

THE INFLUENCE OF POLITICAL CONTENT FRAMING ON INSTAGRAM TOWARD GENERATION Z POLITICAL PREFERENCES: A STUDY OF ANIES BASWEDAN'S INSTAGRAM ACCOUNT

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Abstrak

Penelitian ini mengkaji pengaruh framing konten politik di Instagram terhadap preferensi politik Generasi Z melalui studi pada akun Instagram Anies Baswedan. Meningkatnya penggunaan media sosial dalam komunikasi politik telah mengubah cara generasi muda memperoleh dan menafsirkan informasi politik. Namun, penelitian yang secara spesifik mengkaji bagaimana framing politik di Instagram membentuk preferensi politik Generasi Z di Indonesia masih terbatas. Oleh karena itu, penelitian ini bertujuan menganalisis framing konten politik serta pengaruhnya terhadap preferensi politik generasi muda. Penelitian ini menggunakan pendekatan kualitatif dengan teori framing Robert Entman yang meliputi *Define Problems*, *Diagnose Causes*, *Make Moral Judgment*, dan *Treatment Recommendation*. Data dikumpulkan melalui analisis konten unggahan Instagram dan wawancara dengan partisipan Generasi Z. Hasil penelitian menunjukkan bahwa konten Instagram lebih banyak menonjolkan representasi kepemimpinan, nilai sosial, keterlibatan masyarakat, dan narasi kemanusiaan. Selain itu, citra kepemimpinan, kepercayaan politik, kedekatan emosional, dan akses informasi menjadi faktor yang memengaruhi preferensi politik. Penelitian ini menyimpulkan bahwa Instagram tidak hanya berfungsi sebagai media komunikasi tetapi juga sebagai media pembentukan persepsi dan preferensi politik Generasi Z.

Keywords: *Framing Politik; Instagram; Generasi Z; Preferensi Politik; Media Sosial*

Abstract

This study examines the influence of political content framing on Instagram toward Generation Z political preferences through a study of Anies Baswedan's Instagram account. The increasing use of social media in political communication has transformed how young audiences access and interpret political information. However, limited studies specifically investigate how political framing on Instagram shapes political preferences among Generation Z in Indonesia. Therefore, this study aims to analyze political content framing and its influence on political preferences among young audiences. This study employed a qualitative approach using Robert Entman's framing theory consisting of *Define Problems*, *Diagnose Causes*, *Make Moral Judgment*, and *Treatment Recommendation*. Data were collected through content analysis of selected Instagram posts and interviews with Generation Z participants. The findings indicate that Instagram content frequently emphasized leadership

representation, social values, community engagement, and humanitarian narratives. Furthermore, leadership image, political trust, emotional connection, and information accessibility were identified as important factors influencing political preferences. The study concludes that Instagram functions not only as a communication platform but also as a medium shaping political perceptions and preference formation among Generation Z.

Kata Kunci: *Political Framing; Instagram; Generation Z; Political Preferences; Social Media*

INTRODUCTION

The rapid development of digital technology has transformed political communication patterns from conventional media to social media platforms. Political communication is no longer dominated by television, newspapers, and direct political campaigns, but has increasingly shifted toward digital spaces where information is created, distributed, and consumed instantly. Social media platforms have become strategic arenas for politicians to communicate directly with audiences without relying on traditional media gatekeepers. Among various digital platforms, Instagram has emerged as one of the most influential platforms due to its emphasis on visual communication, storytelling features, and interactive engagement mechanisms. Political actors increasingly utilize Instagram to construct political narratives, build personal branding, and influence public perception through images, videos, captions, and audience interactions. Research on political interactions on Instagram indicates that political discussions on the platform create unique communication dynamics characterized by greater engagement, emotional responses, and longer interaction patterns than other forms of social communication (Couto et al., 2019).

The increasing role of Instagram in political communication becomes more significant when associated with Generation Z. As digital natives, Generation Z has grown up within an environment highly dependent on digital technologies and social media. Their political knowledge, information-seeking behavior, and political attitudes are increasingly shaped by online interactions rather than traditional media exposure. Studies indicate that Generation Z actively uses social media as a primary source of political information and frequently evaluates political actors through online content exposure. Political communication in digital spaces therefore does not merely function as information dissemination but also contributes to the process of political preference formation among young voters.

The increasing use of Instagram in politics has generated academic debates among scholars regarding its influence on political attitudes and preferences. The first perspective argues that social media strengthens democratic participation because it increases political awareness, information accessibility, and civic engagement among young people. Political communication through Instagram can improve political literacy and encourage greater public participation in political processes (Borneta et al., 2025). Conversely, another perspective argues that social media creates challenges including information bias, political polarization, and excessive personalization of political figures. Political communication through visual media can prioritize emotional appeal and symbolic representation over substantive political discourse. Rather than promoting informed political decisions, social media may shape political preferences through selective exposure and attractive visual narratives (Parmelee et al., 2023).

Within the Indonesian political context, Instagram has increasingly become an important medium for political branding and communication strategies. Political figures actively employ Instagram to construct their public image and communicate political values to audiences. One prominent political figure in Indonesia utilizing

Instagram as a communication instrument is Anies Baswedan (Sitompul & Anom, 2024). Through visual content, narratives, and issue framing strategies, his Instagram account represents a significant case for examining how political messages are framed and potentially influence audiences, particularly young voters. Political content framing becomes important because audiences do not simply receive political information objectively; instead, information is interpreted through specific frames emphasizing particular issues, values, and solutions (Dwi et al., 2023).

Framing theory proposed by Robert Entman explains that media selectively construct reality through four dimensions: defining problems, diagnosing causes, making moral judgments, and suggesting treatment recommendations. Through these framing mechanisms, political actors can shape audience perceptions regarding political issues and leadership representations (Nasution et al., 2025). Consequently, framed political messages distributed through Instagram may influence how Generation Z interprets political realities and develops political preferences.

Previous studies have examined social media and political behavior from several perspectives. Existing research has investigated political participation through Instagram, political literacy among Generation Z, and political preference formation in digital environments (Ferreira et al., 2021). However, many studies focus primarily on social media usage intensity and political participation in general. Limited research specifically examines how framed political messages on Instagram influence Generation Z political preferences in Indonesia. Additionally, previous studies rarely combine framing analysis of political content with audience preference analysis (Haris et al., 2024).

Based on this research gap, this study offers novelty by integrating media framing analysis with political preference analysis among Generation Z. This study specifically focuses on Instagram political content produced by Anies Baswedan and investigates how framing mechanisms influence the political preferences of young voters. Unlike previous studies emphasizing media exposure or participation intensity, this research places political framing as the primary explanatory variable in understanding preference formation among Generation Z.

This study employs a qualitative approach to examine political content framing on Instagram and its influence on Generation Z political preferences. The study utilizes qualitative framing analysis based on Entman's model to examine political content posted on Anies Baswedan's Instagram account. In addition, interviews with Generation Z participants who actively use Instagram were conducted to explore their perceptions regarding political content and its influence on political preferences. Through this approach, the study seeks to provide a comprehensive understanding of how digital political communication affects political preference formation among young voters.

Accordingly, this study addresses the following research questions: (1) How is political content framed on Anies Baswedan's Instagram account? (2) How do Generation Z audiences perceive political content on Instagram? and (3) How does political content framing influence Generation Z political preferences?

The purpose of this study is to analyze political content framing on Anies Baswedan's Instagram account, identify Generation Z political perceptions regarding Instagram political content, and examine the influence of political content framing on political preferences among young voters.

RESULTS AND DISCUSSION

Profile Of Research Objects And Participants

The research object in this study is the official Instagram account of Anies Baswedan, which serves as one of the digital platforms used for political communication and public engagement. Instagram has become an important medium for political actors to distribute messages, construct political narratives, and interact directly with audiences through visual and textual content.

Based on observations conducted on the official Instagram account (@aniesbaswedan), the account had approximately **7.9 million followers**, **6,433 posts**, and followed **228 accounts** at the time of data collection. The account presents various types of content, including political narratives, social activities, educational discussions, public policy issues, leadership representation, and personal life documentation.

The content displayed on the account does not solely emphasize formal political communication but also combines elements of personalization and social interaction. Several featured categories such as *Tukar Gagasan*, *Aksi Bersama*, *Karya*, *Life Snippets*, and *Cerita Sejarah* indicate that the account utilizes diverse communication strategies aimed at creating closer relationships with audiences. Such content presentation may contribute to shaping audience perceptions by emphasizing leadership characteristics, social values, and political identity.

The diversity of content found on Anies Baswedan's Instagram account suggests that political communication on social media extends beyond information dissemination and becomes part of image construction and political framing processes. Therefore, this account was selected because it provides rich visual and textual content suitable for framing analysis using Entman's model.

Tabel 1. Profile of Research Object

Aspect	Information
Instagram Account	@aniesbaswedan
Account Name	Anies Rasyid Baswedan
Total Posts	6,433
Total Followers	7.9 Million
Following	228
Content Characteristics	Political, Social, Educational, Personal
Observation Period	January–December 2025



Figure 1. Official Instagram Account of Anies Baswedan

Profile Of Participants

This study involved 10 participants from Generation Z selected through purposive sampling techniques. Participants were selected based on several criteria: aged between 17–27 years, active Instagram users, and having previous exposure to political content on social media. The participants consisted of students and young adults representing Generation Z audiences. The selection aimed to obtain in-depth perspectives regarding how political content framing on Instagram influences political preferences.

Table 2. Demographic Characteristics of Participants

No	Participat Code	Age	Gender	Occupation	Instagram Usage
1	P1	22	Male	Student	4–5 hours/day
2	P2	23	Female	Student	3–4 hours/day
3	P3	24	Male	Student	4–6 hours/day
4	P4	21	Female	Student	3–5 hours/day
5	P5	25	Male	Employee	2–4 hours/day
6	P6	22	Female	Student	5–6 hours/day
7	P7	24	Male	Student	3–5 hours/day
8	P8	21	Female	Student	4–5 hours/day
9	P9	23	Male	Student	3–4 hours/day
10	P10	22	Female	Student	4–6 hours/day

The demographic characteristics of participants indicate that the study involved Generation Z individuals with diverse backgrounds and patterns of Instagram usage. Most participants were university students within the age range of 21–25 years, representing the dominant age category of active social media users. The participants demonstrated relatively high levels of Instagram usage, ranging from approximately 2 to 6 hours per day.

The findings suggest that Instagram has become an important digital platform within the daily communication activities of Generation Z users. Frequent exposure to social media potentially increases opportunities for participants to encounter political content distributed through digital platforms. High levels of Instagram usage also indicate that participants possess sufficient experience interacting with visual political messages, making them relevant sources for understanding the influence of political content framing on political preferences.

Furthermore, the diversity of participants in terms of age, gender, and occupation was intended to provide broader perspectives regarding political interpretation and preference formation. Since this study employed a qualitative approach, the participants were not selected to statistically represent the wider population but rather to obtain richer information and deeper understanding of how Generation Z audiences interpret political content on Instagram.

Political Content Framing On Anies Baswedan's Instagram Account

Political communication on Instagram is not limited to explicit political campaigns but also includes social narratives, leadership representation, community engagement, and public issues. Based on observations conducted on Anies Baswedan's official Instagram account, several political-related posts were selected as

primary data for framing analysis. The selected posts represent various themes relevant to political communication and public engagement. The posts were analyzed using Robert Entman's framing model consisting of Define Problems, Diagnose Causes, Make Moral Judgment, and Treatment Recommendation.

Table 3. Selected Instagram Posts for Framing Analysis

Post Code	Upload Date	Content Theme	Caption Summary	Main Issue
IG01	November 4, 2025	Meeting with Padang Mayor	Discussion regarding the city, education, and youth development in Padang while strengthening regional collaboration	Leadership and regional collaboration
IG02	December 10, 2025	Humanitarian Assistance in Aceh	Delivering humanitarian support and emphasizing resilience, hope, and social solidarity among affected communities	Social welfare and humanitarian action
IG03	January 7, 2026	Meeting Indonesian Community in London	Strengthening unity, maintaining values, and emphasizing the role of Indonesian diaspora in contributing to the nation	Diaspora engagement
IG04	March 10, 2026	Community Gathering and Social Movement	Encouraging collective action and supporting social initiatives conducted by communities	Collective participation
IG05	February 27, 2026	Book Discussion and Literacy	Discussing critical thinking and raising awareness regarding interpretation of statistical information	Education and critical thinking
IG06	April 20, 2026	Community Bridge Construction	Highlighting collaborative efforts among communities to improve local infrastructure	Social development
IG07	January 2026	International Urban Discussion in Riyadh	Sharing experiences regarding urban development and discussing global perspectives for future cities	Global networking and city development

The selected Instagram posts indicate that Anies Baswedan's communication strategy extends beyond direct political promotion. The content frequently combines social

activities, leadership representation, educational narratives, and community empowerment. The findings suggest that political messages are framed indirectly through everyday interactions and public engagement activities. Such framing patterns potentially influence audience interpretations and political perceptions among Generation Z users.

Define Problems

The first element identified in the framing analysis was **Define Problems**, which refers to how political content constructs and highlights particular issues as important public concerns. According to Entman, media framing defines problems by selecting certain aspects of reality and making them more salient in communication texts. Through this process, audiences are directed to perceive specific issues as relevant and meaningful (Entman, 1993).

Table 4. Define Problems Dimension

Post Code	Content Theme	Defined Problem
IG01	Meeting with Padang Mayor	Need for stronger collaboration in regional development and youth advancement
IG02	Humanitarian Assistance in Aceh	Social vulnerability and community difficulties after humanitarian crises
IG03	Meeting Indonesian Community in London	Limited engagement between diaspora communities and national development
IG04	Community Gathering and Social Movement	Limited public participation in social initiatives
IG05	Book Discussion and Literacy	Public vulnerability toward misinformation and limited critical literacy
IG06	Community Bridge Construction	Limited infrastructure accessibility within local communities
IG07	International Urban Discussion	Need for innovation and broader collaboration in urban development

Following the identification of the selected posts, several recurring patterns emerged. Social and community-related issues appeared more dominant than direct electoral or party-centered political narratives. The content consistently represented public concerns as collective challenges rather than individual problems. Leadership was also framed not merely as political authority but as active engagement within social environments.

The findings indicate that Instagram content utilized by Anies Baswedan tends to define political issues through social narratives and community-oriented concerns. Such framing patterns potentially influence audiences by shifting attention from conventional political discourse toward broader public and social issues. Similar studies suggest that framing mechanisms guide audiences toward interpreting selected issues as socially significant and politically meaningful (Muhammad & Pratiwi, 2024).

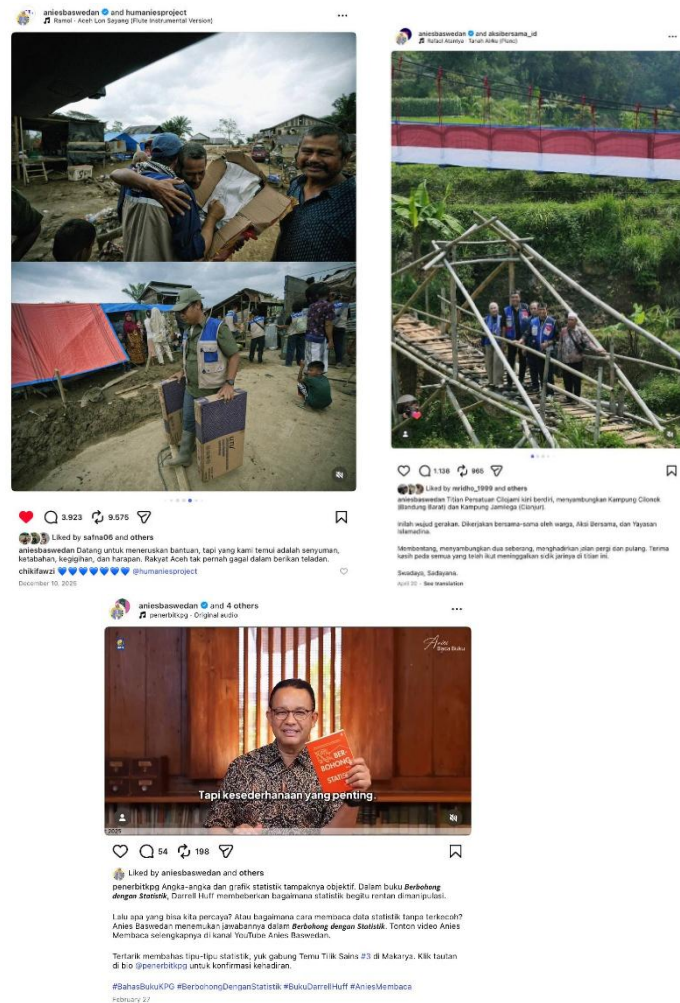


Figure 2. Selected Political Content Themes on Anies Baswedan's Instagram Account

Figure 2 illustrates selected Instagram content representing dominant issues identified in the Define Problems dimension, including humanitarian concerns, educational awareness, and community development initiatives.

Diagnose Causes

In Entman's framing model, **diagnose causes** aims to identify the main causes of a problem represented in media texts. Framing not only explains what the problem is but also directs audiences toward particular factors or actors considered responsible for the emergence of the issue (Entman, 1993).

Based on the selected Instagram posts, Anies Baswedan's political content tended to identify social, structural, and community-related factors as the causes of public issues. Unlike direct political narratives that often focus on individual actors or institutions, the analyzed content frequently presented broader societal conditions as contributing factors to public challenges. The framing process suggested that social problems were not portrayed as isolated events but as interconnected issues requiring collective understanding and response.

Table 5. Diagnose Causes Dimension

Post Code	Defined Problem	Identified Cause
IG01	Need for stronger regional collaboration and youth advancement	Limited cooperation among local stakeholders and institutions
IG02	Social vulnerability and humanitarian difficulties	Natural disaster impacts and limited access to immediate support
IG03	Limited diaspora engagement in national development	Distance and limited communication between diaspora communities and domestic development initiatives
IG04	Limited public participation in social initiatives	Lack of collective awareness and community involvement
IG05	Public vulnerability toward misinformation	Limited literacy and critical understanding of information
IG06	Infrastructure limitations in local communities	Unequal development and limited community facilities
IG07	Need for urban innovation and international collaboration	Rapid urban challenges and changing societal needs

Following the analysis of selected content, several recurring patterns were identified. Most of the analyzed posts did not frame political issues as resulting from individual failures or partisan conflicts. Instead, the content emphasized structural conditions and collective challenges as the primary causes of public concerns. Such framing may encourage audiences to understand social problems through broader perspectives rather than focusing solely on specific political actors.

The findings indicate that Anies Baswedan's Instagram content tends to construct causal interpretations through collaborative and social perspectives. Previous framing studies explain that media texts influence audience understanding by selecting certain causal interpretations while reducing attention toward alternative explanations (Kustiawan et al., 2025). As a result, audiences may develop specific understandings regarding responsibility and issue interpretation.

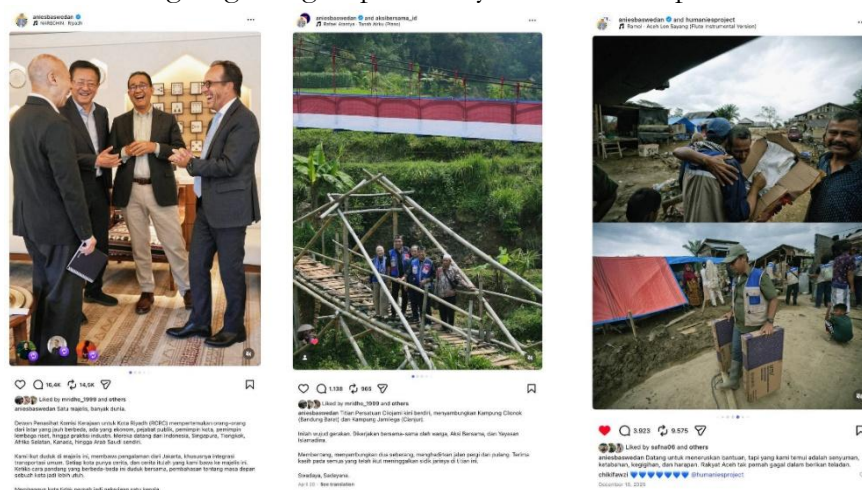


Figure 3. Selected Instagram Posts Representing Diagnose Causes Dimension

Figure 3 illustrates selected Instagram content representing the Diagnose Causes dimension, where public issues are framed through structural, social, and community-based perspectives

Make Moral Judgment

The third framing element identified in this study was **Make Moral Judgment**, which refers to how political messages embed values and normative evaluations within communication texts. According to framing theory, media texts not only define problems and identify causes but also introduce moral perspectives that guide audiences toward particular interpretations of social realities. Through moral evaluation, political communication constructs standards regarding what is considered appropriate, desirable, or socially valuable.

Based on the analysis of selected Instagram posts, Anies Baswedan's content frequently emphasized values associated with social responsibility, justice, collaboration, community solidarity, and public participation. The political narratives did not primarily emphasize conflict-oriented communication or criticism toward political opponents. Instead, moral values were constructed through representations of social engagement and collective action.

Table 6. Make Moral Judgment Dimension

Post Code	Content Theme	Moral Values Presented
IG01	Meeting with Padang Mayor	Collaboration and responsibility
IG02	Humanitarian Assistance in Aceh	Humanity and social solidarity
IG03	Meeting Indonesian Community in London	Unity and national contribution
IG04	Community Gathering and Social Movement	Collective participation
IG05	Book Discussion and Literacy	Critical thinking and intellectual responsibility
IG06	Community Bridge Construction	Cooperation and mutual support
IG07	International Urban Discussion	Innovation and global cooperation

The findings demonstrate recurring moral patterns throughout the selected posts. Humanitarian values and collective responsibility emerged as dominant themes across multiple content categories. Leadership representation was framed not only as political authority but also as an ethical responsibility toward communities and society. Such framing potentially influences audiences by creating emotional and value-based connections between political actors and social concerns.

Previous framing studies explain that moral judgments embedded in communication texts influence audience interpretations because values frequently become central references in evaluating political actors and public issues. Moral framing may affect how audiences perceive political legitimacy and social

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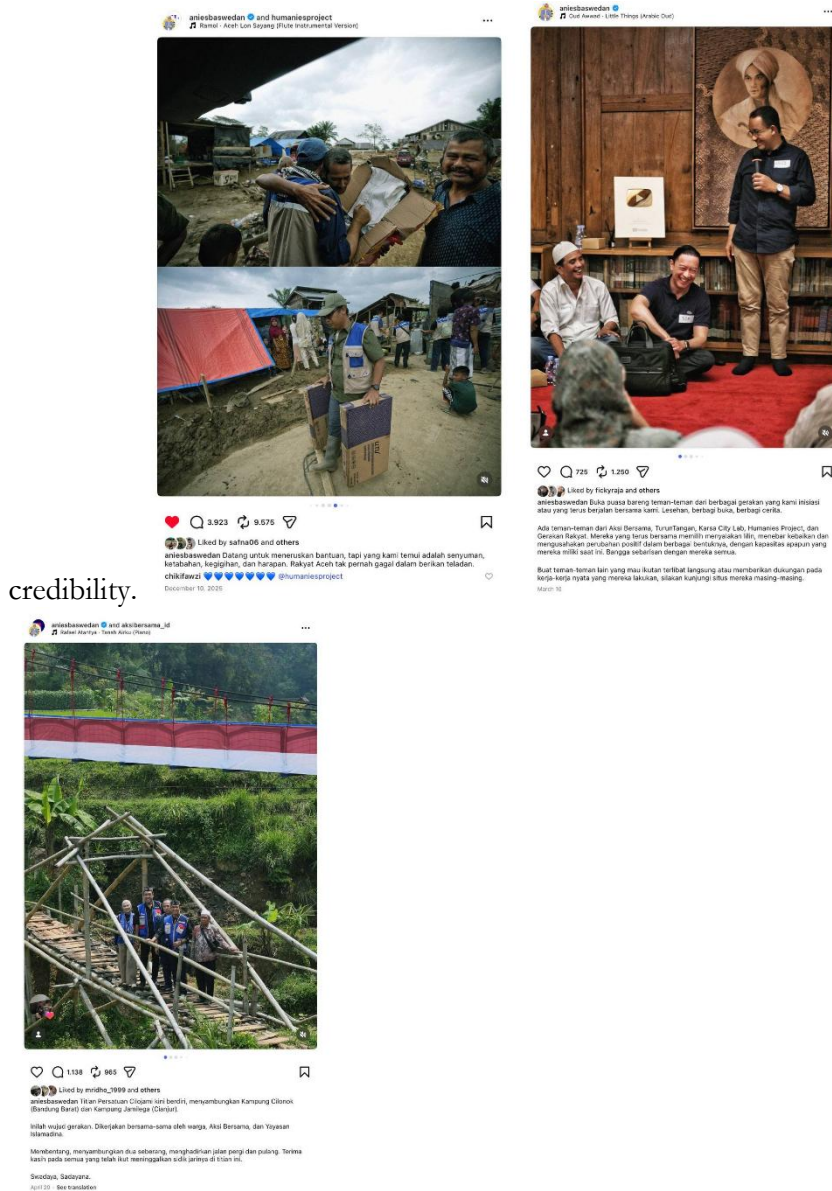


Figure 4. Moral Values Embedded in Selected Instagram Content

Figure 4 illustrates selected Instagram content representing moral values identified in the framing analysis, including solidarity, collective participation, and community cooperation

Treatment Recommendation

The final framing element identified in this study was **Treatment Recommendation**, which refers to solutions or actions proposed to address issues presented in communication texts. According to Entman, framing not only defines problems and identifies causes but also suggests possible remedies that direct audiences toward preferred interpretations and responses. Treatment recommendations become important because they shape audience expectations regarding how social and political issues should be addressed (Entman, 1993).

Based on the analysis of selected Instagram posts, Anies Baswedan's content frequently emphasized collaborative and community-oriented solutions in addressing public concerns. Rather than promoting individual-centered solutions or political confrontation, the content generally highlighted collective participation, community

empowerment, educational awareness, and broader cooperation among social actors. The framing process suggests that solutions to public problems were represented through inclusive and participatory approaches.

Table 7. Treatment Recommendation Dimension

Post Code	Defined Problem	Proposed Solution
IG01	Need for stronger regional collaboration and youth advancement	Strengthening cooperation among local governments and community actors
IG02	Social vulnerability and humanitarian difficulties	Increasing social solidarity and humanitarian support initiatives
IG03	Limited engagement between diaspora communities and national development	Expanding communication and collaboration with Indonesian diaspora communities
IG04	Limited public participation in social initiatives	Encouraging broader public involvement in community programs
IG05	Public vulnerability toward misinformation	Promoting critical literacy and educational awareness
IG06	Infrastructure limitations within local communities	Encouraging collaborative community development initiatives
IG07	Need for innovation and international cooperation	Expanding partnerships and global knowledge exchange

The findings indicate that proposed solutions within the selected Instagram content consistently emphasized cooperation and shared responsibility. The content rarely represented public issues as requiring purely institutional or individual interventions. Instead, social participation and collective action emerged as recurring patterns in the treatment recommendations presented through visual and textual narratives.

Furthermore, the identified framing suggests that political communication on Instagram may influence audience interpretation by presenting leadership as a process involving collaboration and community engagement. Previous framing studies explain that recommendation frames can influence audience attitudes because audiences often evaluate political actors not only based on identified problems but also on perceived solutions and responses offered by those actors (Lyhne et al., 2025). Qualitative framing analysis also highlights that media texts frequently guide audiences toward preferred actions through selective presentation of remedies and solutions.

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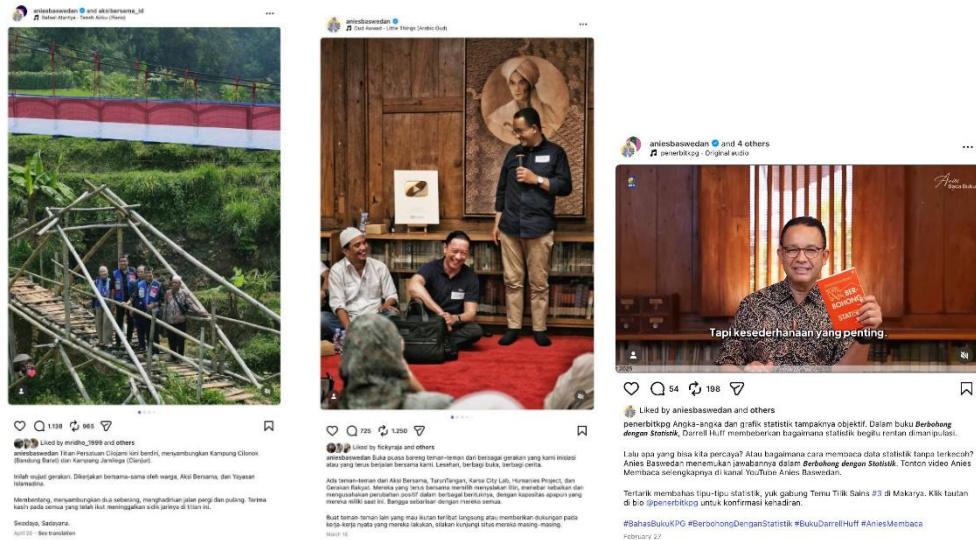


Figure 5. Treatment Recommendation Represented in Instagram Content

Figure 5 illustrates selected Instagram content representing treatment recommendations identified in the framing analysis. The content emphasizes collaborative actions, educational awareness, and community participation as proposed solutions to public issues.

Generation Z Perceptions Toward Political Content

Following the framing analysis of Anies Baswedan's Instagram content, the next stage of this study explored how Generation Z participants interpreted and responded to the presented political messages. Interview findings revealed several recurring themes regarding audience perceptions toward political content on Instagram. The identified themes include leadership image, political trust, content attractiveness, and information accessibility.

Table 8. Interview Findings on Generation Z Perceptions

Theme	Participant Statement	Interpretation
Leadership Image	<i>"The content makes Anies appear closer to society."</i>	Political content creates a relatable leadership image
Political Trust	<i>"The posts seem more natural than formal political campaigns."</i>	Informal communication increases trust
Content Attractiveness	<i>"Visual content is easier to understand than political speeches."</i>	Visual presentation improves engagement
Information Accessibility	<i>"Instagram provides faster access to political information."</i>	Social media facilitates information exposure
Social Values	<i>"The posts often show concern for society."</i>	Humanitarian narratives shape positive perceptions

The interview findings indicate that Generation Z participants generally perceived political content on Instagram as more relatable and accessible than conventional political communication channels. Visual presentation and storytelling elements appeared to increase audience engagement and simplify understanding of political messages. Participants also highlighted that social and humanitarian themes created stronger emotional connections compared to formal political narratives.

Additionally, leadership representation emerged as an important factor influencing audience interpretation. Participants frequently associated leadership with social proximity, community involvement, and public concern rather than formal political authority. These findings suggest that Instagram content contributes to shaping political perceptions through emotional and symbolic representations.

Previous studies indicate that Generation Z tends to prefer interactive and visually oriented political communication because digital content allows greater accessibility and personal connection with political actors. Social media platforms influence how young audiences interpret political information and develop political attitudes.

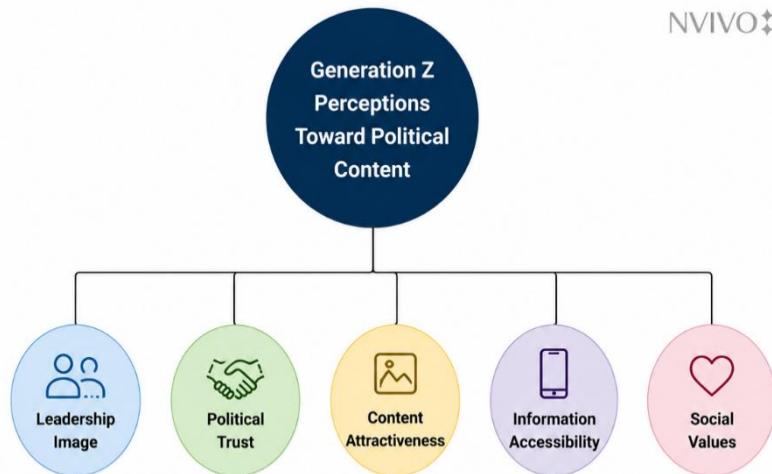


Figure 6. Themes of Generation Z Political Perceptions

Figure 6 illustrates dominant themes emerging from participant interviews regarding perceptions of political content on Instagram.

The Influence Of Political Content Framing On Political Preferences

Political preferences among Generation Z participants were found to be influenced by the way political messages were framed and represented through Instagram content. Interview findings indicate that participants generally did not perceive political content merely as information dissemination, but also as a source for constructing impressions regarding political actors and public issues. Visual representation, storytelling approaches, and social narratives contributed significantly to shaping participants' perceptions and preferences.

The findings reveal that political content framing influenced participants through several interconnected dimensions, including leadership image, emotional connection, political trust, and social relevance. Participants indicated that repeated exposure to content emphasizing community engagement, humanitarian values, and social activities generated stronger positive impressions toward political figures represented on Instagram.

Table 9. Influence of Political Content Framing on Political Preferences

Theme	Participant Response	Influence on Political Preference
Leadership Image	<i>"He appears closer to ordinary people."</i>	Increased positive perception toward political leadership
Political Trust	<i>"The posts feel more natural than campaign content."</i>	Increased trust toward political figures
Emotional Connection	<i>"Humanitarian content feels more relatable."</i>	Stronger emotional attachment
Information Accessibility	<i>"Instagram makes political information easier to understand."</i>	Increased political awareness
Social Values	<i>"The posts frequently show concern for society."</i>	Increased support tendency

The findings demonstrate that leadership representation emerged as one of the strongest factors affecting political preferences among participants. Participants frequently associated political preference not only with political competence but also with perceived social proximity and community engagement. Humanitarian activities, educational discussions, and community development content appeared to contribute positively to participants' impressions regarding leadership characteristics.

Furthermore, emotional narratives and visual communication were identified as important elements influencing preference formation. Participants suggested that visual political communication through Instagram created stronger engagement than traditional political communication formats. Images and captions presenting social interaction and public concern were perceived as more authentic and easier to understand.

Previous studies explain that social media platforms increasingly influence political preference formation because digital communication provides direct interaction and emotional engagement between political actors and audiences. Young audiences tend to evaluate political figures through visual narratives, symbolic representation, and perceived authenticity rather than solely through formal political discourse (Entman, 1993).

In addition, research on political communication among Generation Z suggests that visual content distributed through social media platforms contributes significantly to shaping political attitudes and political decision-making processes among young audiences. Political messages that emphasize social values and audience engagement tend to produce stronger audience responses and preference development (Parmelee et al., 2023).

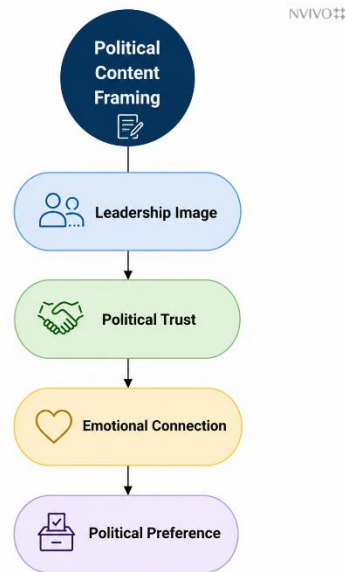


Figure 7. The Influence of Political Content Framing on Political Preferences

Figure 7 illustrates the process through which political content framing on Instagram contributes to shaping Generation Z political preferences. The findings indicate that leadership representation, emotional engagement, and political trust function as intermediary factors influencing preference formation.

Discussing Using Framing Theory

The findings of this study demonstrate that political content framing on Instagram contributes to shaping political perceptions and political preferences among Generation Z audiences. Through the framing elements proposed by Entman, namely *Define Problems*, *Diagnose Causes*, *Make Moral Judgment*, and *Treatment Recommendation*, Instagram content was found to selectively construct social and political realities through visual and textual representations. Rather than presenting direct political campaigns, the analyzed content framed political communication through leadership representation, community engagement, humanitarian narratives, and social participation. According to Entman, framing functions by selecting specific aspects of reality and making them more salient in communication texts, thereby influencing audience interpretation and meaning construction (Entman, 1993).

The findings indicate that the *Define Problems* dimension primarily represented public issues through social and community-oriented narratives rather than electoral or partisan perspectives. Educational concerns, social welfare, infrastructure development, and public engagement emerged as dominant themes in the selected Instagram content. This finding supports previous framing studies suggesting that media content directs public attention toward specific issues by emphasizing selected aspects of social reality (Samsudin, 2019).

Within the *Diagnose Causes* dimension, the analyzed content generally attributed public issues to structural and collective factors rather than individual actors. Such framing patterns suggest that political communication on Instagram attempts to promote broader interpretations regarding social problems. Rather than constructing conflict-oriented narratives, the content highlighted societal conditions and collaborative challenges as contributing factors. Similar studies suggest that framing influences audience understanding by presenting specific causal interpretations while reducing alternative explanations.

The *Make Moral Judgment* dimension revealed that political messages embedded moral values including solidarity, cooperation, social responsibility, and public concern. Humanitarian and social narratives appeared frequently throughout the selected posts and contributed to stronger emotional engagement among participants. Previous studies explain that visual political communication increasingly relies on emotional representation because audiences often respond more strongly to symbolic and value-based communication than purely informational content. Research on Instagram political communication demonstrates that visual narratives create stronger engagement and audience interaction patterns (Gonçalves et al., 2024).

Furthermore, the *Treatment Recommendation* dimension showed that proposed solutions consistently emphasized participation, collaboration, and collective action. The analyzed content rarely positioned political actors as isolated problem-solvers but instead represented leadership as collaborative engagement with society. Such findings suggest that political communication on Instagram functions not only to transmit information but also to construct leadership images and social values simultaneously.

Interview findings also demonstrate that Generation Z participants frequently associated political preference with perceived authenticity and emotional proximity. Participants indicated that visual content portraying everyday activities and social interactions created stronger impressions compared to traditional political communication forms. Previous studies suggest that Generation Z tends to prefer interactive, visually driven, and personalized political communication because social media facilitates direct and emotionally meaningful engagement (Dewi et al., 2024).

Overall, this study suggests that Instagram political content influences Generation Z not simply through information exposure but through framing mechanisms that shape meaning, emotional responses, and leadership perceptions. Political preference formation among young audiences therefore appears to be influenced by the interaction between content representation and audience interpretation processes. This finding supports Entman's proposition that communication texts affect audience understanding through selective presentation and salience mechanisms.

CONCLUSIONS

This study found that political content framing on Instagram contributes to shaping Generation Z political perceptions and preferences. Based on Entman's framing model, the analyzed content on Anies Baswedan's Instagram account emphasized social and community-oriented narratives through four framing dimensions: *Define Problems*, *Diagnose Causes*, *Make Moral Judgment*, and *Treatment Recommendation*. The findings indicate that political messages were frequently constructed through themes of leadership, social responsibility, humanitarian values, and community engagement.

Furthermore, interview findings revealed that Generation Z participants perceived political content on Instagram as more relatable, accessible, and engaging than conventional political communication. Leadership image, political trust, emotional connection, and social values emerged as important factors influencing political preferences. Overall, this study suggests that Instagram functions not only as a communication platform but also as a medium through which political framing shapes audience interpretation and preference formation among young voters.

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