

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penggunaan tagline “*Gemoy*” sebagai strategi branding politik Prabowo Subianto pada Pemilihan Presiden 2024. Fenomena “*Gemoy*” menjadi menarik untuk diteliti karena muncul dan berkembang di tengah dinamika komunikasi politik digital, khususnya melalui media sosial, lalu diadopsi sebagai bagian dari strategi kampanye politik. Tagline ini dipahami bukan hanya sebagai slogan kampanye, melainkan sebagai simbol politik yang digunakan untuk membentuk citra baru Prabowo Subianto agar lebih humanis, santai, ramah, dan dekat dengan pemilih muda. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, studi pustaka, dan studi dokumentasi. Informan dalam penelitian ini terdiri atas tim sukses, pengamat politik, dan pengamat komunikasi politik yang memiliki pengetahuan mengenai fenomena branding politik Prabowo Subianto pada Pilpres 2024. Data yang diperoleh kemudian dianalisis melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa tagline “*Gemoy*” pada awalnya berkembang dari respons masyarakat di media sosial terhadap gestur, ekspresi, dan penampilan Prabowo Subianto, kemudian dimanfaatkan secara strategis oleh tim kampanye sebagai instrumen branding politik. Penelitian ini menyimpulkan bahwa tagline “*Gemoy*” merupakan bagian dari strategi branding politik yang mencerminkan perubahan pola komunikasi politik di Indonesia pada era digital. Temuan ini menunjukkan bahwa komunikasi politik kontemporer semakin menekankan penggunaan simbol, kedekatan emosional, dan adaptasi terhadap karakter media digital dalam kontestasi elektoral.

Kata Kunci: Branding politik, Komunikasi politik, *Gemoy*, Media sosial, Pilpres 2024

ABSTRACT

This study aims to analyze the use of the "*Gemoy*" tagline as a political branding strategy for Prabowo Subianto during the 2024 Presidential Election. The "*Gemoy*" phenomenon is a compelling subject of study because it emerged and evolved amidst the dynamics of digital political communication—particularly on social media—before being adopted as part of a political campaign strategy. This tagline is understood not merely as a campaign slogan but as a political symbol used to craft a new image for Prabowo Subianto: one that is more personable, relaxed, friendly, and relatable to young voters. The study employs a descriptive qualitative approach, with data collected through interviews, literature reviews, and document analysis. Informants included campaign team members, political analysts, and political communication experts knowledgeable about the "*Gemoy*" political branding phenomenon in the 2024 election. The data were analyzed through the stages of data reduction, data presentation, and conclusion drawing. The results indicate that the "*Gemoy*" tagline originated from public reactions on social media to Prabowo Subianto's gestures, expressions, and appearance; it was subsequently leveraged strategically by the campaign team as a political branding tool. The tagline served to reposition Prabowo's image—shifting it from a figure previously associated with sternness and a military background to one who is more approachable, communicative, and relevant to popular culture. The study concludes that the "*Gemoy*" tagline was an integral part of a political branding strategy reflecting the evolving patterns of political communication in Indonesia's digital era. These findings demonstrate that contemporary political communication increasingly emphasizes the use of symbols, emotional connection, and adaptation to the nature of digital media within electoral contests.

Keywords: Political branding, Political communication, *Gemoy*, Social media, 2024 Presidential Election