

**ANALISIS BRANDING POLITIK MELALUI PROGRAM KAMPANYE
DESAK ANIES DALAM MENINGKATKAN POPULARITAS ANIES
BASWEDAN PADA PILPRES 2024**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis bagaimana program kampanye “Desak Anies” dirancang dan dilaksanakan sebagai strategi branding politik Anies Baswedan dalam kontestasi Pemilihan Presiden (Pilpres) 2024, serta sejauh mana keberhasilannya dalam memengaruhi popularitas dan elektabilitas pasangan calon nomor urut 1. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, dokumentasi, dan observasi non-partisipatif. Kerangka analisis yang digunakan adalah teori branding politik dari Catherine Needham yang mencakup enam indikator keberhasilan: penyederhanaan pilihan politik, diferensiasi, pembangunan kepercayaan, pesan aspiratif, representasi nilai personal politisi, dan konsistensi citra politik. Hasil penelitian menunjukkan bahwa “Desak Anies” berhasil membangun citra politik Anies Baswedan secara positif dan meningkatkan popularitasnya, terutama di kalangan pemilih muda, rasional, dan urban. Format kampanye yang interaktif dan berbasis dialog dua arah menciptakan kedekatan emosional antara kandidat dan masyarakat. Namun, kampanye ini memiliki keterbatasan dalam menjangkau pemilih pragmatis di wilayah pedesaan yang cenderung merespons kampanye berbasis insentif langsung dan pendekatan struktural. Hal ini berdampak pada belum optimalnya konversi popularitas menjadi suara secara signifikan dalam Pilpres 2024. Dengan demikian, dapat disimpulkan bahwa meskipun “Desak Anies” sukses sebagai strategi komunikasi politik dan alat branding personal, program ini perlu diimbangi dengan pendekatan yang lebih pragmatis dan terstruktur untuk memperluas jangkauan pemilih serta meningkatkan efektivitas elektoral dalam pemilu mendatang.

Kata kunci: Desak Anies, kampanye politik, branding politik, Catherine Needham, Pilpres 2024, elektabilitas, popularitas.

**ANALYSIS OF POLITICAL BRANDING THROUGH THE “DESAK
ANIES” CAMPAIGN PROGRAM IN INCREASING ANIES
BASWEDAN’S POPULARITY IN THE 2024 PRESIDENTIAL ELECTION**

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ABSTRACT

This study aims to analyze how the “Desak Anies” campaign program was designed and implemented as a political branding strategy for Anies Baswedan in the 2024 Indonesian Presidential Election, as well as to assess how effectively the program influenced the popularity and electability of candidate pair number one. The research employs a descriptive qualitative approach, with data collected through in-depth interviews, documentation, and non-participant observation. The analytical framework used is Catherine Needham’s political branding theory, which includes six indicators of branding success: simplification of political choices, differentiation, trust-building, aspirational messaging, representation of the politician’s personal values, and consistency of political image. The findings indicate that “Desak Anies” successfully built a positive political image for Anies Baswedan and increased his popularity, especially among young, rational, and urban voters. Its interactive, two-way communication format created emotional closeness between the candidate and the public. However, the campaign faced limitations in reaching pragmatic voters in rural areas, who tend to respond more to direct incentive-based campaigns and structured political networks. This resulted in the suboptimal conversion of popularity into significant vote gains in the 2024 election. In conclusion, although “Desak Anies” succeeded as a political communication strategy and a personal branding tool, the program needs to be complemented with more pragmatic and structured approaches to broaden voter outreach and improve electoral effectiveness in future elections.

Keywords: Desak Anies, political campaign, political branding, Catherine Needham, 2024 presidential election, electability, popularity.