

**ANALISIS POLITICAL BRANDING PASCA PEMILU 2024 : STUDI
PADA ANDIKA WISNUADJI PUTRA SOEBROTO DALAM
MEMPERTAHAKAN LEGITIMASI POLITIK MELALUI MEDIA
SOSIAL INSTAGRAM @SAHABATAWP**

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ABSTRAK

Penelitian ini bertujuan menganalisis political branding Andika Wisnuadji Putra Soebroto dalam mempertahankan legitimasi politik pasca Pemilu 2024 melalui media sosial Instagram @sahabatawp. Penelitian ini menggunakan pendekatan kualitatif dengan analisis konten Instagram sebagai data utama, yang didukung oleh hasil kategorisasi menggunakan RapidMiner serta analisis sentimen dan wordcloud terhadap interaksi publik. Data dianalisis menggunakan konsep political branding Lees-Marshment (2009) dan teori legitimasi Max Weber (1978). Hasil penelitian menunjukkan bahwa political branding yang dilakukan didominasi oleh aspek political product berupa aktivitas legislatif, fungsi pengawasan, dan peninjauan lapangan yang dikomunikasikan secara konsisten melalui Instagram. Political branding tersebut berkontribusi dalam mempertahankan legitimasi politik, terutama legitimasi rasional-legal yang menjadi bentuk paling dominan, serta diperkuat oleh legitimasi karismatik melalui penerimaan positif masyarakat. Penelitian ini menunjukkan bahwa media sosial tidak hanya berfungsi sebagai sarana komunikasi politik, tetapi juga sebagai instrumen untuk mempertahankan legitimasi politik pasca pemilu.

Kata Kunci : Political branding, Legitimasi Politik, Komunikasi Politik Digital.

**ANALYSIS OF POLITICAL BRANDING AFTER THE 2024 ELECTIONS:
A STUDY OF ANDIKA WISNUADJI PUTRA SOEBROTO’S EFFORTS
TO MAINTAIN POLITICAL LEGITIMACY THROUGH THE SOCIAL
MEDIA PLATFORM INSTAGRAM @SAHABATAWP**

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ABSTRACT

This study aims to analyze Andika Wisnuadji Putra Soebroto’s political branding in maintaining his political legitimacy following the 2024 general election through the Instagram account @sahabatawp. This study employs a qualitative approach, using Instagram content analysis as the primary data source, supported by categorization results generated using RapidMiner, as well as sentiment analysis and word clouds of public interactions. The data were analyzed using Lees-Marshment’s (2009) concept of political branding and Max Weber’s (1978) theory of legitimacy. The results indicate that the political branding employed was dominated by the “political product” aspect—specifically legislative activities, oversight functions, and field visits—which were consistently communicated via Instagram. This political branding contributes to maintaining political legitimacy—particularly rational-legal legitimacy, which is the most dominant form—and is reinforced by charismatic legitimacy through positive public reception. This study demonstrates that social media functions not only as a means of political communication but also as an instrument for maintaining political legitimacy in the post-election period.

Keywords: Political Branding, Political Legitimacy, Digital Political Communication.