

## **ABSTRAK**

### **Strategi Political Branding Partai Amanat Nasional (PAN) Menjelang Pemilu 2024 di Media Sosial Instagram @amanatnasional**

**Hening Dien Fasikha**

Penelitian ini bertujuan untuk mengetahui strategi branding politik Partai Amanat Nasional (PAN) di media sosial Instagram @amanatnasional menjelang Pemilu 2024, dimana persaingan partai politik untuk membentuk citra partai tidak hanya dengan kampanye tradisional tetapi juga pada kampanye di media sosial agar target dukungan suara pemilih khususnya demografi pemilih muda tepat sasaran. Penelitian ini meneliti strategi political branding Partai Amanat Nasional di media sosial Instagram @amanatnasional menjelang Pemilu 2024 dengan menggunakan metode penelitian netnografi dengan sumber data primer dan sekunder. Teknik pengumpulan data wawancara dan studi pustaka berupa buku, berita, dan jurnal penelitian terdahulu yang relevan. Hasil penelitian ini menunjukkan strategi branding yang digunakan oleh PAN dalam menarik suara pemilih muda menjelang Pemilu 2024 mengalami transformasi yang cukup baik dan unik, dengan mengaitkan pada tiga elemen teori Political Branding Pich & Newmann yaitu Personal Political Brands, Political Brands (Party, Leader, Policy), dan Symbolic Communication. Konsistensi postingan konten-konten PAN di Instagram yang menunjukkan aktivitas kampanye kader-kader artis di lapangan, kredibilitas dan kinerja ketua umum Zulkifli Hasan, kebijakan partai, serta symbol-simbol khas partai mampu menyampaikan pesan-pesan politik kepada para pengikut dengan respon yang cukup baik dan memberikan peningkatan signifikan pada elektabilitas partai hingga berhasil meloloskan kader-kadernya ke parlemen.

Kata Kunci: Strategi Political Branding, Partai Amanat Nasional, Media Sosial Instagram

## **ABSTRACT**

### ***Political Branding Strategy of the National Mandate Party (PAN) Ahead of the 2024 Election on Social Media Instagram @amanatnasional***

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*This research aims to understand the political branding strategy of the National Mandate Party (PAN) on their Instagram account, @amanatnasional, leading up to the 2024 elections. In this competitive environment, political parties strive to shape their image not only through traditional campaigns but also via social media campaigns to effectively target voter support, particularly among the younger demographic. This study examines PAN's political branding strategy on Instagram using netnographic research methods with both primary and secondary data sources. Data collection techniques include interviews and literature reviews, books, news articles, and relevant previous research journals. The findings of this study reveal that PAN's branding strategy to attract young voters leading up to the 2024 elections has undergone significant and unique transformation. This is analyzed through the three elements of Pich & Newmann's Political Branding theory: Personal Political Brands, Political Brands (Party, Leader, Policy), and Symbolic Communication. The consistent posting of PAN's Instagram content, showcasing the campaign activities of celebrity cadres, the credibility and performance of party leader Zulkifli Hasan, party policies, and distinctive party symbols, has effectively conveyed political messages to their followers, receiving positive responses and significantly increased the party's electability, leading to the successful election of its cadres to parliament.*

*Keywords: Political Branding Strategy, National Mandate Party, Instagram Social Media*