

**POPULISME DIGITAL: BRANDING POLITIK GUBERNUR DEDI
MULYADI DALAM MEMBANGUN CITRA HUMANIS DI MEDIA
SOSIAL INSTAGRAM @dedimulyadi71**

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ABSTRAK

Transformasi komunikasi politik di era digital mendorong aktor politik memanfaatkan Instagram untuk membangun citra humanis lewat pendekatan populis, seperti terlihat pada Gubernur Jawa Barat Dedi Mulyadi yang meraih 5,7 juta pengikut di @dedimulyadi71 dengan interaksi tinggi, namun kajian mendalam atas strategi populisme digitalnya belum tersedia. Penelitian ini bertujuan mengkaji strategi branding politik Dedi Mulyadi dalam membangun citra humanis di akun tersebut periode Maret 2025 hingga Juni 2026, menggunakan metode kualitatif netnografi dengan wawancara, observasi partisipatif daring, dokumentasi, dan analisis sentimen berbasis Python. Analisis memadukan tiga dimensi branding politik Pich dan Newman (Policy Brands, Symbolic Political Communication, Personal Political Brands) dengan gagasan populisme sebagai gaya politik Moffitt dan populisme digital Gerbaudo. Hasil menunjukkan konten kebijakan menjangkau audiens lebih luas dari segi tayangan, sedangkan interaksi langsung dengan publik mendominasi keterlibatan berupa suka. Dapat disimpulkan branding politik Dedi Mulyadi berhasil membangun citra humanis sebagai pemimpin terbuka, merakyat, dan dekat dengan masyarakat, sekaligus membuktikan Instagram bukan hanya media penyebaran informasi, melainkan instrumen strategis pembangun keterlibatan komunitas digital. Penelitian ini berkontribusi memperkaya kajian komunikasi politik dan populisme digital dalam konteks lokal Indonesia, serta memberi panduan praktis bagi praktisi politik dalam merancang strategi branding autentik sekaligus mendorong masyarakat lebih kritis terhadap konten politik di media sosial.

Kata kunci: Branding Politik, Populisme Digital, Citra Humanis

**DIGITAL POPULISM: GOVERNOR DEDI MULYADI'S POLITICAL
BRANDING IN BUILDING A HUMANISTIC IMAGE ON INSTAGRAM
(@dedimulyadi71)**

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ABSTRACT

The transformation of political communication in the digital age has prompted political actors to leverage Instagram to cultivate a humanistic image through populist approaches, as exemplified by West Java Governor Dedi Mulyadi, who has amassed 5.7 million followers on @dedimulyadi71 with high engagement; however, an in-depth analysis of his digital populist strategy is not yet available. This study aims to examine Dedi Mulyadi's political branding strategy in building a humanistic image on that account from March 2025 to June 2026, using the qualitative method of netnography, which involves interviews, online participatory observation, documentation, and Python-based sentiment analysis. The analysis integrates Pich and Newman's three dimensions of political branding (Policy Brands, Symbolic Political Communication, Personal Political Brands) with Moffitt's concept of populism as a political style and Gerbaudo's concept of digital populism. The results show that policy content reaches a wider audience in terms of views, while direct interaction with the public dominates engagement in the form of "likes." It can be concluded that Dedi Mulyadi's political branding successfully built a humanistic image as an open, down-to-earth leader who is close to the people, while also proving that Instagram is not merely a medium for disseminating information but a strategic instrument for fostering engagement within the digital community. This study contributes to enriching the field of political communication and digital populism in the local Indonesian context, and provides practical guidance for political practitioners in designing authentic branding strategies while encouraging the public to be more critical of political content on social media.

Keywords: Political Branding, Digital Populism, Humanist Image