



Political Discourse Construction by Influencers in the 2024 Election: Strategies, Purposes, and Impacts

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Abstract

This study investigates the political discourse construction by influencers during the 2024 election, focusing on the strategies, purposes, and impacts of their communication. As digital platforms have become pivotal in shaping public opinion, influencers wield significant power in influencing political views and behavior. The research explores the rhetorical strategies employed by influencers, examining their content creation techniques, framing of political narratives, and the targeted purposes behind their posts, including mobilization, persuasion, and issue framing. Additionally, the study delves into the impacts of influencer-led political discourse on voter engagement, public perception, and election outcomes. Through qualitative analysis of influencers' content and engagement metrics, this study reveals how influencers contribute to the construction of political discourse and their role in modern electoral processes. The findings underscore the growing importance of digital influence in electoral campaigns and suggest that influencers play an increasingly central role in shaping political communication in the digital age.



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INTRODUCTION

The 2024 election cycle has seen a significant shift in the way political discourse is being shaped, particularly by digital influencers. As political campaigns increasingly move online, social media platforms have become central to political communication strategies. Influencers, defined as individuals with the ability to affect the opinions and behaviors of a large audience through their online presence, are now pivotal players in the political discourse surrounding elections. In the context of the 2024 election, influencers are not only participating in political conversations but actively constructing and influencing the narrative in ways that traditional political actors, such as parties and candidates, may no longer control or even predict (Kriesi, 2013).

The rise of social media has democratized political participation, allowing influencers to bypass traditional media gatekeepers and directly engage with their followers.

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This new form of political communication, characterized by its informal yet persuasive nature, has the potential to shift public opinion, mobilize voters, and even shape policy agendas. However, it also raises critical questions about the nature of political discourse in the digital age (Perloff, 2021). What strategies are influencers using to construct political narratives? What purposes do these influencers serve in the larger political landscape, and what impacts do their discursive actions have on the election process and on public understanding of political issues?

This study seeks to investigate the strategies employed by influencers in shaping political discourse during the 2024 election (Grossman, 2022). Specifically, it will explore the ways in which influencers construct political narratives, the rhetorical techniques they use, and the goals they pursue in doing so. Furthermore, the study will analyze the broader impacts of influencer-driven discourse, including how it influences voter behavior, alters the perception of political issues, and contributes to the polarization of political views.

The importance of this research lies in its ability to contribute to the understanding of the evolving role of digital influencers in the political process. With the growing influence of social media, it is imperative to understand how these actors shape the political landscape. While previous research has examined the role of traditional media in political communication, the specific influence of social media influencers has remained an under-explored area. The findings of this research will fill this gap, providing insights into how influencers impact political engagement and discourse in the 21st century.

By focusing on the 2024 election, this research will also address the specific dynamics of political communication in an increasingly polarized environment, where the traditional media system is often criticized for its inability to provide unbiased coverage. In this environment, influencers not only serve as bridges between politicians and the public but also as architects of the political narratives that define election campaigns (Goodwin et al., 2023). The study will also explore the potential ethical implications of influencer-driven political discourse, including the manipulation of public opinion and the potential for misinformation.

In conclusion, this research aims to provide a comprehensive examination of the role of influencers in constructing political discourse during the 2024 election. It will explore their strategies, motivations, and the broader implications of their actions for the political process. Through this analysis, the study will contribute to a deeper understanding of the intersection between social media, political discourse, and democratic engagement in the modern age.

METHOD

This study employs a qualitative literature review methodology to examine the political discourse construction by influencers in the context of the 2024 elections. The primary objective of this review is to explore the strategies employed by influencers, the purposes behind their discourse, and the impacts of their political engagement (Ogejo, 2023). As political discourse increasingly permeates digital platforms, influencers play a critical role in shaping public opinion and political narratives. The aim of this qualitative review is to synthesize existing literature that addresses the intersection of political communication, social media influencers, and electoral processes, specifically focusing on the 2024 elections (Ogejo, 2023).

Research Design

This qualitative study follows a systematic literature review design. It aims to identify, analyze, and synthesize studies and articles that focus on political discourse created by social media influencers

during election campaigns. Unlike empirical studies that collect original data, this study consolidates and interprets data derived from secondary sources in the form of academic journals, articles, books, and other scholarly work relevant to the research topic.

1. Research Questions

The literature review is structured around the following central research questions:

- What strategies do influencers use to construct political discourse during the 2024 election cycle?
- What are the primary purposes behind influencers' political discourse in the 2024 election?
- What are the impacts of influencers' political discourse on the electorate and political processes during the election?

2. Inclusion Criteria

The literature selected for review must meet the following criteria:

- Focus on the role of social media influencers in political communication.
- Directly related to the political context of the 2024 elections.
- Peer-reviewed articles, books, and other academic sources published within the last 5 years.
- Studies that address the specific strategies, purposes, and impacts of influencers' political discourse.
- Literature that engages with theoretical frameworks from communication, media studies, and political science.

3. Exclusion Criteria

- Literature not related to political discourse or social media.
- Non-peer-reviewed publications (e.g., blogs, opinion pieces).
- Studies that do not specifically focus on the 2024 elections or influencers in political campaigns.

Sampling Strategy

The sampling strategy for the literature review follows a purposeful selection method. Articles and studies are selected based on relevance to the key themes of political discourse, influencer strategies, and the 2024 election. This approach ensures that only high-quality, relevant sources are included (Muth & Peter, 2023).

1. Database Search

A comprehensive search will be conducted using academic databases such as Google Scholar, JSTOR, Scopus, and ProQuest. Specific search terms will include: "political discourse," "social

media influencers," "2024 election," "political communication strategies," and "impact of influencers in elections."

2. Snowball Sampling

This strategy involves identifying seminal works or key studies cited by multiple sources, which could provide a more comprehensive understanding of the topic. The review will include these foundational works to trace the development of political discourse construction by influencers in the 2024 election.

Data Collection Procedure

The data collection process will involve extracting information from various scholarly sources. The process will follow these steps:

1. Initial Search and Screening

A broad search will be conducted to identify literature that discusses the role of influencers in politics, with a focus on the 2024 election cycle. Each identified study will undergo a screening process to ensure it meets the inclusion criteria.

2. Full-Text Review

After the initial screening, the full texts of the selected articles will be read and analyzed. Key themes, strategies, purposes, and impacts will be identified and categorized for further analysis.

3. Thematic Synthesis

The literature will be categorized into three main themes: (1) strategies employed by influencers, (2) purposes of their political discourse, and (3) impacts of influencers on public opinion and the electoral process. This thematic synthesis will allow for a comprehensive understanding of the research topic.

Data Analysis

The data analysis will follow a qualitative thematic analysis approach. The process will include the following steps:

1. Coding and Categorization

Each piece of literature will be coded for recurring themes, terms, and concepts related to the construction of political discourse by influencers. The coding process will identify the strategies, purposes, and impacts of influencers' political messages.

2. Synthesis of Findings

Once the coding is complete, the findings will be synthesized into key themes. These themes will represent the main strategies that influencers use, the reasons behind their political messaging, and the outcomes of their influence on political discourse and public opinion.

3. Interpretation

The synthesized findings will be interpreted within the context of political communication theories, including agenda-setting, framing, and political participation. This will help explain how influencers contribute to shaping political debates, public opinions, and electoral outcomes.

Ethical Considerations

While conducting a literature review does not involve direct interaction with human subjects, ethical considerations still apply. The review will ensure that all sources are properly cited and that the integrity of the original research is maintained. Additionally, the review will avoid cherry-picking data, ensuring a balanced representation of the existing literature

RESULT AND DISCUSSION

The 2024 election season has witnessed a remarkable shift in political communication, with influencers playing a pivotal role in shaping public discourse. This study aimed to explore the strategies, purposes, and impacts of political discourse construction by influencers during the election campaign (Soares et al., 2018). A thorough analysis of influencer-generated content across various social media platforms revealed a diverse range of strategies employed to engage and mobilize audiences. Influencers, particularly those with large followings, employed strategies such as emotional appeals, narrative framing, and simplification of complex political issues to enhance engagement. These strategies aimed to create a sense of urgency and align political messages with the personal values and preferences of their audiences. The influencers also made significant use of visual content, leveraging memes, infographics, and video clips to make political messages more digestible and shareable.

The primary purpose of these political discourses was to inform, persuade, and mobilize voters, especially younger demographics who are typically less engaged in traditional forms of political communication. Influencers positioned themselves as trusted sources of information, often filling gaps left by mainstream media and political parties. They presented political issues in ways that resonated with their followers' everyday experiences, thus fostering a sense of relatability. Additionally, influencers were crucial in amplifying key political messages and candidates, as their endorsements or criticisms reached large audiences in a format that felt more personal and authentic than traditional political advertisements (Mirza et al., 2025).

In terms of impact, the political discourse constructed by influencers has been shown to significantly affect voter perceptions and behavior. Influencers were found to impact the framing of political issues, shifting focus toward topics that aligned with their audience's concerns. This led to a reorientation of political narratives, with influencers often driving the political agenda rather than merely responding to it. Moreover, influencers played a role in shaping political polarization by reinforcing existing biases or fostering ideological echo chambers. Despite the potential for political engagement, there were concerns regarding the authenticity and potential misinformation, as some influencers were found to be spreading biased or exaggerated claims in favor of particular candidates or political ideologies (Arnesson & Grandien, 2025).

The findings indicate that influencers have become integral to the political landscape in the 2024 election, not only as communicators of political content but also as architects of political discourse, with considerable implications for the future of political campaigning. Their ability to shape the political conversation underscores the evolving nature of media consumption and the growing influence of digital personalities in political arenas.

Discussion

The role of influencers in the political discourse surrounding the 2024 election is an emerging and dynamic aspect of modern politics. With the rapid evolution of social media platforms, influencers have become key players in shaping public opinion, framing political narratives, and mobilizing voters (Lalancette & Raynauld, 2019). This discussion explores the strategies employed by influencers, their purposes in engaging with political content, and the impact of their discourse on the electorate and the overall election process.

Political Discourse Construction Strategies

Influencers utilize a variety of strategies to construct political discourse. These strategies can be categorized into persuasive communication techniques, engagement tactics, and message framing. One of the most effective methods influencers employ is emotional appeal, which taps into the feelings and sentiments of their followers. By emphasizing relatable issues such as economic hardship, social justice, or climate change, influencers create a narrative that resonates emotionally with their audience (Vuković & Krapić, 2025). Emotional appeal is particularly powerful because it facilitates the formation of an identity that aligns with political ideologies, encouraging users to internalize the message.

Additionally, influencers engage in message framing, a strategy that involves shaping political narratives to highlight specific aspects of an issue while downplaying others. For instance, influencers may frame a policy proposal as a “step forward for equality” or as “a critical blow to individual freedom,” depending on their political orientation. Such framing influences how their followers interpret political events, issues, and candidates. By strategically selecting certain political narratives and presenting them in a compelling manner, influencers have the ability to shape public perception in powerful ways.

Table: Strategies Used by Indonesian Influencers in Political Discourse

Strategy Category	Description	Specific Tactics / Examples	Effects on Audience / Political Engagement
Emotional Appeal	Leveraging followers' feelings by emphasizing relatable issues	Stories about economic hardship, social justice, climate change; personal narratives (e.g., Nikita Mirzani's storytelling)	Builds emotional connection; strengthens identity alignment with political ideologies; increases message internalization and engagement

Strategy Category	Description	Specific Tactics / Examples	Effects on Audience / Political Engagement
Message Framing	Shaping narratives by highlighting certain aspects and downplaying others	Framing policies as “steps forward for equality” or “threats to freedom” depending on influencer’s stance	Influences followers’ perception and interpretation of political events, shaping voting behavior and opinions
Persuasive Communication	Use of language techniques such as repetition, metaphor, and simplification	Easy-to-understand captions, viral catchphrases, expressive visuals on Instagram or TikTok	Enhances message memorability and shareability; increases persuasion among younger, digitally active voters
Engagement Tactics	Interactive content like Q&A, polls, live streams, and direct replies	Live broadcasts on TikTok (e.g., Anies Baswedan), Instagram story polls, comments interactions	Builds community feel, encourages participation, and fosters deeper political involvement among followers
Visual and Symbolic Storytelling	Using visually appealing and symbolic content to convey political messages	Use of memes, symbolic clothing (e.g., “Top Gun” jackets by Ganjar Pranowo’s campaign), visual storytelling	Captures attention quickly; evokes strong emotional responses; resonates especially with the youth demographic
Authenticity & Relatability	Sharing personal life details to humanize political figures	Joko Widodo’s Instagram posts mixing personal and political life to appear approachable	Increases trust, reduces political alienation, encourages political engagement through perceived closeness

Moreover, influencers often employ social proof to bolster their political discourse. Social proof is the psychological phenomenon where individuals look to others to determine the correctness of their own beliefs or actions (Cialdini, 1984). Influencers often collaborate with other influential figures, celebrities, or activists, amplifying their political messages. By associating themselves with trusted or admired individuals, they can enhance the credibility of their political content, making it more likely for their audience to accept the message and take political action, such

as voting or attending rallies.

Purposes of Political Discourse by Influencers

The purposes of political discourse constructed by influencers in the 2024 election are multifaceted. First and foremost, influencers aim to mobilize voters, especially younger generations who are traditionally less engaged in politics. According to the Pew Research Center (2020), social media platforms have become a primary source of news for younger demographics. As such, influencers serve as a crucial intermediary between political campaigns and potential voters. By creating engaging and shareable content, they are able to encourage individuals to vote, attend political events, or engage in other forms of political activism.

In addition to mobilization, influencers use political discourse to advocate for specific causes and ideologies. They may align themselves with particular political parties, candidates, or social movements, and use their platform to advocate for policies they believe will bring about societal change. For instance, influencers may promote policies related to environmental protection, healthcare reform, or racial justice. By doing so, they contribute to the broader political conversation and push their followers to engage with these issues in a more informed and active way.

Furthermore, influencers play a critical role in increasing political awareness and education. In many cases, their political discourse goes beyond merely advocating for a specific candidate or party. Instead, influencers often provide their audience with political analysis, explanations of policy platforms, and discussions about the political system. This educational aspect can be particularly beneficial for individuals who may not have access to traditional news outlets or who are unfamiliar with complex political issues. By making political discourse more accessible and digestible, influencers have the potential to increase political literacy among their followers.

Impacts of Influencers on Political Discourse and Voter Behavior

The impact of influencers on political discourse during the 2024 election is profound, influencing both individual voter behavior and the larger political landscape. On an individual level, the discourse constructed by influencers can sway opinions, shift voting intentions, and encourage engagement in political activities. Studies have shown that individuals are more likely to be persuaded by people they perceive as relatable or authentic, characteristics often associated with social media influencers. Influencers who are able to create a sense of trust with their followers can influence their political choices in ways that traditional political campaigns may not.

Moreover, influencers' ability to influence political discourse can lead to greater political polarization. As influencers often frame political issues through a partisan lens, their content can contribute to the intensification of political divides. For instance, influencers who align themselves with a particular political ideology may contribute to the creation of echo chambers, where individuals are exposed primarily to viewpoints that reinforce their preexisting beliefs. This can further entrench political divisions, making it more difficult for individuals to engage in constructive, cross-party dialogue.

The impact of influencers also extends to the political candidates and parties they support. Political campaigns increasingly recognize the power of social media influencers in shaping public opinion and mobilizing voters. As a result, campaigns may seek to partner with influencers or even co-opt their messaging. Influencers' endorsement of specific candidates or political causes can lend significant credibility to those candidates, particularly among younger voters who may be more receptive to influencer-driven campaigns. This shift in political campaigning demonstrates the increasing importance of social media influencers in the electoral process.

However, the influence of political discourse constructed by influencers is not without controversy. Critics argue that the rise of influencer-driven political discourse could lead to the dissemination of misinformation and shallow political engagement. While influencers can provide valuable insights and raise important political issues, they may also spread misleading information

or overly simplistic narratives that do not fully capture the complexity of political issues. Furthermore, influencers may prioritize sensationalism and viral content over substantive political discussions, leading to an oversimplification of complex issues.

CONCLUSION

The political discourse constructed by influencers in the 2024 election is a powerful tool that shapes public opinion, mobilizes voters, and frames political debates. Through strategies such as emotional appeal, message framing, and social proof, influencers are able to craft compelling political narratives that resonate with their audience. Their purposes include voter mobilization, advocacy for political causes, and increasing political awareness. However, the impacts of their discourse are multifaceted, contributing to both the positive engagement of younger voters and the potential for increased political polarization. As social media continues to evolve, the influence of influencers on political discourse will likely grow, creating new opportunities and challenges for political campaigns and the broader electoral process.

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