

TRANSFORMATION OF SOCIO-POLITICAL COMMUNICATION IN THE 2024 REGIONAL ELECTIONS IN SOUTH SULAWESI

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ABSTRACT

This study analyzes the transformation of socio-political communication in the 2024 regional elections in South Sulawesi, emphasizing the shift from conventional, elite-centered campaigns to digital network interactions. The analysis unit consists of 320 campaign posts (text, images, and short videos) published on Instagram, Facebook, and TikTok by the two main candidate pairs, complemented by interviews with 10 campaign strategists and members of the media team. Using a qualitative design, this study integrates framing theory and multimodal digital discourse analysis to examine how candidates construct political narratives, represent social issues, and encourage public engagement online. Findings demonstrate a transition from one-way, hierarchical communication to more dialogic and participatory exchanges. Digital platforms enable candidates to employ multimodal framing strategies that connect economic development, education, and youth empowerment with broader visions of regional progress. This study highlights the social and educational implications of digital political communication. Beyond voter mobilization, campaign content serves as an arena for social education learning, shaping political literacy and public deliberation. Thus, the 2024 general election demonstrates the emergence of a hybrid digital communication model that is redefining democratic participation and power relations at the regional level.

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INTRODUCTION

The rapid development of digital communication technology has brought about fundamental changes in the patterns of political interaction in various democratic countries (Asimakopoulos et al., 2025). Over the past decade, social media has become more than just a campaign accessory; it has become the primary space where political

meaning is constructed, debated, and expanded (Trotsuk & Dursina, 2025). This change extends beyond shifting communication channels to encompassing how political actors engage with citizens, how narratives circulate, and how public opinion is shaped within interconnected networks (Lin et al., 2025). In developing democracies, the presence of digital media in the electoral process opens up new opportunities and presents significant challenges (Rattanasevee et al., 2024; Fornasier & Borges, 2022). While campaign strategies previously relied on public meetings, print media, and television, political communication now increasingly takes place in digital spaces governed by algorithms. This space allows for rapid message dissemination, more personalized interactions, and instant feedback, shifting the dominance of older, elite-centered communication patterns.

Indonesia offers an interesting example for studying these dynamics. As one of the world's largest democracies with a very high level of social media usage, the intensity of digital political participation in Indonesia continues to increase (Ida et al., 2025; Hafel, 2023). Electoral contests, both at the national and regional levels, are now heavily influenced by online visibility, creative content production, and audience engagement (Amin & Ritonga, 2024). In this context, the 2024 South Sulawesi regional head elections offer a significant case study. Its socio-political diversity, dynamic local political culture, and strong digital connectivity make this region a relevant place to examine how digital communication strategies intersect with regional electoral competition (Helena Octavianne et al., 2024). The 2024 election cycle provides an opportunity to observe how candidates adapt and maneuver within the digital ecosystem.

A central dimension of this shift is the movement away from hierarchical, top-down political messaging toward more decentralized and interactive engagement (Jhaver et al., 2023). In earlier periods, campaign communication was largely one-directional, crafted by political elites and passively received by the public (Dinger, 2026). Today, digital platforms encourage dialogue, enabling citizens to comment, repost, reinterpret, and even challenge campaign material (Amane et al., 2024). In doing so, audiences become active participants in shaping political discourse. Framing theory offers an insightful perspective for understanding how political actors construct meaning in these dynamic settings (Roslyng & Dindler, 2023). Framing involves selectively presenting issues, symbols, and narratives in ways that influence how audiences interpret events and ideas (Nordensvard & Ketola, 2022). In digital contexts, framing extends beyond written language to include visual elements, audiovisual storytelling, and platform-specific features that shape user experience.

A multimodal digital discourse analysis approach complements this perspective by highlighting how various semiotic elements combine to produce meaning (Wanselin et al., 2022). Political messages on social media rarely consist solely of text; they are presented alongside photos, graphic designs, music, translated text, emojis, and even short videos (Lipschultz, 2022). This combination creates a layered and emotional narrative, while expanding the possibilities for interpretation (Elkins, 2022). Furthermore, the existence of platform algorithms also influences the dynamics of political communication. Algorithms determine which content is more visible, how messages spread, and who is targeted. Thus, political influence is determined not only by rhetorical skill, but also by the ability to understand the platform's logic, the timing of publications, and the use of data analytics (Lepistö et al., 2023). During the 2024 South Sulawesi regional elections, candidates increasingly exploited these digital affordances to craft relatable and approachable public personas. Rather than presenting themselves exclusively as formal political authorities, many highlighted everyday activities, community engagement, and emotionally resonant stories designed to connect with varied voter groups (Nusrat Azeema & Asif Ali Ansari, 2025). This phenomenon reflects a shift in how political authority is understood in the digital space. Legitimacy no longer stems solely from office or party support, but also from online visibility, interaction, and perceived authenticity. Consequently, electoral competition extends beyond policy debates to encompass symbolic representation and digital performance.

Despite the growing body of research on digital political communication, a clear research gap remains in the Indonesian context, particularly at the regional level and regarding its socio-educational implications. Existing studies in Indonesia largely focus on national elections, polarization, or the instrumental use of social media for electoral mobilization, with limited attention to how digital campaign practices operate within local socio-cultural structures and reshape social educational learning processes (Widodo & Kristiyono, 2025). Furthermore, few studies systematically integrate framing theory and multimodal digital discourse analysis to examine how regional candidates

construct socially embedded narratives that influence public understandings of democracy, citizenship, and collective identity. In the context of South Sulawesi, where political competition is closely tied to communal networks, patronage traditions, and strong digital penetration, there remains insufficient empirical investigation into how hybrid digital communication models contribute not only to voter persuasion but also to the formation of political literacy and social awareness. By addressing this, this study offers a contextually specific contribution to Indonesian political communication research and advances the discussion on how regional electoral discourse functions as an arena for informal social education in contemporary digital democracy.

Regional elections often illustrate how national communication trends are adapted to local contexts (Nibrosu Rohid, 2026). In South Sulawesi, political interactions are heavily influenced by complex social networks, communal affiliations, and established leadership traditions. The interplay between these socio-cultural factors and digital campaign strategies warrants systematic examination. Therefore, this study aims to investigate how socio-political communication in the 2024 South Sulawesi regional elections reflects the transition to a hybrid digital model. The study explores how candidates design and distribute campaign messages, how narratives are framed and symbolically constructed, and how audiences respond in interactive online spaces. By combining framing theory with multimodal digital discourse analysis, this study develops a comprehensive framework for interpreting contemporary campaign communication. This study contributes to broader discussions on digital democracy, political communication, and regional election processes. It argues that the 2024 South Sulawesi regional elections exemplify an emerging communication paradigm in which digital networks, algorithmic systems, and multimodal storytelling collectively reshape campaign strategies, public deliberation, and democratic participation at the regional level.

METHOD

This study employs a qualitative research design grounded in an interpretive paradigm, utilizing a case study approach to examine socio-political communication in the 2024 South Sulawesi regional elections (Pagessa et al., 2026). The case is treated as a bounded empirical context that allows for an in-depth exploration of how digital campaign strategies are constructed, disseminated, and negotiated within a specific regional election environment. The analysis unit consists of 320 campaign posts (text, images, and short videos) published on Instagram, Facebook, and TikTok by the two main candidate pairs, complemented by interviews with 10 campaign strategists and members of the media team. These include members of campaign teams responsible for social media strategy, political consultants, local journalists, and politically active citizens who consistently engaged with online campaign content. The data collection period is from May to November 2024, or during the 2024 regional elections in South Sulawesi. The analytical framework integrates framing theory and multimodal digital discourse analysis to capture both the strategic construction of political messages and the layered semiotic processes that produce meaning across various digital platforms. By situating the investigation within the official campaign period, the study ensures contextual precision and analytical coherence in examining the dynamics of contemporary digital elections. This study received ethics approval from the institutional review board. Informed consent was obtained from all interview participants, confidentiality was guaranteed, and digital data were analyzed in accordance with ethical research standards.

Data were collected through in-depth semi-structured interviews, systematic documentation of digital campaign materials across major social media platforms, and non-participant observation of online interactions. Digital artifacts such as captions, images, short-form videos, hashtags, and audience engagement indicators were archived and catalogued to preserve contextual and temporal integrity. This multi-source data collection strategy was designed to enable triangulation and enhance analytical robustness (Miles, M. B., Huberman, A. M., & Saldana, 2019). Data analysis was conducted iteratively through thematic coding and interpretive examination using qualitative analysis software (Ahmed et al., 2025). Framing analysis was conducted to identify patterns of issue definitions, causal attributions, moral positions, and proposed solutions embedded in campaign narratives. This was complemented by multimodal discourse analysis to examine the interplay between textual, visual, and audiovisual elements, as well as platform-specific affordances that shaped message dissemination and reception. Data were coded through iterative thematic analysis, beginning with open coding, followed by axial categorization and selective integration. Codes were

refined using constant comparison to ensure consistency, coherence, and analytical depth. Audience engagement was qualitatively interpreted to assess how campaign frames were reinforced, contested, or rearticulated in interactive digital spaces. To ensure reliability, the study employed triangulation, maintained an audit trail, and incorporated reflective memoing, thus strengthening credibility, reliability, and confirmability in accordance with rigorous scientific research standards.

RESULT AND DISCUSSION

The transformation of political communication in the 2024 South Sulawesi regional elections was marked by the use of digital affordances to overcome the limitations of geographic reach and the costs of conventional campaigns. Political actors used multimodal features to construct social realities and shape voter perceptions by selecting emphasized issues. Empirical analysis reveals that digital campaign communications in the 2024 South Sulawesi regional elections were structured around several recurring yet strategically distinct dynamics. Rather than presenting a uniform message across issues and platforms, candidates developed distinct thematic emphases and adaptive communication styles tailored to segmented audiences in the digital public sphere. The findings suggest that electoral contestation occurred not only at the level of policy proposals but also through symbolic framing, narrative positioning, and platform-sensitive engagement strategies. Within this broader transformation, three key dynamics stand out as analytically significant: contrasting economic narratives, competing educational visions, and platform-specific engagement patterns.

Contrasting Economic Narratives

The findings suggest that economic discourse was a key arena of symbolic contestation among candidates in the 2024 South Sulawesi regional elections. However, rather than converging on a single development script, the candidates articulated distinct economic frameworks designed to appeal to different constituencies within the digital electorate. As informant AR (campaign strategist) noted, *“The economic message is deliberately segmented; we don’t talk about growth the same way to all audiences”*. This statement reflects the deliberate differentiation underlying the digital economic narrative.

One dominant narrative emphasizes macroeconomic transformation, highlighting investment attractiveness, infrastructure expansion, industrial downstreaming, and regional competitiveness. Within this framework, economic development is presented as a structural project requiring technocratic leadership, long-term planning, and integration into national and global markets. Informant MS (a digital consultant) explained, *“Our position is about stability and measurable progress; infrastructure visualization is crucial to demonstrate seriousness”*. This approach reinforces the image of managerial and forward-looking leadership.

This macro-structural framework is often accompanied by visual representations of highways, ports, industrial zones, and formal meetings with business stakeholders (Lee et al., 2024). Statistical charts and development milestones are incorporated into digital posts to reinforce the perception of rational planning and measurable progress. Such multimodal reinforcement reinforces the technocratic ethos embedded in the narrative and aligns with urban middle-class expectations of governance competence. In contrast, the alternative economic narrative adopts a micro-populist orientation, centering on immediate livelihood issues and distributive justice. Here, economic well-being is framed through the lens of small-scale entrepreneurs, informal workers, traditional market vendors, farmers, and fishermen. Informant NH (a community outreach coordinator) stated, *“People are more responsive when they see candidates in the market, talking about daily prices rather than abstract investment figures”*.

Visually, this approach prioritizes images of direct engagement candidates interacting with vendors at traditional markets, visiting agricultural sites, or participating in community-based economic activities. The use of local dialect expressions and culturally resonant symbols further reinforces perceptions of closeness and empathy, constructing an image of accessible leadership (Weihang, 2024). These contrasting frames reflect differing ideological assumptions about the locus of economic agency. While the macroframework places progress in institutional coordination and capital mobility, the microframework places economic vitality in community networks and everyday survival strategies. Therefore, the distinction is both programmatic and symbolic.

Digital platforms intensified this differentiation by enabling targeted dissemination. Macro-development narratives were frequently optimized for urban, middle-class audiences more responsive to investment discourse, whereas micro-populist content resonated strongly in semi-urban and rural digital communities. Engagement metrics reveal that emotionally grounded economic storytelling generated higher interaction rates compared to data-heavy developmental posts. This suggests that affective identification often outweighs abstract economic reasoning within social media environments. Moreover, the coexistence of these frames demonstrates that economic discourse in regional elections is not merely policy-oriented but also symbolically contested. Competing narratives seek to define whose economic realities matter most and what constitutes legitimate development. The economic dimension of the campaign illustrates how digital communication transforms policy debate into a multimodal struggle over meaning, legitimacy, and representation within a networked democratic sphere.

From a framing theory perspective, these contrasting economic narratives illustrate how candidates selectively construct reality by emphasizing specific problem definitions, causal interpretations, and normative evaluations to guide audience perceptions (Roslyng & Dindler, 2023; Cobo et al., 2025). The macro-development framework defines the core economic problem as limited structural competitiveness, attributes causality to inadequate infrastructure and investment integration, and proposes technocratic planning as the appropriate solution. In contrast, the micro-populist framework defines economic problems in terms of everyday uncertainty and unequal distribution, locates causality in market vulnerabilities and the lack of state responsiveness, and advances community-centered interventions as the solution. In Entman's terms, both frameworks perform four key framing functions problem definition, causal diagnosis, moral judgment, and treatment recommendation but orient them toward different social referents and value hierarchies. Digital affordances further amplify the framing effect by embedding these interpretations in multimodal cues visual symbolism, local language, and affective storytelling that enhance their appeal and accessibility. Therefore, economic discourse in the 2024 South Sulawesi regional elections not only communicates policy alternatives; but actively shape how economic realities are understood, prioritized, and legitimized in the digital public sphere.

The findings regarding the differentiation of economic narratives in digital political communication in the 2024 regional elections corroborate the findings of previous research in Indonesia, such as the study on *Social Media in Electoral Communication* conducted by Sari et al., (2023), which showed that social media functions not only as a medium for conveying information but also as a strategy for increasing digital literacy, voter engagement, and contextual persuasive communication to local audiences in the Indonesian general election process. The study highlighted that the strategic use of digital tools can increase public participation and political understanding, particularly among young voters and active digital communities, thus not only transmitting campaign messages but also influencing how citizens understand and evaluate social and political issues in the context of local democracy (persuasive communication and digital engagement). These findings align with the results of the current research, where diverse economic narratives both oriented towards macro development and community welfare function not only as a political strategy but also as a medium for social education that shapes public understanding of development priorities and leadership legitimacy in the digital realm.

Competing Visions of Education

Education emerged as a second major thematic domain in which candidates articulated competing normative and strategic visions. Rather than presenting education solely as a sectoral policy issue, candidates framed it as a symbol of collective future orientation and social mobility. Informant DS (policy advisor) remarked, “*Education was not just a program; it was our narrative about the future generation. We framed it as a long-term investment in dignity and opportunity, because when people think about schools, they are really thinking about their children’s mobility and the region’s future trajectory*”. One group of candidates advanced a modernization-oriented vision centered on digital literacy, technology integration, curriculum innovation, and global competitiveness. Education was portrayed as a strategic instrument for preparing the region to participate effectively in the digital economy. Informant RA (media strategist) emphasized, “*We want to show that South Sulawesi is capable of competing globally; the visuals must reflect modernity*”.

This framing was visually reinforced through representations of smart classrooms, students using digital devices, and references to international standards. The integration of futuristic design aesthetics and forward-looking slogans strengthened the aspirational tone of the narrative and aligned with middle-class aspirations. Within this discourse, teachers were positioned as agents of transformation, and institutional reform was emphasized as the pathway toward systemic improvement. The narrative projected confidence in managerial efficiency and technological adaptation.

In contrast, another group of candidates articulated an equality-centered vision that prioritized access, affordability, and moral formation. Education was viewed not primarily as a means of competitiveness, but as a social right and a mechanism for reducing inequality. Informant LM (an education activist) observed, “*For many families, access and scholarships are more important than digital sophistication*”. Visual and textual materials associated with this framework often highlighted rural schools, scholarship recipients, and emotionally charged interactions with families. Emphasis was placed on inclusivity and social protection rather than technological advancement. These competing constructs revealed different philosophical orientations: one prioritized modernization and performance, while the other emphasized distributive justice and cultural sustainability. Digital storytelling reinforced these differences through tailored messaging (Kisa & Kisa, 2025). Modernization narratives often utilized slick audiovisual productions, while equality-focused messages relied more on intimate, community-based imagery. Audience responses indicated that education-related content triggered strong affective engagement, particularly when linked to personal stories of aspirations or hardships. Competing visions of education illustrate how policy discourse becomes entangled with the formation of identities, moral positions, and emotional resonance in a digitally mediated electoral environment.

Framing theory perspective, the competing visions of education demonstrate how candidates strategically constructed different interpretive lenses to shape public understanding of what education means and what it should achieve (Walsh & Schunn, 2026). The modernization-oriented frame defined the central problem as a gap in technological readiness and global competitiveness, attributed causality to outdated systems and limited digital integration, and proposed innovation-driven reform as the necessary solution. In contrast, the equity-centered frame defined the problem in terms of unequal access and social disparity, located its causes in structural inequality and uneven resource distribution, and advanced inclusive policies such as scholarships and rural infrastructure as corrective measures. As informant DS articulated, “*Education was not just a program; it was our narrative about the future generation. We framed it as a long-term investment in dignity and opportunity, because when people think about schools, they are really thinking about their children’s mobility and the region’s future trajectory*”. This statement reflects how framing operated not only at the level of policy substance but also at the level of symbolic meaning, linking education to collective aspirations and moral commitments.

The findings regarding the contestation of educational visions in the 2024 South Sulawesi regional elections align with research by Setyonegoro et al., (2025), on the framing of educational issues in digital political campaigns during the 2024 Indonesian elections. The study shows that educational issues are no longer positioned solely as technical policy agendas, but rather as symbols of a collective future, framed through two main trends: a digitalization-based modernization narrative and a social justice-based equal access narrative. Setyonegoro assert that social media allows political actors to package educational issues in visual forms, personal testimonies, and moral symbols that strengthen voters' emotional identification. This pattern appears consistent with the findings of this study, where the modernization vision emphasizes global competitiveness and digital literacy, while the equality-based vision emphasizes access, scholarships, and social protection. Thus, the practice of educational framing in the local context of South Sulawesi extends previous findings by demonstrating how these narratives are adapted to regional social structures and audience segmentation. Meanwhile, it can be concluded that the contestation of educational visions in the digital space is not only a programmatic battle, but also a struggle for meaning regarding the social future and mobility of the younger generation. Education serves as a symbolic arena connecting family aspirations, collective identity, and leadership legitimacy. In this context, digital political communication serves as a medium for social

education, shaping the public's understanding of justice, progress, and the state's responsibility for human resource development at the regional level.

Platform-Specific Patterns of Engagement

The third key finding relates to differing engagement patterns across digital platforms, revealing that political communication strategies are not uniformly distributed but carefully tailored to platform-specific logics. Informant FA (a social media manager) stated, “*Every platform has its own culture; what works on TikTok might not work on Facebook*”. Candidates demonstrated a sophisticated awareness of algorithmic structures and user culture, adapting content format, tone, and visual style accordingly. This strategic differentiation underscores the fragmentation of the contemporary digital public sphere. On visually oriented platforms like Instagram, candidates prioritize curated imagery, concise captions, and emotionally evocative storytelling. Informant IR (a digital volunteer) noted, “*Instagram is all about image and consistency; people follow personalities*”. Aesthetic coherence and personal branding play a central role in retaining audience attention. Short-form video platforms like TikTok encourage a more informal and performative style. Candidates use trending audio tracks, quick editing techniques, and humorous narratives to enhance shareability and algorithmic amplification.

In contrast, platforms characterized by longer textual interactions, such as Facebook, serve as spaces for more extended debates and community-based discussions. Here, engagement often takes the form of dialogic exchanges between supporters and critics. These differing practices demonstrate that engagement is not a single metric but a multidimensional phenomenon shaped by technological capabilities and communication culture. Importantly, candidates who replicate identical content across multiple platforms without adaptation tend to generate lower engagement rates. Informant MS confirmed, “*Cross-uploading without modification significantly reduces performance.*” Audience participation further varies by platform, with younger demographics showing higher engagement rates on short-form video platforms, while older users engage more intensively in comment-based discussions. Platform-specific approaches also reflect strategic segmentation of voter groups, aligning communication styles with demographic tendencies and behavioral patterns. These findings confirm that engagement in the 2024 South Sulawesi regional elections is shaped by the interplay of communicative intent, algorithmic mediation, and platform culture, placing digital adaptability as a determining factor in contemporary regional election competition.

The specific engagement patterns on each platform align with Widodo & Kristiyono, (2025), research on digital political communication strategies for the 2024 Indonesian Election, which showed that campaign effectiveness is largely determined by political actors' ability to adapt message formats to the culture and algorithms of each platform. The study emphasized that Instagram tends to strengthen visual personal branding, TikTok encourages performativity and trend-based creativity, while Facebook is more conducive to textual discussions and community interaction. This research confirms a similar pattern in the context of the South Sulawesi regional elections, but expands on it by demonstrating that cross-platform adaptation impacts not only engagement levels but also how social and leadership issues are interpreted by different audience segments. Thus, platform differentiation strategies become an integral part of contextual and segmented framing practices in local digital democracy.

Thus, platform-based engagement patterns reflect the fragmentation of the digital public sphere, which demands strategic flexibility from candidates. The success of political communication is no longer determined solely by message consistency, but by the ability to transform issue framing according to technological logic and user culture. In this context, digital adaptability becomes a crucial indicator in regional electoral competition, demonstrating that the construction of political meaning occurs through the interaction between actor strategies, algorithmic mediation, and audience socio-demographic characteristics.

From the perspective of framing theory, platform-specific engagement patterns can also be understood as adaptive framing practices shaped by technological capabilities and audience segmentation (Krishnamurthy et al., 2026). While framing traditionally emphasizes issue selection and relevance, in digital environments it extends to strategic modulation of tone, format, and symbolic cues according to the platform's culture (Civita & Lugo-Ocando, 2026). On visually oriented platforms, candidates frame their political identity through aesthetic coherence, curated imagery, and emotionally resonant captions, thus defining leadership as relatable and aspirational. On short-form

video platforms, framing operates through performative authenticity, humor, and trend alignment, redefining political communication as participatory and culturally embedded. Meanwhile, on discussion-oriented platforms, candidates frame issues in more argumentative and dialogic terms, encouraging community deliberation and validation. In this sense, framing shapes not only what is communicated but also how political reality is packaged for different interpretive communities. Thus, platforms function as contextual filters that influence audience relevance, narrative emphasis, and interpretation. Therefore, engagement patterns reflect not only algorithmic optimization but also the alignment of strategic frames with platform-specific norms and expectations.

The three contrasting dynamics between economic narratives, competing educational visions, and platform-specific engagement patterns suggest that political communication in the 2024 South Sulawesi regional elections operates as a layered framing process within a hybrid digital ecosystem. Candidates selectively define economic priorities, the future of education, and modes of interaction in ways that resonate with segmented audiences, embedding policy discourse within symbolic and affective structures. Framing theory explains how these strategies simultaneously construct problem definitions, moral hierarchies, and solution pathways while leveraging multimodal and algorithmic capabilities to enhance relevance. Collectively, these findings reveal that electoral contestation is not simply a competition over programs, but a structured struggle over meaning, identity, and legitimacy within an increasingly connected democratic landscape. For more specifics on the points above, they can be described in the following table.

Table 1. Digital Campaign Communication Dynamics

Main Dynamic	Strategic Orientation	Framing Characteristics	Multimodal Features	Audience Targeting Pattern	Engagement Outcome
Contrasting Economic Narratives	Macro-developmental vs. Micro-populist	Growth, investment, infrastructure vs. livelihood protection, MSMEs, price stability	Statistical graphics, infrastructure visuals vs. market visits, community imagery	Urban-middle class vs. grassroots communities	Emotional-populist content generated higher interaction rates
Competing Visions of Education	Modernization-driven vs. Equity-centered	Digital transformation, competitiveness vs. access, scholarships, social justice	Smart classroom visuals, futuristic aesthetics vs. rural schools, family-centered storytelling	Youth & aspirational voters vs. lower-income households	Education content elicited strong affective engagement
Platform-Specific Engagement Patterns	Algorithm-adaptive strategy	Personal branding (Instagram), performative storytelling (TikTok), dialogic exchange (Facebook)	Aesthetic imagery, short-form video trends, long-form discussion threads	Demographic segmentation by platform culture	Higher engagement when content aligned with platform logic

Sumber : Primary Research Data 2025

CONCLUSION

The 2024 South Sulawesi regional elections reflect a transition toward a hybrid digital model of socio-political communication, where authority and legitimacy are constructed through multimodal, platform-specific engagement. Contrasting economic narratives, competing educational visions, and differentiated platform strategies demonstrate that electoral contestation operates through adaptive framing practices within segmented digital publics. Theoretically, this study extends framing theory by showing that digital framing involves not only issue selection but also technological and cultural adaptation across platforms. It also contributes to Indonesian scholarship by highlighting the social-educational dimension of campaign discourse as a form of informal civic learning. Practically, the findings underscore the need for stronger digital literacy initiatives and adaptive regulatory frameworks to address misinformation and polarization. However, the single-case design limits broader generalization. Future research

should conduct comparative regional studies and examine the long-term impact of digital campaign framing on political literacy, democratic trust, and citizen engagement in Indonesia.

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