD, explained a broader economic focus offering potential for inclusivity, but requiring careful navigation to avoid exacerbating inequality.

It is crucial to remember that discourse on the corpus alone does not guarantee action. Analyzing beyond the discourse of the candidates' track records, policies implemented during previous positions, and specific commitment in their plans can provide a more nuanced understanding of their genuine commitment to democratic principles. Additionally, suggested further research could study voter perceptions of these discourses and their influence on voting behavior, especially young voters since most of the candidates target young voters in developing the campaigns.

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