

# Analysing the Visions of Presidential Candidates for Indonesia: A Comprehensive Examination

## MCCCRH Commentaries

March 2024 edition

Ika Idris, Chair, MCCCRH Indonesia Node

Derry Wijaya, Associate Professor, MCCCRH Indonesia Node

KPU (General Elections Commission) has just announced the results of the 2024 Indonesian general election. In light of the election outcomes, it is relevant to reexamine the vision and mission of Prabowo-Gibran, alongside the other two presidential contenders, with particular emphasis on their perspectives concerning climate change and environmental matters.

The Monash Climate Change Communication Research Hub (MCCCRH) Indonesia Node has taken a detailed approach by examining the vision mission documents in detail to uncover the main priorities expressed by the candidates, rather than analysing them from different societal perspectives.

The AMIN (Anies-Muhaimin) pairing's vision is centred on the delivery of justice and the promotion of collective prosperity, with a significant emphasis on economic factors. On the other hand, candidates such as Ganjar-Mahfud advocate for the integration of digitalisation and digital elements as their central message. The Prabowo-Gibran administration aimed to strengthen the nation and foster a cohesive community.

We conducted an analysis to accurately measure the focus of presidential candidates, allowing for a precise representation of their ideological agenda. According to MCCCRH researchers, the utilisation of quantitative methods in keyword analysis facilitates a comprehensive understanding of the priorities held by politicians.

The campaign led by Ganjar-Mahfud, which advocates for an 'Exemplary Indonesia' is evidently focused on prioritising digital excellence and a fast-paced economy. This digital-first strategy is closely linked to the country's economic aspirations.



Figure 1. Visualisation of the top words of Ganjar-Mahfud's vision and mission

