

ABSTRAK

Strategi *Marketing* Politik Partai Demokrat Dalam Upaya Meningkatkan *Branding* Di Media Sosial Instagram (@pdemokrat) Pada Pemilu Legislatif Tahun 2024

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi marketing politik Partai Demokrat dalam upaya meningkatkan branding di media sosial Instagram @pdemokrat pada Pemilu Legislatif tahun 2024, khususnya untuk menjangkau pemilih muda. Metode yang digunakan dalam penelitian ini adalah kualitatif netnografi dengan sumber data primer dan sekunder. Teknik pengumpulan data wawancara dan studi pustaka berupa buku, berita, dan jurnal penelitian terdahulu yang relevan. Teori yang digunakan, yakni Political Branding Pich & Newman, terdapat tiga elemen: Personal Political Brands, Political Party + Political Leader + Policy (yang mencakup partai, pemimpin, dan kebijakan), serta Symbolic Communication. Konsistensi unggahan konten di akun Instagram @pdemokrat yang menampilkan aktivitas kampanye para kader, kredibilitas dan peran aktif Ketua Umum Agus Harimurti Yudhoyono (AHY), kebijakan partai, serta penggunaan simbol-simbol khas seperti warna biru dan logo mercy, berhasil menyampaikan pesan politik yang kuat kepada publik. Hasil penelitian menunjukkan bahwa strategi marketing politik dalam upaya meningkatkan branding yang dilakukan Partai Demokrat dalam menarik pemilih muda pada Pemilu Legislatif tahun 2024 mengalami perkembangan, namun tidak signifikan. Hal ini dibuktikan dengan perolehan suara Partai Demokrat di Pemilu 2019 mencapai 10,8 juta dan Pemilu 2024 mendapat 11.283.160 atau setara dengan 7,43%, peningkatan elektabilitas Demokrat tidak terlihat melonjak secara drastis. Kondisi ini menimbulkan keraguan terhadap seberapa besar kontribusi strategi digital terutama di Instagram terhadap capaian suara partai, karena tidak sebanding dengan jumlah pengikut Instagram @pdemokrat sebanyak 641 ribu artinya Instagram tidak signifikan dalam menaikkan jumlah suara Partai Demokrat.

Kata Kunci: Strategi Marketing Politik, Branding Politik, Partai Demokrat, Media Sosial Instagram

ABSTRACT

Democratic Party Political Marketing Strategy in an Effort to Increase Branding on Instagram Social Media (@pdemokrat) in the 2024 Legislative Election

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ABSTRACT

This research aims to determine the Democratic Party's political marketing strategy in an effort to improve branding on Instagram social media @pdemokrat in the 2024 Legislative Election, especially to reach young voters. The method used in this study is qualitative netnography with primary and secondary data sources. Data collection techniques include interviews and literature studies in the form of books, news, and relevant previous research journals. The theory used, namely Political Branding Pich & Newman, has three elements: Personal Political Brands, Political Party + Political Leader + Policy (which includes parties, leaders, and policies), and Symbolic Communication. The consistency of content uploads on the Instagram account @pdemokrat that displays the campaign activities of cadres, the credibility and active role of General Chairperson Agus Harimurti Yudhoyono (AHY), party policies, and the use of distinctive symbols such as the color blue and the Mercy logo, successfully conveys a strong political message to the public. The results of the study indicate that the Democratic Party's political marketing strategy in an effort to improve branding in attracting young voters in the 2024 Legislative Election has developed, but not significantly. This is evidenced by the Democratic Party's vote acquisition in the 2019 Election reaching 10.8 million and in the 2024 Election getting 11,283,160 or equivalent to 7.43%. The increase in the Democrats' electability does not appear to have increased drastically. This condition raises doubts about the extent of the contribution of digital strategies, especially on Instagram, to the party's vote achievement, because it is not comparable to the number of Instagram followers @pdemokrat as many as 641 thousand, meaning Instagram is not significant in increasing the number of Democratic Party votes.

Keywords: Political Marketing Strategy, Political Branding, Democratic Party, Instagram Social Media