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Abstract	This research analyzes social media Twitter as a candidate campaign tool in the 2020 United States presidential election. Social media accounts studied include Republican candidate Donald Trump and Democratic candidate Joe Biden. The campaign issues seen in this research are political issues and racial issues. Twitter is one of the most used social media platforms. The number of Twitter users in the United States reaches 68.7 million and is the most significant number of users worldwide. This illustrates Twitter's strategic role in shaping a new communication model for disseminating information in the United States. This study uses the Qualitative Data Software Analysis (QDSA) method with the NVIVO tool. Nvivo is an analytical tool that reads text and content on Twitter accounts (Kaefer et al., 2015). This study shows that Twitter as a campaign tool has a character that is influenced by the type of content and intensity generated from the account of each candidate. On Donald Trump's account, we find political issues that characterize Twitter activity, such as the hashtags #MAGA, #VOTE, #SCOTUS, and #Obamagate. Race problems were not found. Joe Biden's account found several tweets related to political issues tagged with multiple hashtags, namely #DemConvention, #DemDebate, and #BidenTownHall. Some hashtags can be categorized in case of race, such as #NationalBlackVoterDay, # WomenEqualityDay, and #BlackHistoryMonth. Apart from that, the themes and sentiments that the account generates are also discussed.

Social Media in Politic: Political Campaign on United States Election 2020 Between Donald Trump and Joe Biden

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Abstract. This research analyzes social media Twitter as a candidate campaign tool in the 2020 United States presidential election. Social media accounts studied include Republican candidate Donald Trump and Democratic candidate Joe Biden. The campaign issues seen in this research are political issues and racial issues. Twitter is one of the most used social media platforms. The number of Twitter users in the United States reaches 68.7 million and is the most significant number of users worldwide. This illustrates Twitter's strategic role in shaping a new communication model for disseminating information in the United States. This study uses the Qualitative Data Software Analysis (QDSA) method with the NVIVO tool. Nvivo is an analytical tool that reads text and content on Twitter accounts (Kaefer et al., 2015). This study shows that Twitter as a campaign tool has a character that is influenced by the type of content and intensity generated from the account of each candidate. On Donald Trump's account, we find political issues that characterize Twitter activity, such as the hashtags #MAGA, #VOTE, #SCOTUS, and #Obamagate. Race problems were not found. Joe Biden's account found several tweets related to political issues tagged with multiple hashtags, namely #DemConvention, #DemDebate, and #BidenTownHall. Some hashtags can be categorized in case of race, such as #NationalBlackVoterDay, # WomenEqualityDay, and #BlackHistoryMonth. Apart from that, the themes and sentiments that the account generates are also discussed.

[AQ2]

Keywords: Social media · Political campaigns · US elections

1 Introduction

The stages of the general election 2020 for the President of the United States have held, based on the electoral votes collected, showing the victory of the 2020 General Election was obtained by the Joe Biden-Kamala Harris pair defeating incumbent presidential candidate Donald Trump-Mike Pence [1]. The difference between the two teams of candidates in the 2020 United States general election is more than 7 million votes; the

Donald Trump-Mike Pence pair got 74,210,828 votes while the Joe Biden-Kamala Harris pair won with 81,264,673 votes [2].

Based on the Cook Political Report data, the total number of votes that have counted has reached 158.4 million votes [3]. The electoral vote acquisition of each candidate also shows the same thing, Joe Biden-Kamala Harris, whom the Democrat party promoted, has won with 306 electoral votes. In comparison, the Republican pair Donald Trump-Mike Pence only got 232 electoral votes [2]. With 306 electoral votes that Joe Biden-Kamala Harris has pocketed, the minimum electoral vote fulfilled to win the United States General Election, requiring a minimum of 270 electoral votes.

The course of the 59th United States general election in 2020 was held amid the world health disaster of the Covid-19 pandemic. The implementation of this general election also experienced various technical obstacles during the United States presidential election stages. The campaign stage is one of the most critical steps in the general election process. In this stage of the campaign, candidates can inform voters about the vision and mission they carry, and vice versa, voters, can get to know the candidates better through the vision and mission they convey.

However, the general election campaign this time feels different when compared to the US general election in 2016 before, faced with the Covid-19 pandemic situation, the campaign pattern that used to tend to be face-to-face with the number of sympathizers who are present can be hundreds or even thousands of people in one place now, can no longer be done. The pandemic situation has encouraged campaigns not to be carried out massively in public spaces openly. This has made online campaign patterns increasingly popular and effectively reach voters [4].

The trend of increasing use of the internet in the United States election campaign began in 2008 when the US presidential candidate Barack Obama used the website massively as a medium for his online campaign. On this website, Barack Obama introduced the various visions and missions he wanted to build for the United States. This breakthrough was responded to well by US internet users, who then led Barack Obama to victory in the 2008 United States general election [5]. The same is right in the subsequent United States presidential elections in 2012 and 2016 [6, 7].

The use of websites as media for campaign information today has shifted to the use of social media, which is a form of development of web 2.0 technology [4]; social media gives users the freedom to build open communication networks and discussion forums that can be bridging communication [8], also between the government and its people [9]. The increasing growth of social media users has a broad impact on human life [10].

Social media consider to provide improvements in information dissemination effectiveness [11, 12]; it can also give the public freedom to express the current situation. Widayanti (2015) states that social media's role and function in disseminating information can provide a broader understanding of information and better reach users. This is because social media has become part of modern society's lifestyle in supporting various activities [13]. Even social media today has a strong influence on political and social life, where activities that occur in social media can directly influence policymaking [14].
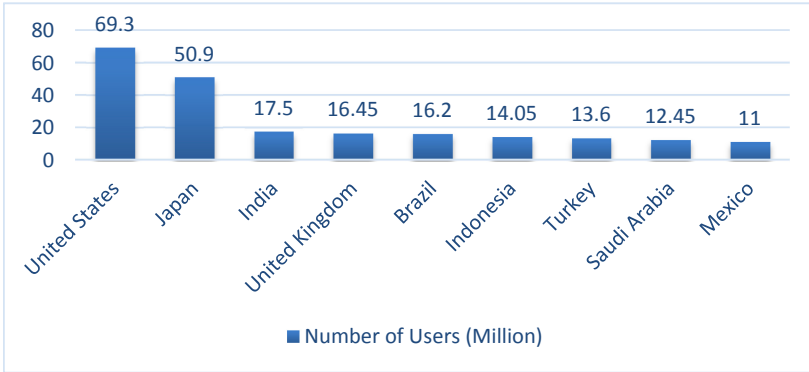
Fig. 1. The leading countries by number of Twitter users as of January 2021.

Twitter is one of the most loved social media platforms today [15]. Figure 1 shows that the United States is the country with the most Twitter users globally, with a total of 69.3 million users. This then illustrates the strategic role of Twitter as a medium that can form a new communication model in disseminating information in the United States [16]. The use of social media as a communication medium, with the various types of information presented, will influence the speed at which data received and the level of influence it generates [17, 18], and this can positively affect the election results [19].

Campaigns carried out through social media can provide information, influence public opinion more effectively, and build political communication and political participation between candidates and the public [20]. Besides, campaigns on social media can also make it easy for candidates to maximize the campaign program's influence that will run. For this reason, in this study, the author wants to examine the analysis of social media twitter as the campaign media for Donald Trump and Joe Biden in the 2020 United States Presidential Election. The extent to which each candidate voiced political and racial issues in the US Presidential election of 2020.

2 Research Methods

This study uses content analysis on the Twitter accounts of Donald Trump and Joe Biden. Data collection was carried out on December 10, 2020, exactly seven days after the voting for the 59th United States Presidential election, namely on December 3, 2020. This research used the Qualitative Data Software Analysis (QDSA) method with the Nvivo 12 Plus. Nvivo 12 Plus is an analytical tool that reads text and content on Twitter accounts [21]. Data retrieval was done using the NCapture feature, one of the Nvivo 12 plus software tools, directly linked to the Google Chrome software. The data sources and the amount of data generated from the NCapture process can see in Table 1.

Table 1. Data source and amount of data.

Account	Tweet		Retweet	
	Number of references	Percent	Number of references	Percent
@realDonaldTrump	1992	62%	1225	38%
JoeBiden	3008	94%	209	6%

3   Findings and Discussion

3.1   Tweet Theme on Twitter Account

The public space available on social media has described as a space for new democratic deliberations, the desire of social media users to engage in political dialogues around political participation in general elections, information gathering, and active involvement in responding to emerging policies shows the existence of the role of social media. As an information space for political elites, its strategic role cannot be denied [22–24]. Along with Donald Trump and Joe Biden's massive use of social media Twitter during the United States presidential election campaign, the tweets and retweets that the candidates have created generate many data. The data for tweets and retweets are then grouped by NVivo 12 Plus software using automatic coding by identifying themes generated by available tweet and retweet data. The articles generated by each account can see in the following image.

Fig. 2. Tweet theme from the Presidential Candidate Account.

Figure 2 above shows the themes generated from using social media as campaign media, which are processed through automatic coding using NVivo 12 Plus. Each of these accounts makes some differences; if we look at Donald Trump's Twitter account, there are only 12 themes that appear, meanwhile in Joe Biden's Twitter account, there are more themes that occur up to 33 themes. The attention of each candidate to an

issue that is the focus during the campaign period can also see from the various themes that appear in each candidate's account, in Donald Trump's statement the theme of Voter (16.22%), Election (14.22%), and Ballots (13.74%) were the top three themes that came to the attention of Donald Trump during the election period. Meanwhile, the three highest themes that came to Joe Biden's attention during the election period were Health (8.24%), American (7.64%), and Workers (7.45%). Borah (2016) reveals that social media activities in convincing voters produce a tendency of diction that appears in the content of Republican candidates using more articulation of fear. In the range of candidates from the Democratic Party, more use diction of humor and enthusiasm. This is the character as valid in the themes generated by the respective accounts of candidates Donald Trump and Joe Biden during the election period.

3.2 Campaign Issues and Twitter Account Sentiment

Candidates' activities on social media are closely related to the achievement of future election results [26, 27]. Social media provides a space for candidates to be able to compare themselves by describing themselves personally through the various campaign issues they convey [28]. In Donald Trump and Joe Biden's Twitter accounts, various political and racial campaign issues are found, categorized through the use of each candidate's hashtag during tweet and retweet activity on their accounts. The campaign AQ3 issues can see in the following (Table 2).

Table 2. Campaign issues.

Donald Trump (@realDonaldTrump)			
Political issues		Race issues	
Hashtag	Coverage	Hashtag	Coverage
#MAGA	3,20%	x	x
#VOTE	0,34%	x	x
#SCOTUS	0,22%	x	x
#Obamagate	0,19%	x	x
Joe Biden (@JoeBiden)			
Political issues		Race issues	
Hashtag	Coverage	Hashtag	Coverage
#DemConvention	1,34%	#NationalBlackVoterDay	0,06%
#DemDebate	1,27%	#WomenEqualityDay	0,06%
#BidenTownHall	0,31%	#BlackHistoryMonth	0,03%
#SOULSaturday	0,22%	#BlackWomenEqualPayDay	0,03%

Donald Trump's account shows the use of the hashtag #MAGA (Make America Great Again) as one of the highest defining hashtags of political issues raised by Donald Trump during the election period. Furthermore, hashtags representing other political issues are character by several hashtags, namely #VOTE, #SCOTUS, and #Obamagate. Meanwhile, during the election campaign, the use of hashtags to characterize Donald Trump's racial issues was found the election period was no Unlike Donald Trump. The campaign issue activities presented by Joe Biden have covered political issues and race issues. Political issues character by using the hashtags #DemConvention, #DemDebate, BidenTownHall, and #SOULSaturday. Meanwhile, race issues are characterized by the hashtags #NationalBlackVoterDay, #WomenEqualityDay, #BlackHistoryMonth, and #BlackWomenEqualPayDay.

In addition to campaign issues, the author has also categorized the tweet and retweet data obtained from each candidate's accounts by looking at tweets' sentiment and retweets delivered by Donald Trump and Joe Biden. We are using the QDSA method of Nvivo 12 plus software, sentiments generated through automatic coding of sentiment identification. The automated coding of these sentiments can see in the following table.
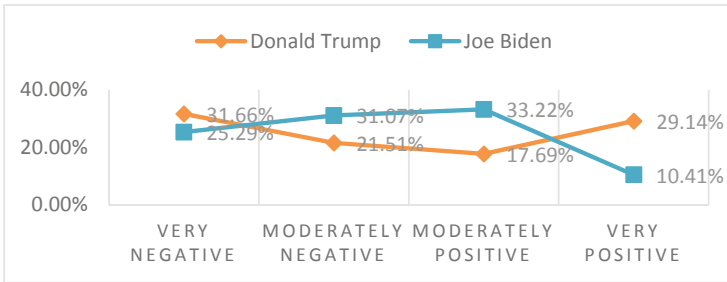

Fig. 3. Tweet and Retweet sentiment.

The graph in Fig. 3 above shows that Donald Trump has the advantage of two sentiments, namely very negative sentiment (31.66%) and very positive sentiment (29.14%). Meanwhile, Joe Biden has the edge in two other sentiments: a pretty negative sentiment (31.07%) and a pretty positive sentiment (33.22%). The tendency of each candidate's content sentiment on their Twitter account formed from the diction and retweet of the tweets they generated during the 2020 United States Presidential election. Buccoliero et al. (2020) said Twitter had become one of the most critical campaign communication channels through the intensity of tweets and retweets carried out and coupled with the diction of the correct information an influence on the results of future elections. Besides, politicians, campaigners, and political activists have the opportunity to give their thoughts to the public and get adequate space for dialogue with supporters and the general public through social media, especially in this case, Twitter [28–30].

Enli (2017), in his research on Twitter social media campaigns in the 2016 United States Presidential election, found that Democratic Party candidates put forward campaign strategies with a professional approach inbuilt political communication. Meanwhile, Republican candidates tend to use a campaign strategy with a de-professionalization process that even leads to amateurism as a counter-trend in the

present political touch. This then felt repeated when we saw the sentiment generated from the tweets and retweets of each Republican candidate Donald Trump and Democratic candidate Joe Biden in the 2020 United States Presidential election. In his tweets and retweets, Donald Trump uses very negative sentiment and very positive sentiment in responding to various kinds of present issues. In contrast, Joe Biden, on the contrary, tends to be more careful in delivering tweets and retweets with quite negative and quite positive sentiments.

4   Conclusion

Social media in political campaigns has become a necessity and is an effective means of smoothing the campaign process and producing tangible results. In the 2020 United States General Election implementation, then-candidate Donald Trump's account showed the theme Voter, Election, and Ballots to be the three highest themes that came to Donald Trump's attention during the election period. Meanwhile, the three highest themes that came to Joe Biden's attention during the election period were Health, American, and Workers. Furthermore, in campaign issues and racial issues, Donald Trump shows the use of the hashtags #MAGA (Make America Great Again), #VOTE, #SCOTUS, and #Obamagate. Meanwhile, on race, the use of hashtags to characterize Donald Trump's racial issues during the election period was not found. Unlike Donald Trump, the campaign issue activities presented by Joe Biden have covered political issues and racial issues. Political issues character by the hashtags #DemConvention, #DemDebate, BidenTownHall, and #SOULSaturday. on race issues characterized by the hashtags #NationalBlackVoterDay, #WomenEqualityDay, #BlackHistoryMonth, and #BlackWomenEqualPayDay.

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