

# ***Political Endorsement* Joko Widodo Memenangkan Pasangan Prabowo Subianto dan Gibran Rakabuming Raka pada Pemilihan Presiden 2024**

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## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui hubungan *Political Endorsement* Joko Widodo Memenangkan Pasangan Prabowo Subianto dan Gibran Rakabuming Raka pada Pemilihan Presiden 2024. Pemilu 2024 masing – masing pasangan calon presiden mendapatkan dukungan dari berbagai kalangan. Paslon Prabowo – Gibran misalnya yang mendapatkan *endorsement* politik dari berbagai kalangan masyarakat, mulai dari relawan, koalisi partai, anggota legislatif, hingga Joko Widodo. Disisi lain, pada pemilu 2024, *endorsement* politik nyatanya diberikan oleh Jokowi di akhir masa jabatannya sebagai presiden hingga menimbulkan perdebatan di kalangan masyarakat, dimana presiden Jokowi seharusnya tetap menjaga netralitasnya sepanjang pemilu 2024 berlangsung (Kompas, 2024). Teknik pengumpulan data wawancara dan studi pustaka berupa buku, berita, dan jurnal penelitian terdahulu yang relevan dengan penelitian ini. Adanya kesesuaian dukungan politik yang diberikan Jokowi terhadap Prabowo - Gibran sejalan dengan *Teori Political Endorsement* oleh Stazyk & Goerdel pada pemilu presiden 2024. Hasil penelitian menunjukkan bahwa dilihat dari teori *political endorsement* Stazyk adapun *endorsement* tidak memberikan *endorsement* finansial langsung kepada Prabowo-Gibran. *Political endorsement* yang dilakukan Jokowi di masa akhir kepemimpinannya berhasil memenangkan paslon Prabowo – Gibran pada Pemilu 2024 dengan lebih banyak memberikan *endorsement* sosial dan legitimasi.

**Kata Kunci:** *Political Endorsement*, Pemilu 2024, Prabowo Subianto, Gibran Rakabuming Raka

***Political Endorsement Joko Widodo Wins Prabowo Subianto and Gibran Rakabuming Raka Pair in the 2024 Presidential Election***

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**ABSTRACT**

*This study aims to determine the relationship between Joko Widodo's Political Endorsement Winning the Prabowo Subianto and Gibran Rakabuming Raka Raka Pair in the 2024 Presidential Election. In the 2024 election, each presidential candidate pair received support from various groups. The Prabowo - Gibran candidate pair, for example, received political endorsements from various groups in society, ranging from volunteers, party coalitions, legislative members, to Joko Widodo. On the other hand, in the 2024 election, political endorsements were actually given by Jokowi at the end of his term as president, causing debate among the public, where President Jokowi should have maintained his neutrality throughout the 2024 election (Kompas, 2024). Data collection techniques were interviews and literature studies in the form of books, news, and previous research journals that were relevant to this study. The existence of the appropriateness of the political support given by Jokowi to Prabowo - Gibran is in line with the Political Endorsement Theory by Stazyk & Goerdel in the 2024 presidential election. The results of the study show that from Stazyk's political supporter theory, endorsement does not provide direct financial endorsement to Prabowo-Gibran. The political support provided by Jokowi at the end of his leadership succeeded in winning the Prabowo-Gibran candidate pair in the 2024 Election by providing more social support and legitimacy.*

***Keywords:*** *Political Endorsement, 2024 Election, Prabowo Subianto, Gibran Rakabuming Raka*