

Strategi *Political Branding* Fahira Idris Berbasis Advokasi Isu Perempuan dalam Membangun Dukungan Elektoral Pemilu Legislatif Tahun 2024

Syifa Putri Delia Bahri

ABSTRAK

Perkembangan *political branding* di era digital menuntut calon legislatif untuk mengembangkan strategi diferensiasi yang kompetitif. Penelitian ini dilatarbelakangi oleh fenomena meningkatnya peran advokasi isu sosial sebagai basis *political branding*, namun masih terbatas pemahaman akademik tentang bagaimana caleg memanfaatkan isu perempuan sebagai strategi positioning dan penghubung emosional dengan pemilih. *Research gap* ini menjadi urgensi untuk menggali lebih mendalam strategi *political branding* Fahira Idris yang mengintegrasikan advokasi isu perempuan dalam membangun dukungan elektoral pada Pemilu Legislatif 2024. Penelitian ini bertujuan menganalisis strategi *political branding* Fahira Idris melalui tiga indikator *party brand* (identitas partai), *party brand* (identitas pribadi sebagai caleg), dan *policy brand* (*positioning* kebijakan berbasis isu perempuan). Metode penelitian menggunakan pendekatan kualitatif deskriptif dengan pengumpulan data melalui wawancara mendalam terhadap 4 informan kunci (tim kampanye, pemilih), observasi aktivitas kampanye, dan analisis dokumen kampanye. Data dianalisis menggunakan analisis kualitatif. Hasil penelitian menunjukkan bahwa Fahira Idris mengonstruksi *political branding* melalui narasi pemimpin perempuan untuk perubahan sosial yang terintegrasi dalam ketiga dimensi *brand*. Strategi ini terbukti efektif dalam membangun *emotional connection* dengan basis pemilih perempuan dan kelompok progresif. Kontribusi ilmiah penelitian ini adalah menyediakan model analitis *political branding* berbasis isu sosial dalam konteks pemilu Indonesia yang mengkombinasikan perspektif *party politics*, *personal branding*, dan *policy advocacy*.

Kata Kunci: *Political Branding*, Strategi Kampanye, Advokasi Isu Perempuan, Dukungan Elektoral, Pemilu Legislatif 2024

***Fahira Idris's Political Image-Building Strategy Based on Advocacy for
Women's Issues in Building Voter Support for the 2024 Legislative Elections***

Syifa Putri Delia Bahri

ABSTRACT

The evolution of political branding in the digital age requires legislative candidates to develop competitive differentiation strategies. This study is motivated by the phenomenon of the growing role of social issue advocacy as the basis for political branding; however, academic understanding of how legislative candidates utilize women's issues as a positioning strategy and an emotional connection with voters remains limited. This research gap underscores the urgency of conducting a more in-depth exploration of Fahira Idris's political branding strategy, which integrates advocacy for women's issues to build electoral support for the 2024 Legislative Elections. This study aims to analyze Fahira Idris's political branding strategy through three indicators: party brand (party identity), party brand (personal identity as a candidate), and policy brand (policy positioning based on women's issues). The research method employs a descriptive qualitative approach, with data collected through in-depth interviews with four key informants (campaign team members and voters), observation of campaign activities, and analysis of campaign documents. The data were analyzed using qualitative analysis. The research findings show that Fahira Idris constructs her political branding through the narrative of a female leader for social change, which is integrated into all three dimensions of the brand. This strategy has proven effective in building an emotional connection with her female voter base and progressive groups. The scientific contribution of this study is to provide an analytical model of political branding based on social issues in the context of Indonesian elections, combining the perspectives of party politics, personal branding, and policy advocacy.

Keywords: Political Branding, Campaign Strategy, Women's Issues Advocacy, Electoral Support, 2024 Legislative Elections