

STRATEGI BRANDING SLEPET IMIN DALAM KAMPANYE PRESIDEN ANIES BASWEDAN DAN MUHAIMIN ISKANDAR PADA PEMILIHAN PRESIDEN TAHUN 2024

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana strategi kampanye “Slepet Imin” mempunyai peran untuk membentuk sebuah branding politik “Slepet Imin” di diri Muhaimin Iskandar. Penelitian ini menggunakan teori Brand Identity Prism dari Kapferer. Penelitian ini menggunakan metode kualitatif dimana data dikumpulkan melalui wawancara mendalam dengan Co-Founder Ubah Bareng, Dewan Penasihat Tim Kampanye Anies Muhaimin, Pengamat Politik, dan Masyarakat. Hasil penelitian menunjukkan bahwa, Muhaimin Iskandar berhasil membangun sebuah branding Politik melalui program kampanyenya yaitu “Slepet Imini”. Meskipun secara elektabilitas tidak membantu Cak Imin untuk menang di kontestasi PEMILU 2024 namun, tim kampanye sukses menaikkan popularitas Cak Imin melalui program kampanyenya selama masa PEMILU 2024. Hal ini bisa dilihat dari ke enam Indikator dari teori *Brand Identity Prism* dari Kapferer. Secara keseluruhan, penelitian ini menggambarkan bagaimana sebuah program kampanye yang tadinya bertujuan untuk bisa membantu menaikkan elektabilitas dari satu kandidat justru bisa membentuk sebuah satu identitas yang dikenal banyak masyarakat.

Kata Kunci: Branding Politik, Strategi Kampanye, Slepet Imin, PEMILU PILPRES 2024

**SLEPET IMIN'S BRANDING STRATEGY IN THE PRESIDENTIAL
CAMPAIGN OF ANIES BASWEDAN AND MUHAIMIN ISKANDAR IN THE
2024 PRESIDENTIAL ELECTION**

ABSTRACT

This study aims to determine how the "Slepet Imin" campaign strategy plays a role in forming a political branding of "Slepet Imin" in Muhaimin Iskandar. This study uses Kapferer's Brand Identity Prism theory. This study uses a qualitative method where data is collected through in-depth interviews with the Co-Founder of Ubah Bareng, the Advisory Board of the Anies Muhaimin Campaign Team, Political Observers, and the Community. The results of the study show that Muhaimin Iskandar has succeeded in building a political branding through his campaign program, namely "Slepet Imini". Although in terms of electability it did not help Cak Imin to win the 2024 ELECTION contest, the campaign team succeeded in increasing Cak Imin's popularity through his campaign program during the 2024 ELECTION period. This can be seen from the six Indicators of Kapferer's Brand Identity Prism theory. Overall, this study illustrates how a campaign program that was originally intended to help increase the electability of a candidate can actually form an identity that is known to many people.

Keywords: Political Branding, Campaign Strategy, Slepet Imin, 2024 PRESIDENTIAL ELECTION