

Analyzing the political rebranding of Khofifah Indar Parawansa during the 2018 regional head elections using content analysis in online media  
= Menganalisa proses rebranding politik Khofifah Indar Parawansa selama pemilihan kepala daerah 2018 menggunakan analisis konten di media online

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## Abstrak

<b>ABSTRAK</b><br>

Branding telah diupayakan sebagai strategi yang disengaja oleh politisi untuk menangkap citra positif, lebih khusus selama periode pemilihan. Sebagai pemain lama di kancah politik di Indonesia, Khofifah Indah Parawansa bergabung dengan pemilihan Gubernur Jawa Timur 2018 atau Pilgub Jatim untuk ketiga kalinya selama kariernya. Namun, setengah dari kampanye politik Khofifah-Emil telah menerima peningkatan sorotan media selama periode ini saat dia memasuki perlombaan setelah mengumumkan pengunduran dirinya yang tiba-tiba sebagai Menteri Sosial setengah jalan melalui masa jabatan. Terjadinya membuka peluang untuk memeriksa apakah Khofifah's political brand is impacted by the transitional shift in the political role. Makalah penelitian ini bermaksud untuk menjawab pertanyaan penelitian berikut: Apakah kampanye Khofifah berhasil melakukan rebranding politik? dengan melakukan analisis konten kuantitatif berita online dalam dua jangka waktu yang berbeda

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<b>ABSTRACT</b><br>

Branding has been pursued as a deliberate strategy by politicians in order to catch positive images, more specifically during an election period. Khofifah Indah Parawansa, a long-running player in the political scene in Indonesia, joins the 2018 elections of East Java Governor or Pilgub Jatim for the third time during her career. However, the other half of political campaign Khofifah-Emil has received an increase in media spotlight during this period as she entered the race after announcing her sudden resignation as the Minister of Social Affairs half-way through the office term. The occurrence opens up an opportunity to examine whether Khofifah's political brand is impacted by the transitional shift in the political role. This research paper intends to answer the following research question: Did Khofifah's campaign succeed to deliver the political rebranding? by conducting quantitative content analysis of online news in two different timeframes .