

Personal branding Prabowo Subianto pada pilpres 2024 = Prabowo Subianto's personal branding in the 2024 presidential election

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Abstrak

Penelitian ini bertujuan mengevaluasi strategi personal branding Prabowo Subianto dalam Pemilu Presiden 2024 dengan fokus pada preferensi pemilih muda. Menggunakan pendekatan kualitatif deskriptif, data dikumpulkan melalui wawancara mendalam dan analisis literatur. Sebagai alat analisis utama, digunakan kerangka "Six Stages of Evaluating Personal Political Brands" yang dikembangkan oleh Armannsdottir, Carnell, dan Pich (2020), yang merujuk Philbrick dan Cleveland (2015) dan kemudian disesuaikan dengan single-stakeholder evaluation, dengan target grup pemilih muda. Hasil penelitian menunjukkan bahwa personal branding Prabowo telah mengalami transformasi signifikan sejak tahun 2014 untuk menarik perhatian pemilih muda. Fenomena personal branding ini awalnya tumbuh secara organik melalui interaksi alami dan viralitas di media sosial, khususnya melalui fenomena gemoy. Fenomena tersebut kemudian diperkuat oleh TKN melalui strategi yang terintegrasi. Strategi ini mencakup penggunaan media sosial seperti TikTok dan Instagram, penekanan pada nilai-nilai nasionalisme dan kemandirian ekonomi, serta adopsi citra humanis dan relatable. Kampanye offline juga menjadi elemen penting, dengan pendekatan langsung yang memperkuat kedekatan emosional antara kandidat dan pemilih. Melalui strategi ini, Prabowo Subianto berhasil menjembatani perbedaan antara harapan pemilih muda akan perubahan dan prinsip keberlanjutan yang diusungnya. Penelitian ini menekankan pentingnya adaptasi strategi kampanye terhadap preferensi generasi muda, terutama dalam memanfaatkan teknologi digital dan pendekatan personal untuk membangun citra politik yang relevan.

.....This study aims to evaluate Prabowo Subianto's personal branding strategy in the 2024 Presidential Election, focusing on the preferences of young voters. Using a descriptive qualitative approach, data were collected through in-depth interviews and literature analysis. The main analytical tool used is the "Six Stages of Evaluating Personal Political Brands" framework developed by Armannsdottir, Carnell, and Pich (2020), which refers to Philbrick and Cleveland (2015) and is then adapted to a single-stakeholder evaluation, targeting young voters. The results show that Prabowo's personal branding has undergone significant transformation since 2014 to capture the attention of young voters. This personal branding phenomenon initially grew organically through natural interactions and virality on social media, particularly through the gemoy phenomenon. It was later reinforced by the TKN (National Campaign Team) through an integrated strategy. This strategy includes the use of social media platforms like TikTok and Instagram, emphasizing nationalism and economic independence values, and adopting a humanized and relatable image through the gemoy phenomenon. Offline campaigns also play a key role, with direct approaches that strengthen the emotional connection between the candidate and voters. Through an integrated strategy, Prabowo Subianto successfully bridges the gap between young voters' expectations for change and the principles of sustainability he advocates. This study highlights the importance of adapting campaign strategies to the preferences of the younger generation, particularly in leveraging digital technology and personal approaches to build a relevant political image.