

**Branding Politik Francine Eustacia Vevila Widjojo di Instagram
@francinewidjojo Dalam Pemilu Legislatif di DKI Jakarta Tahun 2024**

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi political branding yang dilakukan oleh Francine Eustacia Vevila Widjojo melalui akun Instagram pribadinya, @francinewidjojo, dalam konteks Pemilihan Legislatif DPRD DKI Jakarta Tahun 2024. Fokus penelitian diarahkan pada bagaimana Francine membangun identitas politiknya melalui isu kesejahteraan hewan serta peran pendekatan tersebut dalam membentuk citra politik yang humanis, autentik, dan menarik simpati publik di tengah persaingan politik yang kompetitif. Penelitian menggunakan teori Political Branding Bruce I. Newman dengan empat pilar utama: Political Brand Identity, Positioning and Differentiation, Consistency and Trust, serta Emotional Connection. Metode penelitian yang digunakan adalah kualitatif dengan desain netnografi untuk menggali aktivitas digital Francine di Instagram. Data dikumpulkan melalui observasi non-partisipan, wawancara mendalam dengan tim kampanye dan pengikut akun, serta dokumentasi konten selama masa kampanye Pemilu 2024. Analisis dilakukan secara deskriptif melalui interpretasi simbol, narasi, dan interaksi digital yang mencerminkan strategi komunikasi politik Francine. Hasil penelitian menunjukkan bahwa Francine berhasil memanfaatkan Instagram sebagai sarana membangun personal branding berbasis isu kesejahteraan hewan. Melalui tagar seperti #JakartaRamahHewan dan #TraktirKucingJalanan, ia menciptakan kedekatan emosional dengan audiens serta memperkuat citra sebagai politisi muda yang empatik dan autentik. Meskipun belum menghasilkan kemenangan elektoral, strategi ini efektif dalam membentuk loyalitas pemilih berbasis nilai dan emosi. Kesimpulannya, pendekatan digital berbasis empati dan advokasi sosial menjadi kunci membangun citra politik yang kuat di era media sosial..

Kata kunci: Branding politik, Instagram, Kesejahteraan Hewan

POLITICAL BRANDING OF FRANCINE EUSTACIA VEVILA WIDJOJO ON
INSTAGRAM @FRANCINEWIDJOJO IN THE 2024 LEGISLATIVE
ELECTION IN DKI JAKARTA

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ABSTRACT

This study analyzes the political branding strategy of Francine Eustacia Vevila Widjojo through her personal Instagram account, @francinewidjojo, in the context of the 2024 DKI Jakarta Legislative Election. The research focuses on how Francine constructs her political identity around the issue of animal welfare and how this approach contributes to shaping a humanistic and authentic political image that attracts public sympathy in a competitive political environment. Using Bruce I. Newman's Political Branding theory, which includes four pillars: Political Brand Identity, Positioning and Differentiation, Consistency and Trust, and Emotional Connection, this study adopts a qualitative approach with a netnographic design to explore Francine's digital activities on Instagram. Data were collected through non-participant observation, in-depth interviews with campaign team members and followers, and documentation of relevant social media content during the 2024 campaign period. The analysis employed a descriptive method to interpret symbols, narratives, and digital interactions that reflect Francine's communication strategy. The findings reveal that Francine effectively used Instagram as a strategic tool for building personal branding centered on animal welfare. By consistently using hashtags such as #JakartaRamahHewan and #TraktirKucingJalanan, and sharing posts about animal rescue and advocacy, she established emotional connections with her audience. Her consistent visual and narrative style strengthened her image as an empathetic, caring, and authentic young politician. Although it did not lead to electoral victory, her approach successfully built voter loyalty based on shared values. In conclusion, this study highlights that digital engagement, empathy, and advocacy based strategies are key to shaping strong political branding in the social media era.

Keywords: Political Branding, Instagram, Animal Welfare