

Multimodalitas Political Storytelling dalam Media Sosial Instagram @Ganjar_Pranowo = Multimodality Political Storytelling in Instagram Social Media @Ganjar_Pranowo

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Abstrak

Penggunaan konsep storytelling menjadi semakin meningkat seiring dengan pertumbuhan penggunaan media sosial. Penelitian ini memiliki tujuan yaitu untuk mendeskripsikan program konten storytelling Instagram Ganjar Pranowo menggunakan fitur reels dalam perspektif pengguna aktif Instagram sebagai upaya persuasi publik dan menjelaskan bentuk storytelling pemimpin jawa tengah di fitur reels instagram. Penelitian ini dilakukan atas dasar hadirnya rivalitas calon kandidat presiden antar Ganjar Pranowo dan Puan Maharani yang terjadi di tahun 2021-2022, selalu menghiasi pemberitaan media secara nasional. Tesis ini menggunakan pendekatan kualitatif dengan metode analisis multimodalitas. Penelitian ini menemukan bahwa Ganjar Pranowo menggunakan media sosial Instagram untuk menarik dukungan kalangan muda dan menggunakan elemen storytelling diantaranya plot, struktur cerita, soundtrack, hero, dan emosi, dalam upaya mempersuasi publik di Instagram. Dalam kasus ini juga ditemukan bahwa aktivitas storytelling Ganjar menarik karena membagikan konten bersifat cinta keluarga, cinta wong cilik, dan cinta toleransi. Sehingga dapat diterima oleh semua kalangan masyarakat, membuat namanya semakin populer di media sosial instagram.

.....The use of the storytelling concept is increasing along with the growth in the use of social media. This study has a purpose, namely to describe Ganjar Pranowo's Instagram storytelling content program using the reels feature from the perspective of active Instagram users as an effort to persuade the public and explain the form of storytelling of Central Java leaders in the Instagram reels feature. This research was conducted based on the presence of rivalry between the presidential candidates Ganjar Pranowo and Puan Maharani that occurred in 2021-2022, always adorning the national media coverage. This thesis uses a qualitative approach with a multimodality analysis method. This study found that Ganjar Pranowo uses Instagram social media to attract support from young people and uses storytelling elements including plot, story structure, soundtrack, hero, and emotion, to persuade the public on Instagram. In this case, it was also found that Ganjar's storytelling activity was interesting because he shared content that was family love, love for the poor, and love for tolerance. So that it can be accepted by all circles of society, making his name increasingly popular on Instagram social media.