СОЦИАЛЬНЫЕ МЕДИА КАК ИНСТРУМЕНТ РЕКЛАМЫ И ПОСТРОЕНИЯ ИМИДЖА БРЕНДА В ПОЛИТИЧЕСКИХ КАМПАНИЯХ В ЮЖНОЙ АЗИИ

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Аннотация: Согласно исследованию Global Social Media (январь 2024 г.) 62,3% населения мира используют социальные сети и в среднем ежедневно проводят в социальных сетях 2 часа 23 минуты. Социальные сети играют огромную роль в повседневной жизни и сильно влияют на человека. Социальные сети регулируют профессиональные сетевые взаимоотношения в разных уголках мира. Термин «использование социальных сетей в политике» описывает применение сайтов социальных сетей в Интернете в политической деятельности и процедурах. Политические процессы и деятельность охватывают все действия, связанные с управлением страной или регионом. Политические партии, политическая коррупция, международная политика, политическая организация и политические ценности включены в это. Интернет создал каналы связи, которые играют ключевую роль в распространении новостей, а социальные сети могут изменять не только сообщение, но и динамику политической коррупции, ценности и динамику конфликта в политике. В статье рассматривается потенциал социальных сетей как инструмента для рекламы и построения имиджа бренда в политических кампаниях в Южной Азии.

Ключевые слова: социальные медиа, реклама, бренд, имидж, политические кампании

SOCIAL MEDIA AS A TOOL FOR ADVERTISING AND BUILDING BRAND IMAGE IN POLITICAL CAMPAIGNS IN SOUTH ASIA

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Abstract: According to the Global Social Media statistics research summary (January, 2024), 62.3% of the world population uses social media and on average, they spend 2 hours 23 minutes on social media daily. Social media plays a vast role in our daily life and influences us extensively. Social media has subjugated the professional network settlement from one corner to another corner of the world. The term "social media use in politics" describes the application of social media sites on the internet to political activities and procedures. Political processes and activities encompass all actions related to the administration of a nation or region. Political parties, political corruption, international politics, political organization, and political values are all included in this. The internet has created channels of communication that play a key role in circulating news, and social media has the power to change not just the message, but also the dynamics of political corruption, values, and the dynamics of conflict in politics. The article examined the potential of

social media as a tool for advertising and brand image building in political campaigns in South Asia.

Keywords: social media, advertising, brand, image, political campaigns

Introduction. According to the Global Social Media statistics research summary (January 2024), 62.3% of the world population uses social media and on average, they spend 2 hours 23 minutes on social media daily. So, social media plays a vast role in our daily life and influences us extensively. According to the survey, the principal reason of using social media is to keep in touch with the friends and families (49.5% of the population use social media for this purpose). The second main reason, 38.5% of internet users use social media to reduce their boredom or we may say that this is the bridge of news and entertainment. The next main reason is finding necessary content, where we can find solutions, buy things, launch products, consult knowledgeable people and announce important notices to let the world know about them. In short, social media is the connector between needs, wants and demands. Thus, social media has made the world a smaller place.

As we presented before, social media has subjugated the professional network settlement from one corner to another corner of the world. In a way, political campaigns have the extensive effect of social media. What is political campaign? A political campaign is a planned endeavour aimed at influencing the course of decision-making within a particular group. Political campaigns in democracies typically relate to electoral campaigns, which determine referendums or representatives. The most prominent political campaigns in contemporary politics centre on candidates running for general elections and positions as head of state or head of government, frequently as president or prime minister.

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In recent years, South Asian media culture has also changed, moving from a traditional vertical model to a new horizontal one. The mobilization of social media, in whatever form, for political purposes is currently occurring in almost all of South Asia, and this trend has been established in every single nation. Across recent years, social media users have increased across South Asia, and their impact has been significant in public spaces. That is why political groups are more interested in using social media as a new instrument for defining political agendas and campaigns.

My research objective is to find out - in South Asia, how social media platforms influence the advertising and building brand image in political campaigns and activities using Primary Sources (By Conducting surveys) and Secondary Sources (External links).

Through the research, I am about to find how social media advertise and influence the activities of political leaders, how social media impacts the opinions of civil public

and voters' engagement. Therefore, through this research paper, we are going to know about the effect from the both side (political leaders, civil public and voters) perspectives.

Research Questions:
1. How important is it to you to stay informed about political issues?
2. What social media platforms have you used?
3. How many hours do you use social media?
4. Have you ever noticed any political party's activity on social media?
5. Have you ever searched for political information on social media?
6. How have you found political information on social media?
7. Did you choose or change your political party based on information from social media?
8. Have you ever verbally spread out the political information to people that don't have social media accessibility?
9. Do you think social media affects the political campaign?
10. In your opinion, how can social media be an advertising media for the political campaigns or activities?

Literature Review. South Asia is known as developing society in every sense, like infrastructures, technologies and knowledge. However, we have seen rapid growth in information communication technology development than other type of development. Social media activism and interactions are depending upon ICT development. If ICT develops more, social media can bloom in faster way; if this sector couldn't develop social media also can't be flourished.

Media culture and mode of production and consumption of media content has been transformed from elitist vertical model to non-elitist horizontal model due to the social media [1].

Election season used to be a fiery and explosive time in Indian politics. During the last election, there were more virtual exchanges than physical ones for these debates, remarks, and criticisms. And those conversations have been crucial in influencing voters' opinions and the direction of politics. Social media was a key component of the 2014 Lok Sabha Election campaigns. In addition to taking the lead and altering the ecology of news production, social media has also leveled the political playing field [2]. Owing to social media's unprecedented impact, India's top political parties established a "social media management team" specifically for the 2014 election campaign. According to news reports in different media, some researchers have estimated that social media had an impact on 160 Lok Sabha seats in the 2014 elections. Following the election, the leaders of the ruling Bharatiya Janta Party (BJP) declared that their campaign on social media played a major role in their victory. According to them, social media influenced between 30 and 40 percent of all seats in that election, and that percentage might rise to 60 percent in the following election, which is scheduled for 2019 [3].

Through social media, Afghan youth are playing a crucial role in establishing democratic processes in their society. Urban youth led the 2014 election campaign on social media, and numerous educational institutions used the platform to spread awareness and communicate with the public [4].

The issue of war crimes in Sri Lanka gained international attention due to the social media movement both domestically and abroad, prompting numerous human rights organizations to raise concerns. All images and photos of war crimes and violations of human rights first went viral on social media before the international community took notice. In addition, a large number of Sri Lankans, both domestically and abroad, have

participated. Tamil diasporas are making extensive use of social media to actively question war crimes and human rights violations in their homeland [5].

Nepali social media users are also highly engaged in politics, participating in political discussions on social media platform [7]. Some Nepali social media users created the political party "Bibeksil Nepali" during the second constitutional assembly election in 2013, and the party has since taken part in elections. However, they were unable to win a seat in the assembly election [7].

Bhutanese political parties utilized social media to mobilize voters during the most recent election in 2013 [8]. During election season, they created a Facebook fan page and a Twitter handle.

In the 2014 election, Maldivian political parties ran their campaigns on social media. Numerous foreign election observers have noted that social media was heavily utilized during the election. Following the election observation, "they have also made extensive use of social media, television, radio, newspapers, and online media," according to Bruce Golding, 2014, the chairman of the Commonwealth Observer Group.

Over 50 million Bangladeshis, or more than half of the country's population, use social media, especially the country's youth, who make up a crucial voting bloc. However, their disappointment with the status of security, justice, and education clouds the political outlook for a digitally transformed Bangladesh. Facebook is the most popular social media platform in Bangladesh, with over 93% of users scrolling through their feeds. While the Bangladesh Nationalist Party tells a story of democracy under attack and exhorts supporters to oppose authoritarianism, the ruling Awami League presents a picture of progress and highlights the qualities of Prime Minister Sheikh Hasina. The Awami League has made 1,653 paid posts in the field of digital political campaigns since 2022. 2023 has seen a significant increase, with 1,450 paid posts—84 posts in December alone—averaging five posts per day. The total financial impact is roughly 490,000 Bangladeshi taka ($4,479), with premium ads costing 9,999 taka ($92) and an average of 296 taka ($2.70) per ad.

Even with 67 fewer paid posts, the boycotting Bangladesh Nationalist Party is still very much in the picture, spending a whopping 950,000 taka ($8,684) and paying an average of 14,200 taka ($130) for each ad, with premium ads costing 69,999 taka ($640). It's interesting to note that the BNP only posted 14 times in December, taking a spending break.

Social media is now a necessary tool for information sharing. These days, social media is used by everyone to obtain up-to-date information, but more significantly, it is a platform for opinions. It is now a regular aspect of our lives. Social media has millions of users, making it the world's largest database.

Methodology. This report is done by the descriptive research. Because this report is fully based on the details of social media relevance to the political activities in South Asia but not focused on any internal analysis. All the data are collected from different sources, these are discussed below:

Data Sources. The sources of data are broadly classified in to two categories. Both the primary and secondary sources have been used for collecting data for the research.

Primary Sources: For collecting primary data the methods have been applied: Randomly Face to face conversation with people who are from political leaders, voters and civil public.

Secondary Sources: Mostly external sources were used.

External Sources
- Various books, articles, compilations etc. regarding political campaign and the relevance to the social media platforms.
- Newspapers.

Tools and Techniques of Data Analysis. After collection of entire data different approaches are used to analyze and interpret the data. Qualitative approaches have been adopted for data analysis and interpretation taking the processed data as the base. So, the report relies primarily on an analytical judgment. Furthermore, technological assistance was significant and indispensable.

Advertising Strategies in Political campaign. Predictive models can inform campaign decisions about how to target voters by predicting how likely people are to: Support a particular candidate then Demonstrate certain behaviours or fit lifestyle profiles, such as attending church, using social media or having medical insurance. Think a certain way about topics like gun control, same-sex marriage, race, the environment or the Supreme Court then change their positions due to various campaign efforts.

For example: A candidate may decide to text ardent supporters to remind them to cast their ballots rather than spend money on persuading them to do so through Facebook ads. Alternatively, a campaign may choose to highlight its healthcare strategy to voters who had previously supported the opposition but are concerned about the cost of healthcare.

Data is used by campaigns to guide decisions on where to buy or target TV commercials, where to send mailers, and where politicians should visit. Additionally, they can use it to "micro target" people with political advertisements on websites and social media. Campaigns can submit a list of individuals to target on Facebook by providing specifics like phone numbers or names. They won't be told who is on the list, just how many people saw the advertisement. They might also aim for individuals on their list. Additionally, campaigns can target Facebook users by overlaying various data factors, such as whether they use a language that is uncommon in their locality, have adult children, are interested in electric automobiles, or target by location within a1-mile radius.

While campaigns and political parties may have varied agreements on the sharing of collected data, many will feed data back into a central system in order to enhance the voter file as a whole.

Viral content and memes. Viral contents, memes and hashtags play a vital role in engaging and spreading political messages quickly.

Political memes have become a common way for people to be exposed to political content and express their political views online. However, little is known about who shares political memes online or whether exposure to memes is associated with key attitudinal, emotional, and behavioral political outcomes. Results reveal that sharing political memes is a form of political expression employed by a variety of people in the United States, including political moderates and people both politically interested and non-interested. The data suggest that people who circulate political memes are motivated to make fun of politicians, but also to persuade and inform others in some cases. Results also highlight potential consequences of exposure to political memes, such as heightened online opinion expression, political participation, and anger toward the opposing presidential candidate. Taken together, the results provide insights into how people engage with memes and their associations with key political outcomes and offer an important foundation for future work on the effects of political memes.

Politicians and common people utilize hashtags to disseminate messages on social media. Undoubtedly, using hashtags to promote tweets or campaign messages may be very beneficial; but, there's a lot more to hashtag usage than what first meets the eye. Looking at the most popular hashtags of the day is the greatest approach to learn about political developments on Twitter. In the realm of social media today, hashtags are an essential tool. They participate in discussions, raise awareness of issues and happenings, and offer personal narratives. On Twitter, hashtag trends can help us understand what people are talking about right now. Politicians and campaigns have taken notice of the impact of hashtags. With more individuals searching the internet for political candidate information, these tags are frequently used tactically to spread word-of-mouth advertising to prospective voters.

Fundraising. Running political campaigns requires a lot of research and effort to make them successful. Moreover, it also requires the support of public funding.

Social networking is one of the most widely used digital marketing platforms. Social media platforms are used by most people who could be prepared to donate to your political campaign. Whether it's using Facebook to post conventional, inspirational, and educational campaign messages, Twitter to engage with followers and audience, or Instagram to add some creativity to the message, each social media platform has a special and important role to play in the fundraising process of your political campaign. Politicians can therefore use this avenue to request for donations. They may communicate the narrative of their political brand, its values, and its potential contributions by using the power of social media. Additionally, they can maintain a continuous, intimate, and personal relationship with the funders both throughout and after a political campaign. Furthermore, they can work along with opinion leaders who are influencers. People look up to these influencers, thus in a political campaign, their words and endorsements will carry more weight.

Some Useful Tips on Fundraising for the Political Campaign on Social Media-Making an Actionable, Detailed Social Media Campaign Plan First politicians may effectively connect with people's emotions and win their ardent support if you carefully consider how, they will use social media to generate money for your political campaign.

A Distinctive but Uniform Approach for Every Social Media Channel: In the digital world, each social media platform has a distinct position. Consequently, an effective strategy on one social media site may not be effective on another. For example, Facebook permits lengthy posts, whereas Twitter does not allow the same. Instagram is more graphic and informal than LinkedIn, which is more official and business-oriented.

Email marketing: To get support, the majority of political campaign managers actively engage in email marketing. Therefore, email marketing is essential for helping their political brand tell prospective contributors of all the pertinent details and make financial appeals. Furthermore, politicians can accomplish remarkable outcomes by implementing an effective email marketing plan that is clear, simple, and actionable.

Website Set Up and Optimization. Creating a political website will require to keep every bit of information there. Not only this, politicians will also have to keep updating the website as the campaign progresses. Similarly, while approaching donors, they can also set up a target of the funds that they desire to collect and post it on the website.

Mobile Marketing for Fundraising. A call to action to raise funds on mobile will garner more revenue if the right strategies are played along. Mobile marketing can

be included-Texting to Donate, Creating A Mobile App for Your Political Campaign, Making the Website Mobile Friendly.

Thus, fundraising help raise awareness of what their political campaign is all about, what is the value proposition, and how can their supporters contribute.

Social Media for political influence in South Asia (Cases). The use of social media during Cambodia's July 23, 2023, national election has been a subject of debate. Since taking office in 1985, the current Prime Minister, Hun Sen, has made considerable use of social media to interact with the people of Cambodia. In addition to Twitter and YouTube, he had a Facebook page with over 14 million followers—many of whom were probably fake—that he deleted before Meta suspended his account, as the company's Oversight Board had discovered a video of him inciting violence against his political rivals. Following that, Hun Sen encouraged followers to follow him on TikTok and Telegram, and he supported a television show that was produced based on his life and aired on YouTube.

In the meantime, the Move Forward Party (MFP) of Thailand emerged victorious in the nation's general election on May 14, securing 151 of 500 seats. The use of social media by the party's charismatic leader, Pita Limjaroenrat, was a major factor in its success. Pita has gained a lot of popularity by portraying himself as the rival of former army chief Prayut Chan-o-cha, who has ruled Thailand since organizing a coup in 2014. Pita has pledged to eliminate the military's influence in politics. Pita has 2.6 million Instagram followers, and he regularly shares endearing pictures of his family trampolining and eating ice cream. As Thailand's post-election political impasse continues, Pita has been repeatedly prevented from forming the country's next government, despite his party winning a majority.

The use of social media in Indonesia's upcoming presidential election in February 2024 is probably going to follow a similar path. Given the nation's shifting demographics, the use of political bots and buzzers—account operators with thousands or even millions of followers who get paid to amplify specific political messages—that sustained negative campaigns during the 2019 election campaign could be used to sway the voters. Since 52 percent of Indonesian voters, or 106 million people, are under 40 and relatively tech savvy, political parties have had to adjust by focusing their positive campaigns on popular social media platforms. Just one of the eighteen rival national political parties did not have an official TikTok account as of last month. Even though Threads is a relatively new platform on Meta, a third of them have created accounts on it.

Parties from all political stripes have been using social media in neighboring Malaysia to strengthen their campaign narratives. The general election held last year was a clear example of how the conservative Parti Islam se-Malaysia (PAS), using a TikTok campaign to spread hate speech pertaining to race, was able to secure an unprecedented majority of parliamentary seats. While PAS President Abdul Hadi Awang is also on Facebook, the party did not want to lose the momentum of its TikTok campaign, which has seen over 14.4 million Malaysian users in just the last two years. In an attempt to gain more support from Muslim Malays, the party is trying to duplicate the same approach for the state elections that are scheduled for August 12.

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