

**POLITICAL BRANDING HJ. DESY YUSANDI DALAM MEMBANGUN
CITRA KANDIDAT PADA KAMPANYE PEMILIHAN LEGISLATIF 2024 DI
KOTA TANGERANG**

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ABSTRAK

Penelitian ini berfokus pada strategi political branding yang diterapkan oleh Hj. Desy Yusandi dalam membangun citra kandidat selama kampanye Pemilihan Legislatif 2024 di Kota Tangerang. Menggunakan teori Brand Identity Prism dari Kapferer sebagai kerangka analisis, penelitian ini mengeksplorasi bagaimana elemen fisik, hubungan, refleksi, kepribadian, budaya, dan citra diri dimanfaatkan untuk menciptakan identitas politik yang kuat dan positif. Metode penelitian yang digunakan adalah studi kasus dengan pendekatan kualitatif, melibatkan wawancara mendalam dengan tim kampanye, pemilih, dan pengamat politik, serta analisis dokumentasi kampanye. Hasil penelitian menunjukkan bahwa Hj. Desy Yusandi berhasil membangun identitas visual yang konsisten melalui penggunaan logo dan warna khas partai, serta penampilan pribadi yang mencerminkan nilai-nilai yang ingin disampaikan. Hubungan yang dekat dengan masyarakat, melalui kegiatan sosial dan interaksi langsung, berhasil meningkatkan kepercayaan dan loyalitas pemilih. Strategi ini mirip dengan pendekatan "blusukan" Presiden Jokowi, yang menekankan interaksi langsung dan konsistensi dalam membangun citra positif. Pemanfaatan budaya lokal dan kepribadian inklusif memperkuat hubungan dengan pemilih, sementara program pemberdayaan masyarakat mengubah persepsi negatif. Penelitian ini menegaskan pentingnya elemen Brand Identity Prism dalam political branding untuk meningkatkan dukungan dan membangun citra kandidat yang tepercaya, serta memberikan rekomendasi strategi branding efektif bagi kandidat lain.

Kata Kunci: Political Branding, Brand Identity Prism, Hj. Desy Yusandi, Citra Kandidat, Kampanye Pemilihan Legislatif 2024.

***POLITICAL BRANDING OF HJ. DESY YUSANDI IN BUILDING THE
CANDIDATE'S IMAGE DURING THE 2024 LEGISLATIVE ELECTION
CAMPAIGN IN TANGERANG CITY***

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ABSTRACT

This study focuses on the political branding strategies employed by Hj. Desy Yusandi in building her candidate image during the 2024 Legislative Election campaign in Tangerang City. Utilizing Kapferer's Brand Identity Prism theory as the analytical framework, this research explores how physical elements, relationships, reflection, personality, culture, and self-image are leveraged to create a strong and positive political identity. The research methodology employed is a case study with a qualitative approach, involving in-depth interviews with campaign team members, voters, and political analysts, as well as an analysis of campaign documentation. The findings reveal that Hj. Desy Yusandi successfully established a consistent visual identity through the use of the party's distinctive logo and colors, along with a personal appearance that reflects the values she aims to convey. Close relationships with the community, through social activities and direct interactions, significantly enhanced voter trust and loyalty. Direct interaction with the public, similar to President Jokowi's "blusukan" approach, strengthened voter trust. The application of local cultural values and an inclusive personality fostered closeness, while empowerment programs helped shift negative perceptions related to her past. Thus, this study emphasizes the importance of Brand Identity Prism elements in political branding strategies and how their application can boost support and build a strong, trusted candidate image. Recommendations are provided for other political candidates in implementing effective branding strategies to achieve success in political campaigns.

Keywords: *Political Branding, Brand Identity Prism, Hj. Desy Yusandi, Candidate Image, 2024 Legislative Election Campaign.*