

STRATEGI POLITIK DWI RIO SAMBODO DALAM MEMBANGUN DAN MEMPERTAHANKAN CITRA PDI PERJUANGAN PASCA- PEMILU 2024 MELALUI INSTAGRAM (STUDI KASUS PADA AKUN @DWIRIOSAMBODO_OFFICIAL)

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ABSTRAK

Penelitian ini mengkaji strategi branding digital tiga dimensi yang dijalankan oleh anggota Fraksi PDI Perjuangan DPRD DKI Jakarta melalui platform Instagram dalam membangun citra partai pasca-Pemilu 2024, dengan studi kasus pada akun @dwiriosambodo_official. Latar belakang penelitian bertolak dari perubahan lanskap komunikasi politik di era digital, di mana media sosial telah berkembang menjadi arena permanen pembentukan citra partai politik di luar siklus elektoral. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan desain studi kasus, menganalisis 187 *feed posts* dan 55 *reels/video* yang dipublikasikan selama periode Mei 2024 hingga Maret 2025, serta melakukan wawancara digital dengan lima pengikut akun yang dipilih secara purposif. Kerangka analisis dibangun berdasarkan teori strategi kampanye politik Dieter Roth dan teori *political party branding* melalui Instagram, yang mencakup tiga dimensi: *party branding*, *political party leader branding*, dan *personal branding*.

Hasil penelitian menunjukkan bahwa Strategi pengelolaan konten Dwi Rio Sambodo menunjukkan konsistensi tinggi dalam memproduksi konten yang berfokus pada aktivitas lapangan dan kedekatan dengan masyarakat. Dwi Rio Sambodo sebagai anggota DPRD yang merupakan petugas partai, berhasil membangun citra PDI Perjuangan sebagai partai yang "hadir, konsisten, dan berpihak pada rakyat kecil" sesuai teori strategi politik Roth (2008). Namun, mengalami keterbatasan signifikan dalam variasi dimensi citra karena terlalu dominan pada aspek kehadiran fisik dan kepedulian emosional sementara konten yang mendemonstrasikan kapasitas kebijakan masih minim, menciptakan gap antara citra afektif dan kognitif (Larsson, 2021). Strategi framing yang diterapkan belum optimal dalam membangun koneksi naratif eksplisit antara aktivitas personal dengan agenda PDI Perjuangan, gagal memenuhi fungsi framing strategis Entman (1993) yang diadopsi Roth (2008), sehingga terjadi fenomena *decoupling* antara personal brand dan party brand di mana followers menyerap pesan tentang kualitas personal politisi tanpa memproses informasi sebagai kualitas institusional partai (Anshari, 2023). Pola interaksi yang responsif dan dialogis berhasil membangun kepercayaan pada level personal sesuai konsep *two-way symmetric communication* Grunig, namun *engagement* yang terbangun bersifat *person-centric* karena referensi eksplisit kepada PDI Perjuangan sebagai institusi masih sangat terbatas, sehingga kedekatan dengan figur tidak otomatis berkembang menjadi loyalitas terhadap partai (Montoya dan Vandehey, 2009). Strategi personal branding menunjukkan keberhasilan luar biasa dengan autentisitas visual sebagai keunggulan kompetitif (McNally dan Speak, 2011), namun integrasi dengan party brand belum optimal sebagaimana terlihat dari kasus DS yang memberikan penilaian sangat positif terhadap figur namun tidak mengubah persepsi terhadap

partai, mengindikasikan bahwa personal branding kuat tidak otomatis mentransfer citra positif tanpa mekanisme koneksi naratif yang eksplisit (Hardiman dan Setiawan, 2023; Roth, 2008). Faktor pendukung yang teridentifikasi meliputi konsistensi komunikasi pasca-pemilu yang mengatasi *post-election social media fatigue* (Larsson, 2021), autentisitas konten, kemampuan teknis memanfaatkan fitur Instagram, dan responsivitas tinggi, sementara faktor penghambat mencakup ketiadaan kerangka strategi terintegrasi yang menyebabkan produksi konten *ad-hoc*, keterbatasan kapasitas tim dalam memproduksi konten substantif berbasis kebijakan, dinamika politik pasca-Pemilu 2024 yang kompetitif, dan perubahan algoritma Instagram yang memprioritaskan konten hiburan, yang semuanya harus dikelola proaktif melalui adaptasi strategi fleksibel sesuai prinsip Roth (2008) untuk mempertahankan citra dan elektabilitas partai jangka panjang.

Kata Kunci: Strategi Politik, Citra Partai Politik, Pemilu 2024

**POLITICAL STRATEGY DWI RIO SAMBODO IN BUILDING AND
MAINTAINING PDI PERJUANGAN IMAGE POST-2024 ELECTION
THROUGH INSTAGRAM (A CASE STUDY OF THE
@DWIRIOSAMBODO_OFFICIAL ACCOUNT)**

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ABSTRACT

This study examines the digital political campaign strategy employed by a PDI Perjuangan faction member of the Jakarta Provincial Legislature (DPRD DKI Jakarta) through Instagram in building and maintaining party image following the 2024 general election, with a case study on the @dwiriosambodo_official account. The research departs from the shifting landscape of political communication in the digital era, in which social media has evolved into a permanent arena for political party image-building beyond the electoral cycle. This study employs a descriptive qualitative approach with a case study design, analyzing 187 feed posts and 55 reels/videos published between May 2024 and March 2025, alongside digital interviews with five purposively selected account followers. The analytical framework draws on Dieter Roth's political campaign strategy theory and the theory of political party branding on Instagram, encompassing three dimensions: party branding, political party leader branding, and personal branding.

The research findings show that Dwi Rio Sambodo's content management strategy demonstrates a high level of consistency in producing content focused on field activities and closeness to the community. As a member of the Regional House of Representatives (DPRD) and a party cadre, Dwi Rio Sambodo successfully cultivated an image of PDI Perjuangan as a party that is "present, consistent, and stands with the common people," in accordance with Roth's (2008) political strategy theory. However, it also reveals significant limitations in the variety of image dimensions, as the content is too dominant in emphasizing physical presence and emotional care, while content demonstrating policy capacity remains minimal, creating a gap between affective and cognitive image dimensions (Larsson, 2021). The framing strategy applied has not been optimal in building an explicit narrative connection between personal activities and the agenda of PDI Perjuangan, failing to fulfill the strategic framing function described by Entman (1993) and adopted by Roth (2008). As a result, a decoupling phenomenon occurs between personal brand and party brand, where followers absorb messages about the politician's personal qualities without processing them as reflections of the party's institutional qualities (Anshari, 2023). The responsive and dialogic interaction pattern has succeeded in building trust at the personal level in line with Grunig's two-way symmetric communication concept; however, the engagement that emerges remains person-centric because explicit references to PDI Perjuangan as an institution are still very limited, so closeness to the figure does not automatically develop into loyalty toward the party (Montoya & Vandehey, 2009). The personal branding strategy shows remarkable success, with visual authenticity as its competitive advantage (McNally & Speak, 2011), yet its integration with the party brand has not been optimal, as reflected in the case of DS, who gave a very positive evaluation of the figure but did not change his perception of the party. This indicates that strong

personal branding does not automatically transfer a positive image without an explicit narrative connection mechanism (Hardiman & Setiawan, 2023; Roth, 2008). The supporting factors identified include post-election communication consistency that overcomes post-election social media fatigue (Larsson, 2021), content authenticity, technical ability in utilizing Instagram features, and high responsiveness, while the inhibiting factors include the absence of an integrated strategic framework that results in ad hoc content production, limited team capacity in producing substantive policy-based content, the competitive political dynamics after the 2024 Election, and changes in Instagram's algorithm that prioritize entertainment content. All of these must be managed proactively through flexible strategic adaptation in line with Roth's (2008) principles in order to maintain the party's image and electability in the long term.

Keywords: Political Strategy, Political Party Image, 2024 Election