

**PEMANFAATAN MEDIA SOSIAL X SEBAGAI *BRANDING***  
**POLITIK ANIES BASWEDAN PADA PILPRES 2024 : STUDI**  
**NETNOGRAFI PADA AKUN @ANIESBASWEDAN**

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**ABSTRAK**

Penelitian ini dilakukan dengan tujuan untuk mengetahui bagaimana Anies Baswedan memanfaatkan media sosial *X* sebagai strategi komunikasi politiknya untuk membangun citra positif dalam upaya membangun *branding* politiknya pada Pilpres 2024. Penelitian menggunakan teori komunikasi politik dan konsep *branding* politik sebagai landasan teoretis dengan metode kualitatif melalui pendekatan netnografi berdasarkan wawancara dan teknik observasi berupa *content analysis*. Berdasarkan analisis terhadap 157 konten yang diunggah melalui akun @aniesbaswedan dalam periode tiga minggu sebelum pemungutan suara Pilpres 2024, ditemukan bahwa *X* dimanfaatkan secara efektif sebagai medium komunikasi politik untuk membangun *branding* politik. Sesuai teori Lilleker, pemanfaatan *X* telah mentransformasi peran media sosial dari perantara informasi menjadi ruang interaksi politik yang memungkinkan dialog multi-arah. Penelitian mengidentifikasi tiga elemen kunci *branding* politik: (1) Elemen penampilan dengan warna biru navy sebagai simbol perubahan dan putih sebagai representasi kejujuran serta intelektualitas; (2) Elemen personalitas yang menampilkan sosok pemimpin berintelektual, santun, merakyat, dan visioner; dan (3) Elemen pesan kunci politik yang konsisten menyampaikan narasi "Perubahan". Ketiga elemen tersebut berhasil membangun *branding* politik yang kuat dan mudah diingat melalui konsistensi visual dan pesan terstruktur. Namun, ditemukan potensi gangguan dari aktivitas *buzzer* yang dapat mengganggu pembentukan citra positif. Secara keseluruhan, pemanfaatan media sosial *X* oleh Anies Baswedan telah berhasil membentuk citra positif yang melekat di pandangan masyarakat, membuktikan efektivitas *X* sebagai platform *branding* politik yang memungkinkan komunikasi langsung dan pembentukan persepsi publik yang positif.

**Kata Kunci : *Branding* Politik, Komunikasi Politik, Media Sosial, Pilpres 2024.**

***THE UTILIZATION OF SOCIAL MEDIA PLATFORM X FOR ANIES  
BASWEDAN'S POLITICAL BRANDING IN THE 2024 PRESIDENTIAL  
ELECTION: A NETNOGRAPHIC STUDY OF THE @ANIESBASWEDAN  
ACCOUNT***

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***ABSTRACT***

*This research was conducted with the aim of understanding how Anies Baswedan utilized social media platform X as his political communication strategy to build a positive image in his efforts to establish political branding for the 2024 Presidential Election. The study employed political communication theory and the concept of political branding as its theoretical foundation, using qualitative methods through a netnographic approach based on interviews and observational techniques in the form of content analysis. Based on the analysis of 157 posts uploaded through the @aniesbaswedan account during the three-week period before the 2024 Presidential Election voting, it was found that X was effectively utilized as a political communication medium for building political branding. In accordance with Lilleker's theory, the utilization of X transformed the role of social media from an information intermediary into a political interaction space that enables multi-directional dialogue. The research identified three key elements of political branding: (1) Visual elements featuring navy blue as a symbol of change and white as a representation of honesty and intellectualism; (2) Personality elements that portrayed a leader who is intellectual, courteous, populist, and visionary; and (3) Key political message elements that consistently conveyed the narrative of "Change." These three elements successfully built strong and memorable political branding through visual consistency and structured messaging. However, potential disruptions from buzzer activities were identified that could interfere with positive image formation. Overall, Anies Baswedan's utilization of social media platform X successfully formed a positive image that resonated with public perception, demonstrating the effectiveness of X as a political branding platform that enables direct communication and the formation of positive public perception.*

***Keywords: Political Branding, Political Communication, Social Media, 2024 Presidential Election.***