

POLITICAL ANALYSIS OF PRABOWO SUBIANTO'S BRANDING THROUGH INSTAGRAM SOCIAL MEDIA @PRABOWO: CASE STUDY OF THE 2024 ELECTION CAMPAIGN

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Abstract. This journal will analyze Prabowo Subianto's political branding strategy during the 2024 election campaign period through Instagram social media. This research review through descriptive qualitative research method explores how the Prabowo Subianto campaign's social media team managed to package interesting content on Instagram as an effort to form a positive political branding or image for Prabowo Subianto. This research review through descriptive qualitative research method explores how the Prabowo Subianto campaign's social media team managed to package interesting content on Instagram as an effort to form a positive political branding or image for Prabowo Subianto. The target of the campaign team, especially the social media team, is young voters or Generation Z, which are the first voters in the 2024 elections, so campaign content must be interesting and innovative. The research shows that Prabowo Subianto's success in winning the 2024 election was achieved through digital campaigns on social media, especially Instagram. The use of the term "gemoy" was naturally born from netizens, not from Prabowo Subianto's campaign team. Humanistic interactions have attracted positive sentiment, even though @prabowo's Instagram has the fewest posts compared to his competitors. The uniqueness of Instagram posts has successfully shaped branding through relatable visuals and narratives that make Prabowo Subianto stand out through the unique popularity of the nickname "gemoy". The research shows that the public debate also influenced the increase in Prabowo Subianto's followers on Instagram due to his positive performance in the debate. This research underlines that social media as an effective tool for modern political campaigns and consistent branding that creates emotional closeness with voters can increase voter trust. This is in line with the theory used in this research, namely the theory of political branding by Bruce Newman, specifically discussing four aspects of success in shaping the political branding of a candidate or political party.

Keywords: election; political branding; communication; digital campaign; social media

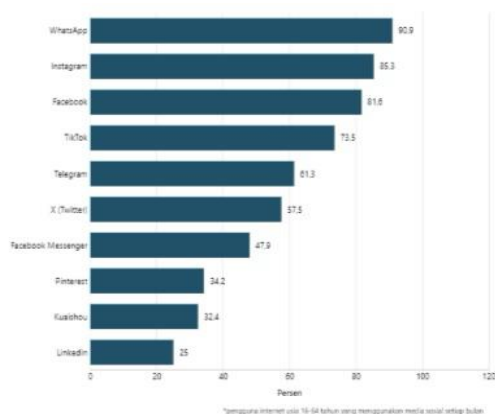
I. INTRODUCTION

Instagram helped Prabowo Subianto to form a political branding along with his success team who utilized Instagram social media for campaigning because it was more effective in spreading the message. Digital campaigning is a way in the contemporary political era to introduce presidential and vice presidential candidates more easily and quickly regarding their vision and mission during the campaign period. According to (Kumoro, 2023) [1] emphasized that Prabowo Subianto is popular among Generation Z due to his performance on social media which is often familiar with Generation Z. Even though Prabowo Subianto's branding was associated with the 1998 issue, Generation Z did not experience that year's events, did not care about the issue and tended to focus on improving employment or economic issues. After the third debate of the 2024 presidential election campaign, Prabowo Subianto's Instagram social media saw an increase in the number of followers. Prabowo Subianto's positive sentiment during the debate shaped his branding on social media, which affected his vote share during the general election. The presidential debate was aired on various social media as short video clips and even

modified to be more unique through the reels feature on Instagram. Prabowo Subianto responded to his opponent's debate tweets with his own characteristics, resulting in the phrase "Sorry ye", the song lyrics "Oke Gas", and the nickname "gemoy" for Prabowo Subianto. These sentences are familiar sentences that are formed naturally by netizens, especially Generation Z. Researchers are interested in using Instagram social media as the object of research because based on a website report (Databoks, 2024) [2] confirms that Instagram users in Indonesia until January 2024 penetrated 85.3% and this position is second after the WhatsApp application.

There was a photo upload of Prabowo Subianto on @prabowo's Instagram account on February 13, 2024, one day before the 2024 General Election. The upload showed Prabowo - Gibran wearing a blue plaid shirt with his signature smile and managed to get the highest number of likes during the campaign period, which was 4.4 million likes. In the upload, Prabowo Subianto received positive comments from his supporting netizens, and the comments even assured that Prabowo Subianto would be the winning candidate in the 2024 election. It can be seen based on Prabowo Subianto's uploads on Instagram feeds or reels that received likes and positive

comments, that Prabowo Subianto managed to form a unique personal branding that attracted voters attention because Prabowo Subianto's content on Instagram social media was distinctive and seemed humanist.



Sumber : www.databoks.katadata.com

Figure 1. Social Media User Data In Indonesia

This research follows the trend of the times by observing content on Instagram social media during digital campaigns. This research focuses on the political branding formed by Prabowo Subianto in his 2024 election campaign through Instagram social media. This research will analyze Instagram social media as a platform or tool involved in the digital campaign process. This research will also reveal netizens' views on the image that Prabowo Subianto formed on Instagram social media, such as interesting content on Instagram accounts consisting of presidential debate activities, campaigns, and other political participation activities in the Instagram feeds of the @prabowo account. There are several assumptions underlying this research. The first assumption is that Instagram social media is a widely used social media when viewed through global data, this can certainly be utilized by presidential candidates during campaigns as a forum to present themselves in an attractive image in order to get votes from netizens when the 2024 Election contestation takes place. Second, it can be assumed that Generation Z accesses Instagram social media regardless of time. Generation Z and also the Millennial Generation are the high hopes of each candidate to win themselves in the 2024 Election because many Generation Z are first voters.

II. RESEARCH METHODS

The first step taken by the author is to determine this type of research with a descriptive form through qualitative research methods. Based on Sugiyono's (2019) [3] explains that qualitative research is a research method that understands phenomena in social and cultural aspects. Research with qualitative methods focuses on the experiences and views of individuals or groups. This research uses data collection techniques such as in-depth interviews, documentation studies, and observation.

This research uses a technique that applies how to collect data through case studies related to the phenomenon to be studied. The data consisted of primary data and secondary data. When researching with primary data, the researcher collected data by conducting direct interviews with resource persons who were directly involved in Prabowo Subianto's campaign process and understood the technical campaign conducted by Prabowo Subianto on Instagram social media. Furthermore, researchers used the political branding theory by Bruce Newman which will be elaborated directly through four aspects, namely political brand identity, positioning and differentiation, consistency and trust, and emotion and connectedness (Newman, 2016) [4]. By conducting interviews, informants will collect accurate data and the results of the answers to these questions will be correlated in the theory of political branding by Bruce Newman which results in research findings. Research with qualitative methods to get answers from sources using structured, semistructured, and unstructured interview techniques (Sugiono (2015: 2), 2015) [5]. However, this research uses a structured interview technique that has prepared research questions from before the interview takes place.

III. RESULTS AND DISCUSSION

The campaign for the 2024 General Election was determined by the General Election Commission (KPU) of the Republic of Indonesia in the election campaign rules through the issuance of PKPU Number 15 of 2023 that the campaign period took place on November 28, 2023 - February 10, 2024 (Indonesia Good, 2023) [6]. The schedule is divided into November 28, 2023 - February 10, 2024 is a limited meeting, face-to-face, distributing campaign materials to the public, installing campaign equipment in public places, candidate debates, then campaigning on social media. The next campaign period is January 21 - February 10, namely public meeting campaigns, print mass media advertisements, and electronic mass media, then online media. Followed by February 11-13, 2024, which is a quiet period for campaigns so that no public campaigns can be carried out by candidate pairs. Simultaneous election voting will be held on February 14, 2024. Based on data before the campaign period took place, October 28, 2023. The number of followers of presidential candidate Ganjar Pranowo has the highest number of followers with 6.3 million. It is recorded that he is the most active in sending uploads on Instagram with 7,560 uploads. The second position is held by Prabowo Subianto, who has 6.2 million followers. Prabowo Subianto's number of uploads is the lowest when compared to other candidates, which is only 1,032 uploads. The last position is presidential candidate Anies Baswedan who only has 6 million followers, he is considered quite active in uploading photos on Instagram as many as 4,818 uploads (Tempo, 2023) [7] The following is data on the followers of presidential candidates at the beginning of the 2024 Election campaign period:

No Urut	Nama Akun Instagram	Jumlah Pengikut
1.	@aniesbaswedan	6 juta
2.	@prabowo	6,2 juta
3.	@ganjar_pranowo	6,3 juta

Sumber : www.tempo.com

Figure 2. Data on the Number of Followers of Presidential Candidates at the Beginning of the 2024 Election Campaign Period

The following data are presidential candidates participating in the 2024 Election who have official Instagram personal accounts. If reviewed based on the data that occurred before the campaign period, the Instagram followers of the three presidential candidates have a fairly large number and have a slight difference in the number of followers. The trend of using Instagram social media for digital campaigns is widely attracting public attention. This is because Instagram social media has complete features to facilitate campaigns such as reels, the use of hashtags and captions that can identify trends and can review campaign messages through the captions listed (Kurniawan, 2024) [8]. The ongoing campaign period had an impact on the increase in the number of followers on Prabowo Subianto's personal Instagram social media. The gains after the third debate of the 2024 Presidential Election apparently brought positive sentiments from the public regarding Prabowo Subianto's attitude, which did not get emotional in response to his debate opponents (Leong, 2024) [9]. Based on information from the article (Berita Satu, 2024) [10], there was a drastic increase in Prabowo Subianto's number of followers to 8.3 million on January 11, 2024, indicating that public empathy was high towards Prabowo Subianto in accordance with his humanist attitude, which successfully formed positive political branding during the third debate of the 2024 presidential election. Previous research that has relevance to this research was researched by Susetyawidianta & Geraldly (2024) [11] entitled "Political Branding Prabowo - Gibran in the 2024 Presidential Election: Analysis of Symbolic Interactionism on Social Media Instagram & Twitter" details the mechanism of image formation of the Prabowo - Gibran candidate pair with a symbolic interactionism approach. The research explains the basic principles of political branding that explain identity and self-concept to be accepted by the public. In essence, politician branding is formed from the perspective of the community with the subjective associated with the politician. According to Mitsikopoulou (2008) [12] explains that branding elements in the form of hairstyles and clothing also contribute to shaping politicians branding.

This research specifically analyzes the Instagram account @relawanpride and Twitter @Gibran_tweet, then produces main findings related to political branding packaged through symbols and distinctive identities of the Prabowo - Gibran candidate pair. This identity is the selection of light blue costumes, the use of the term "gemoy", the use of AI technology in photos, and Gibran's distinctive communication style in responding to political issues. This research produces unique findings, namely that Prabowo - Gibran is the oldest presidential candidate and the youngest vice presidential

candidate. Furthermore, this candidacy initially drew controversy because Gibran's age was too young and the campaign team had to think of a special strategy to win the controversy while building a positive image for the Prabowo - Gibran candidate pair. This research has an impact on providing an understanding of how modern political branding strategies using social media and the symbolic interactionism approach aim to build a political image amid the controversy of Prabowo - Gibran's candidacy. This research proves that social media is effective for political branding and interacting with voters. Based on the results of the three previous studies relevant to this research, there is an analysis that the contemporary political era utilizes social media for digital campaigns. This phenomenon has successfully influenced the political views of netizens towards political figures during the 2024 election campaign. Social media managed to increase Prabowo Subianto's popularity through branding the term "gemoy" and also through AI technology to package content on Instagram.

The results of the analysis on Instagram social media belonging to 3 candidate pairs competing in the 2024 Election contestation show the number of feeds uploaded on Instagram @prabowo since the beginning of the 2024 Election campaign period on November 28, 2023 - February 10, 2024 with a total of 155 uploads containing 144 photo feeds and feeds in the form of reels only 11 uploads. Then, when compared to the Instagram uploads of his political competitors, Anies Baswedan and Ganjar Pranowo, it is very far compared because the uploads of the two candidates are more than 150 uploads. You can see the number of Anies Baswedan uploads on the @aniesbaswedan account with a total of 390 uploads, namely feeds in the form of 85 photos and 305 reels. Furthermore, the number of uploads of candidate number 03, namely Ganjar Pranowo on Instagram @ganjar_pranowo, amounted to 329 uploads with a total feeds in the form of 182 photos and 147 reels.

This observation indicates that the number of Prabowo Subianto's posts on Instagram social media is the lowest among his political competitors in the 2024 elections. Prabowo Subianto's posts on @prabowo's Instagram social media focus on the aesthetics of images that have meaning and his distinctive political identity when compared to reels, which only amount to 11 posts as a complement to Instagram feeds. Meanwhile, the two opposing candidates have more than 300 posts on their personal Instagram social media accounts. However, despite the smallest number of posts by Prabowo Subianto, he managed to package a unique political branding through the "gemoy" language metaphor that was naturally born by netizens. This research proves the discovery of unique political branding by Prabowo Subianto through Instagram social media in the images he uploaded on his @prabowo account. The following is an image uploaded during the 2024 Election campaign period on Prabowo Subianto's personal Instagram social media:

The image proves that Prabowo Subianto is very popular through the term "gemoy" in the 2024 election contest. This is because the image formation carried out by Prabowo Subianto is consistent and positive according to the public. The context of this research is elaborated through the theory and framework

of political branding, which is the process of politicians or political parties forming and managing a public identity for them which aims to differentiate themselves from political competitors (Rizky, A. T. J., Harris, E. A., & Soekarno, Z.P, 2023) [13].



Figure 3. Visual Poster Image of the Term "Gemoy"

In essence, *political branding* is the formation of a consistent and positive image according to the public as an effort to increase public trust and loyalty. In-depth understanding explains that *political branding* is a concept that adopts *branding* principles through the business world and is implemented based on the political context (Newman, 2016) [14]. *Political branding* theory is the process of political candidates and political parties to manage their personal identities that reflect their characteristics in order to gain support from voters. *Political branding* theory adopts marketing and branding techniques based on the business sector that are useful for forming a consistent political image (Pich & Newman, 2020) [15].

The results of this research analysis focus on the *political branding* theory packaged by Bruce Newman, specifically:

1. Political Brand Identity: A consistently created political identity will naturally form a political brand or *branding* of political figures and political parties. This identity is formed through logos, messages, and slogans. This aims to differentiate the political figure who is more unique than their political competitors. During the 2024 election campaign, there was a transformation in the brand identity that Prabowo Subianto applied. This can be seen from the negative image of him in the previous election that was replaced through Prabowo's *branding* as a humanist and close to the community. This was a strategic step taken by Prabowo Subianto's social media campaign team to improve the image of Prabowo Subianto who was previously harsh and authoritarian. The political brand identity formed by Prabowo Subianto utilized social media, especially Instagram, which was the main *platform* to build his brand identity during the 2024 election campaign period.

In this case, the social media campaign team used an approach by following the latest trends aimed at attracting the attention of young voters. The results of the analysis of @prabowo's Instagram social media focused on the adorable side of Prabowo Subianto through his posts with a cat named Bobby and also when Prabowo Subianto danced, resulting in the term "gemoy" naturally. Thus, it can be said that Prabowo Subianto successfully formed a political *branding* that created the "gemoy" brand identity circulating in social media. Research has successfully shown that the success of Prabowo Subianto's political *branding* strategy was greatly influenced by the strengthening of his personal political brand through Prabowo Subianto's self-image to attract more of his voters and improve public perception of him ahead of the 2024 elections (Safina, 2024) [16].

The following is a visualization image of Prabowo Subianto with his cat Bobby Kertanegara which successfully created a political brand identity through the *branding* term "gemoy":



Figure 4. Visual Images of Prabowo Subianto & Bobby Kertanegara

2. Positioning & Differentiation: *Political branding* theory focuses on how political candidates and political parties can position themselves in different ways. Positions are formed through communication styles, policies, and political values which will create differentiation or a striking difference from the political figure. There is a differentiation of Prabowo Subianto from other political competitors during the 2024 General Election campaign period, namely Prabowo Subianto emphasized a *personal* and *relatable* approach such as using light blue during the campaign period because of the color blue. According to (Susanto, 2023) [17] assessed that the light blue color has the meaning of reliability, discretion, imagination, and also the desire to approach young voters which can bridge the age difference between Prabowo Subianto and his deputy Gibran Rakabuming (CNN, 2023) [18]. Furthermore, the positioning analysis explains that Prabowo Subianto has tried to position himself as an experienced presidential candidate through his military background, which is considered by the general public as a trustworthy image regarding security and stability. However, there were challenges related to the strong image attached to

Prabowo Subianto that seemed arrogant. Prabowo Subianto rebranded by emphasizing his humanistic side and his connection with the community. Seen in @prabowo's Instagram posts, the visuals can position Prabowo Subianto's new branding through his "gemoy" side in the eyes of the public.

The following is a visualization image on Prabowo Subianto's personal Instagram @prabowo which shows his unique positioning and differentiation during the grand concert at Gelora Bung Karno:



Figure 5. "Gemoy" Poster Image

3. Consistency & Trust: Political campaign strategies must be consistent through messages and personal images displayed by political figures as an effort to build public trust. The existence of political messages delivered consistently by political figures will be useful for strengthening political identity and ensuring voters to recognize political candidates and political parties. In this case, consistency means when Prabowo Subianto consistently conveys political messages during the 2024 election campaign period. On the @prabowo Instagram account, there are posts as a form of Prabowo Subianto's branding that emphasize his commitment to national issues, security, economic stability, and also social welfare. Furthermore, in terms of trust, as the main key in the political branding element of money, Prabowo Subianto tried to show a track record in the military or political world. He packaged himself through content on Instagram social media with funny and adorable branding to make it seem less rigid and embrace Generation Z, especially first-time voters. According to (Newman, 2016) [19] the context of political branding theory has elements related to consistency and trust, specifically:

- a) *Brand Integrity*: Political brand integrity will be consistent if the messages conveyed are in line with the values promoted by Prabowo Subianto.
- b) *Trustworthiness*: It can be said to be successful when Prabowo Subianto succeeded in shaping his image as a trusted figure through real actions and his direct involvement with the community. This can be seen in Prabowo Subianto's posts when he visited various cities

during the 2024 election campaign period, which showed his closeness and sympathy with the people of the cities.

c) *Emotional Connection*: This happened when Prabowo Subianto managed to create an emotional connection with his voters as an effort to increase trust and loyalty to his political brand. It can be seen when Prabowo Subianto has the term "gemoy" which has occurred naturally through political content on Instagram social media which gave birth to the term "gemoy" and was sourced from netizens without being made up by the social media campaign team.

By maintaining consistency and building trust, Prabowo Subianto creates an image that the public can trust and increases the chances of winning votes in the 2024 elections. In this regard, Prabowo Subianto's social media team tries to package social media content that is not boring and consistent content so that followers on Instagram @prabowo are increasingly interested in getting to know more about the presidential candidate they support.

The following is an example of an image on Prabowo Subianto's Instagram social media that shows the trust of his supporters during the 2024 election campaign period:



Figure 6. Picture of Team 02's Grand Campaign

4. Emotion & Connectedness: Political figures who have succeeded in being consistent and gaining public trust, the next stage will create an emotional connection with their voters. Personal image through political branding formed by political candidates as an effort to form a strong connection with their voters. Emotion and connectedness are mutually sustainable contexts in the 2024 Election campaign process, especially in digital campaigns. This is because the uploaded content showed direct interaction with citizens through this approach aimed at creating a deep sense of connection between Prabowo Subianto and his voters. This connectedness was seen during the grand concert at Gelora Bung Karno Main Stadium on February 10, 2024 where many people carried posters with the words "gemoy". According to (Newman & Verčič, 2016) [20] there are elements in political branding theory that are relevant to the aspects of emotion and connectedness, specifically:

- a) *Emotional Connection*: It happened when Prabowo Subianto managed to build an emotional connection

through the narrative he delivered and touched on his personal experiences. He delivered a narrative and managed to form an emotional connection with his voters. We can see this during the Presidential candidate debates, which made Prabowo Subianto closer to the public because of his calm and non-arrogant demeanor during the debates.

- b) *Brand Loyalty*: Loyalty forms an emotional connection which can increase Prabowo Subianto's political brand during the 2024 election contestation. When loyalty occurs continuously, it will attract more voters to continue supporting Prabowo Subianto.
- c) *Authenticity*: This can happen when Prabowo Subianto manages to present himself authentically and honestly in public. When it is successful, the trust and connection with voters will be maintained. This can be seen when Prabowo Subianto's authentic *self-branding* on social media Instagram through visuals on @prabowo's Instagram feeds.

The following are images on @prabowo's Instagram feeds that show the success of emotions and connectedness from the aspect of political branding theory, the connectedness in question is the closeness between Prabowo Subianto and his voters, especially Generation Z:



Figure 7. Images of Emotional Closeness with Generation Z

The *political branding* theory based on the four aspects above is said to be relevant to the title of this research because there is a relationship between the *political branding* carried out by Prabowo Subianto on Instagram social media has unique characteristics and can form a positive image for Prabowo Subianto in the 2024 election campaign. This can be said to be successful when the "gemoy" branding is included in many photos on Prabowo Subianto's Instagram feeds. In addition, *political branding* theory is useful for political candidates. Through *political branding* theory, it can motivate voters to get involved in elections and minimize abstention. Furthermore, *political branding* is useful as a strong foundation for researchers to understand the effects of forming a positive image of political candidates when forming *political branding*, especially on social media, namely the Instagram platform,

which is currently widely used by various groups, especially Generation Z as the main target in the 2024 Election campaign.

Analysis through political branding theory helped researchers to identify, assess the political direction taken by Prabowo Subianto in the 2024 Election campaign, and analyze the success of political branding in Instagram social media that created a unique phenomenon for the 2024 Election in Indonesia through interesting content on @prabowo's Instagram account, especially the success of "gemoy" branding to further increase Prabowo Subianto's popularity during the 2024 Election campaign period. By linking the four aspects of political branding theory in the case study of the 2024 election campaign period, there was an in-depth analysis through observations on Instagram social media regarding the nickname "gemoy" that circulated rapidly during the campaign period. According to the national campaign team (Tanzil, 2023) [21], Prabowo's nickname "gemoy" was originally an affectionate nickname from his supporters as a form of support and was not intentionally created by the success team as a campaign strategy.

Especially for the younger generation, the figure of Prabowo Subianto comes to the public with a different image that is natural, and not made up. The term "gemoy" is a relaxed and popular term for Generation Z because they tend to be bored with leaders who pretend and act too much without any humor in front of the public. A non-rigid term like "gemoy" is a phase to convince voters in the contemporary political era that politics does not always have to show rigid and fierce branding. According to the national campaign team (Tanzil, 2023), Prabowo Subianto likes humor and likes to dance, but his military branding is very strong and he is not a social media or content creator.

Prabowo Subianto was naturally able to present his branding to the public during the campaign and was considered more relaxed and humanistic through his closeness to young people as first voters. Although the "gemoy" nickname quickly increased Prabowo Subianto's popularity, Prabowo's social media campaign team (Gandhi, 2024) emphasized that the vision and mission program was the main focus to win Prabowo Subianto in the 2024 elections. The programs are Prabowo Subianto's free lunch at elementary schools, the Pesantren Endowment Fund, and the free milk drinking movement (BBC News, 2024) [22]. According to (Tanzil, 2023) the nickname "gemoy" for Prabowo Subianto is a bonus for the success team because the success team can create interesting content through the help of AI technology to adopt the visuals of Prabowo Subianto with the "gemoy" branding attached to him during the campaign period.

The indicator of success conducted by Prabowo Subianto's social media campaign team was reviewed through the effectiveness of content distribution on Instagram @prabowo. According to (Gandhi, 2024) [23] Prabowo Subianto's way to attract the attention of young people is more focused when there is more humorous and humanist content. It can be seen when building humanist branding with the action when he did not cross the red carpet during the event. Instead, he walked next to the red carpet during the G20 Summit. This indicates a humanist spirit and respect for the head of state,

President Joko Widodo. This incident was an opportunity for the social media team to package content on @prabowo's Instagram platform. Prabowo Subianto's social media team during the 2024 Election campaign carried out strategies to handle negative issues related to branding or the spread of hoaxes during the 2024 Election through various ways to defuse the heated situation during the Election. These strategies were carried out by the campaign team analyzing the problem, investigating the case in depth by tracking social media accounts that spread hoax content about Prabowo Subianto (Gandhi, 2024). In addition, there was an Instagram account @tumgrd, which during the 2024 General Election campaign uploaded clarifications of various contents on social media that were considered inappropriate because they did not have proven validity. The account has proven successful in defusing conflicts through clarifications uploaded through visuals and easily understood by *netizens* on Instagram social media.

The following is an image of the @tumgrd Instagram account which during the 2024 Election campaign period as a bridge to clarify the spread of hoaxes on social media regarding the figure of Prabowo Subianto:



Figure 8. Pictures Account @tumgrd

The political branding strategy carried out by Prabowo Subianto on Instagram social media is considered very interesting, especially since Prabowo Subianto does not have a personal account on TikTok. It is considered that Instagram is an appropriate and complete platform because various features can be modified by its users. Instagram social media is said to be the most effective for campaigning through attractive visuals shared by the 2024 Election campaign social media team (Ali, 2024) [24]. The next strategy carried out by the 2024 Election campaign team is through an approach to influencers, one of which is @nitavior as the brand ambassador of @onicesports, where many Generation Z like mobile legend games.

This approach is one of the strategies by Prabowo Subianto's campaign team, especially since the influencer often mentions the term "gemoy" on social media, which is considered to be quite helpful in increasing Prabowo Subianto's popularity through the term "gemoy" that the influencer often raises in content on social media. This popularity is in line with contemporary politics where there must be novelty in political activities to avoid monotony and leave the old ways of conservative politics behind. A boring campaign will quickly

bore the public. The analysis of the social media campaign team is that the content on Instagram social media published on the @prabowo account in order to increase his engagement does not have a special time to upload feeds. The social media team sees a growing trend and packages the trend to be interesting to upload on Instagram and focuses on images rather than short snippets or known as reels (Syaputra, 2024) [25].

IV. CONCLUSIONS

The result of this analysis is the conclusion that the political branding strategy carried out by Prabowo Subianto in the context of digital campaigning through Instagram social media. The qualitative approach in this study resulted in the finding that Prabowo Subianto successfully used the Instagram social media platform as an effort to build a positive and attractive image, especially to attract the attention of Generation Z as first voters. A humanist approach was adopted by Prabowo Subianto to brand himself during the 2024 election campaign period. The use of the familiar term "gemoy" has proven that Prabowo Subianto managed to change the previously negative public perception into a favorable one because the term "gemoy" broke the tense atmosphere during the campaign period. It can be said that the branding of political figures greatly influences election results. This research has illustrated how when using the right communication strategy, it will create an emotional connection between candidates and their people or voters in the context of elections. Content on Instagram social media that is relevant and touches the hearts of the people makes Prabowo Subianto connect with the public and increases public loyalty and trust in him. In the contemporary political era, the ability to directly interact between political candidates and potential voters through social media is crucial. The analysis related to Prabowo Subianto's branding method on Instagram social media was adopted by Prabowo Subianto's social media team during the campaign period. As an effort to prioritize values that are in line with what voters expect, Prabowo Subianto succeeded in creating a different and stronger identity compared to his competitors during the 2024 election campaign period. In the context of political branding, there must be an alignment of public image and real actions taken by political candidates. This research succeeded in providing insights for readers on how the social phenomenon of Instagram social media is utilized as a strategic tool for digital political campaigns. The dynamics of social media platforms, especially Instagram, Prabowo Subianto's campaign team has succeeded in creating content that is not boring, interesting, and relevant to the circumstances in the contemporary political era where everything prioritizes creativity in disseminating content on social media. Prabowo Subianto's campaign team successfully packaged Prabowo Subianto's branding on social media and not only increased his popularity, but also encouraged voter participation, especially among young voters. Thus, it can be underlined the importance of innovation used in the campaign strategy process to support a candidate's victory in the digital era like today. Based on the results of interviews with Prabowo Subianto's campaign team

in the 2024 Election, it has been concluded that the social media team managed to package the content uploaded on @prabowo's Instagram simply but still attracted the attention of netizens, especially the popularity of "gemoy" which became a nickname by netizens to Prabowo Subianto. With the least number of feeds uploaded during the campaign period between the two competing candidates. Prabowo Subianto managed to increase the number of his followers on Instagram in a short period of time during the campaign period, especially after the term "gemoy" and the term "Oke Gas" that was uttered in a song during the 2024 Presidential Election debate succeeded in shaping Prabowo Subianto's new branding to be humorous and humanist (Syaputra, 2024).

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