

Strategi Politik Selebriti Muhammad Farhan Pada Pemilu Legislatif 2019

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi *celebrity politics* dari Muhammad Farhan di media sosial Instagram @hmfarhanbdg yang berangkat dari kegiatan secara konvensional pada masa kampanye pemilu 2019 dengan melihat *personal branding*-nya. Pada pemilu tahun 2019, calon legislatif dari latar belakang selebritis mencapai angka 91 caleg. Namun, terdapat persaingan yang ketat antar caleg selebritis, sehingga hanya 14 selebriti yang lolos menjadi anggota DPR RI 2019-2024. Salah satu partai terbanyak yang mengusung selebriti adalah Partai Nasdem dengan mengusung 37 calon selebriti, tetapi hanya satu yang berhasil lolos menjadi anggota DPR RI yaitu Muhammad Farhan. Penelitian ini meneliti strategi Muhammad Farhan di media sosial Instagram @hmfarhanbdg pada masa kampanye pemilu 2019 dengan menggunakan metode penelitian netnografi dengan sumber data primer dan sekunder. Teknik pengumpulan data yaitu wawancara dan studi pustaka berupa buku, berita dan jurnal penelitian terdahulu yang relevan dengan penelitian ini. Teori *celebrity politics* Mark Wheeler digunakan untuk menjelaskan strategi politik yang dilakukan Muhammad Farhan di media sosial Instagram. Hasil penelitian menunjukkan bahwa strategi yang dilakukan Muhammad Farhan di Instagram @hmfarhanbdg terdapat relasi kuat dalam meningkatkan keinginan memilih antara *voters* dan partai. Hal ini dapat dilihat dari respon masyarakat yang berkomentar di Instagram @hmfarhanbdg yang sebagian besar mayoritas positif terhadap postingan Muhammad Farhan.

Kata Kunci : Strategi *Celebrity Politics*, *Personal Branding*, Muhammad Farhan, Media Sosial Instagram

***Celebrity Muhammad Farhan's Political Strategy in the 2019
Legislative Election***

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ABSTRACT

This study aims to determine the celebrity politics strategy of Muhammad Farhan on Instagram social media @hmfarhanbdg which departs from conventional activities during the 2019 election campaign by looking at his personal branding. In the 2019 elections, legislative candidates from celebrity backgrounds reached 91 candidates. However, there was intense competition between celebrity candidates, so only 14 celebrities qualified to become members of the 2019-2024 DPR RI. One of the parties that nominated the most celebrities was the Nasdem Party, which nominated 37 celebrity candidates, but only one of them managed to qualify as a member of the House of Representatives, namely Muhammad Farhan. This research examines Muhammad Farhan's strategy on Instagram social media @hmfarhanbdg during the 2019 election campaign using netnography research methods with primary and secondary data sources. Data collection techniques are interviews and literature studies in the form of books, news and previous research journals that are relevant to this research. Mark Wheeler's celebrity politics theory is used to explain Muhammad Farhan's political strategy on Instagram social media. The results showed that the strategy carried out by Muhammad Farhan on Instagram @hmfarhanbdg has a strong relationship in increasing the desire to vote between voters and parties. This can be seen from the response of the people who commented on Instagram @hmfarhanbdg, most of which were mostly positive about the post.

Keywords: *Celebrity Politics Strategy, Personal Branding Muhammad Farhan, Instagram Social Media*