

***POLITICAL BRANDING* WIBI ANDRINO DI INSTAGRAM @WIBIANDRINO DALAM MENINGKATKAN JUMLAH SUARA PADA PEMILU LEGISLATIF 2019**

Christine Lumban Tobing

ABSTRAK

Penelitian ini membahas tentang *political branding* Wibi Andrino di instagram @wibiandrino dalam meningkatkan jumlah suara pada pemilu legislatif 2019. Wibi Andrino sebagai caleg muda yang aktif di instagram dan memenangkan paling banyak jumlah suara diantara caleg NasDem lainnya, serta berhasil memenangkan pemilu legislatif 2019. Wibi Andrino merupakan caleg yang pernah mengalami kegagalan pada pemilu legislatif 2014 dan kembali maju pada pemilu legislatif 2019. Daerah pemilihan (dapil) yang dipilih Wibi Andrino adalah dapil tujuh Jakarta Selatan, yakni meliputi Cilandak, Kebayoran Lama, Kebayoran Baru, Setiabudi, dan Pesanggrahan. Penelitian yang akan dibahas memiliki tujuan untuk mengetahui *political branding* Wibi Andrino di instagram @wibiandrino dalam meningkatkan jumlah suara pada pemilu legislatif 2019. Penelitian ini menggunakan metode netnografi dengan sumber data primer dan sekunder. Teknik pengumpulan data wawancara dan studi pustaka berupa buku, berita, dan jurnal penelitian terdahulu yang relevan dengan penelitian ini. Kerangka teori yang digunakan adalah teori *political branding* Pich dan Newman menjelaskan strategi politik yang dilakukan Wibi Andrino di instagram. Hasil penelitian menunjukkan bahwa *political branding* yang dilakukan Wibi Andrino di instagram @wibiandrino terdapat keberhasilan dalam meningkatkan jumlah suara pada pemilu legislatif 2019. Wibi Andrino aktif dalam memposting kegiatan-kegiatan yang dilakukannya di instagram. Postingan yang ditampilkan oleh Wibi Andrino yakni aktivitas politik seperti kegiatan masa kampanye berlangsung, hingga aktivitas sehari-hari yang dilakukan Wibi Andrino guna membranding dirinya. Hal ini dapat dilihat dari respon masyarakat di instagram @wibiandrino yang sebagian besar cenderung positif terhadap postingan Wibi Andrino.

Kata kunci: Political Branding, Wibi Andrino, Instagram

POLITICAL BRANDING WIBI ANDRINO ON INSTAGRAM @WIBIANDRINO IN INCREASING THE NUMBER OF VOTES IN THE LEGISLATIVE ELECTION 2019

Christine Lumban Tobing

ABSTRACT

This research discusses Wibi Andrino's political branding on Instagram @wibiandrino in increasing the number of votes in the legislative election 2019. Wibi Andrino is a young legislative candidate who is active on Instagram and won the most votes among other NasDem legislative candidates, and succeeded in winning the legislative election 2019. Wibi Andrino is a legislative candidate who experienced failure in the legislative elections 2014 and ran again in the legislative elections 2019. The electoral district chosen by Wibi Andrino is the seventh electoral district of South Jakarta, which includes Cilandak, Kebayoran Lama, Kebayoran Baru, Setiabudi and Pesanggrahan. The research that will be discussed aims to determine Wibi Andrino's political branding on Instagram @wibiandrino in increasing the number of votes in the legislative election 2019. This research uses netnographic methods with primary and secondary data sources. Data collection techniques were interviews and literature studies in the form of books, news and previous research journals that were relevant to this research. The theoretical framework used is Pich and Newman's political branding theory explaining the political strategy carried out by Wibi Andrino on Instagram. The research results show that the political branding carried out by Wibi Andrino on Instagram @wibiandrino was successful in increasing the number of votes in the legislative election 2019. Wibi Andrino was active in posting the activities he carried out on Instagram. The posts displayed by Wibi Andrino include political activities such as activities during the campaign, as well as daily activities carried out by Wibi Andrino to brand himself. This can be seen from the public's response on Instagram @wibiandrino, most of which tend to be positive towards Wibi Andrino's posts.

Keywords: *Political Branding, Wibi Andrino, Instagram*