

# STRATEGI POLITICAL BRANDING PRABOWO SUBIANTO DI MEDIA SOSIAL INSTAGRAM @PRABOWO PADA PEMILU 2024

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## ABSTRAK

Penelitian ini membahas mengenai strategi *political branding* Prabowo Subianto melalui media sosial Instagram @prabowo pada Pemilu 2024 yang diteliti dalam kurun waktu Juli hingga Desember 2023. Kegagalan *political branding* Prabowo sebelumnya didasari oleh sikap keras dan otoriter yang terbentuk dan terlihat dalam dirinya. Maka menuju Pemilu 2024 ini, Prabowo Subianto menciptakan strategi *branding* dengan bertransformasi ke arah humanis dan lebih mudah digapai oleh masyarakat kelas bawah tanpa menghilangkan kesan tegas yang terbentuk dalam dirinya.

*Rebranding* politik Prabowo Subianto dimulai oleh Tim Kampanye Nasional (TKN) dan didukung oleh tim media sosial dengan mengikuti *trend* terkini. Pembentukan konstruksi melalui media sosial menampilkan sisi Prabowo yang terlihat lucu dan menggemaskan. Penelitian ini bertujuan untuk menjawab atas bagaimana terbentuknya strategi *political branding* Prabowo Subianto melalui Instagram. Lalu, penelitian ini menggunakan metode netnografi yang mana menggabungkan pendekatan kualitatif deskriptif dengan olahan data melalui Internet yang dibantu dengan perangkat lunak. Penelitian ini didasari dengan teori *political branding* oleh Pich and Newman.

Hasil penelitian ini menemukan bahwa 4 indikator pada teori *political branding*, yaitu *personal political brands*, *positive brand associations*, *celebrity endorsement*, dan *branding* media sosial sangat berpengaruh pada kesuksesan *branding* politik Prabowo Subianto. Lalu, berdasarkan bukti yang mendasari dari penelitian ini, ditunjukkan bahwa *personal political brands* yang lebih mendominasi atas keberhasilan strategi *political branding* untuk Pemilu 2024.

***Kata kunci: Transformasi, Political Branding, Pemilu 2024***

**PRABOWO SUBIANTO'S POLITICAL BRANDING STRATEGY ON  
INSTAGRAM SOCIAL MEDIA @PRABOWO IN THE 2024 ELECTION**

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**ABSTRACT**

This research discusses about Prabowo Subianto's political branding strategy in the social media Instagram @prabowo in the 2024 Election which was researched in the period July to December 2023. Prabowo's previous political branding failure was based on the harsh and authoritarian attitude that was formed and visible in him. So towards the 2024 elections, Prabowo Subianto created a branding strategy by transforming in a humanist direction and being more accessible to lower class people without losing the firm impression that had formed within him.

Prabowo Subianto's political rebranding was started by the National Campaign Team (TKN) and supported by the social media team by following the latest trends. The construction in social media shows Prabowo's side which looks cute and adorable. This research aims to answer how Prabowo Subianto's political branding strategy was formed in Instagram. Then, this research uses a netnography method which combines a descriptive qualitative approach with data processing on the Internet assisted by software. This research is based on political branding theory by Pich and Newman.

The results of this research found that 4 indicators in political branding theory, namely personal political brands, positive brand associations, celebrity endorsements, and social media branding greatly influence the success of Prabowo Subianto's political branding. Then, based on the underlying evidence from this research, it is shown that personal political brands dominate the success of political branding strategies for the 2024 Election.

***Keywords: Transformation, Political Branding, 2024 Election***