

**ANIS BASWESDAN'S PERSONAL BRANDING AND POLITICAL
COMMUNICATION STRATEGY ON SOCIAL MEDIA**



FINAL THESIS

**Submitted to Fulfill the Requirements for Obtaining a bachelor's degree in
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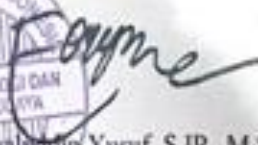
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MOTTO AND PRESENTATION PAGE

MOTTO

" Do not be sad, indeed God is with us."
(QS At-Taubah: 40)

“Never give up”

PRESENTATION

Offering

Both my parents

Mr. Herman and Mrs. Tuti Wisriyani, who have always provided prayers, material support, motivation, and endless love and affection.

As well as

My closest family, friends, and all those who have prayed for me and provided support, enabling me to complete this paper successfully.

Once again, I sincerely thank you all.

FOREWORD

Assalamu'alaikum Warahmatullahi Wabarakatuh

We give thanks to Allah S.W.T. for His grace and guidance, as it is through His blessings that the author has been able to compose and complete the thesis entitled "Anies Baswedan's Personal Branding and Political Communication Strategy on Social Media.". This thesis was prepared as part of the implementation of the knowledge gained during the course of the program and as a requirement to obtain a Bachelor of Communication Science degree from the Communication Science Study Program, Faculty of Psychology and Social and Cultural Sciences at the Islamic University of Indonesia.

During the preparation of this thesis, the author received significant support, direction, and guidance from various parties. Therefore, with all humility, the author would like to express heartfelt thanks to the following individuals:

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The author acknowledges that this thesis still contains many shortcomings and errors and is far from perfect. Therefore, the author welcomes constructive criticism and suggestions. It is hoped that this thesis will be understandable and useful for both the author and the readers.

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Yogyakarta, 14 October 2024

Author

Roby Bone Malano

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ABSTRAK

Malano, Bone Roby. 20321247 (2024). Strategi Personal Branding dan Komunikasi Politik Anies Baswedan di Media Sosial. (Skripsi Sarjana). Program Studi Ilmu Komunikasi, Fakultas Psikologi dan Ilmu Sosial Budaya, Universitas Islam Indonesia 2024.

Komunikasi politik merupakan suatu proses komunikasi yang melibatkan pesan-pesan politik dan aktor-aktor politik yang memuat kekuasaan, pemerintahan, dan aktivitas politik dalam bentuk suatu sistem politik. Komunikasi politik mempunyai beberapa model, salah satunya adalah politik Aristotelian yang mempunyai tiga bagian dasar komunikasi yaitu pembicara, pesan dan pendengar, namun model Aristotelian. Komunikasi politik di era sekarang begitu mudah dan sangat tepat sasaran karena menggunakan media sosial seperti Instagram dan TikTok, hal inilah yang dilakukan Anies Baswedan dalam menyampaikan pesan-pesan politiknya. Personal branding adalah cara seseorang menunjukkan nilai-nilai dan karakteristiknya yang tidak dimiliki orang lain. Bentuk personal branding ciri aktor politik seperti Kepemimpinan yang bertujuan tegas dalam menghadapi tantangan di masyarakat harus efektif karena dapat memperkuat reputasi Anda sebagai tokoh politik yang mampu memimpin dan memberikan solusi. Manajemen Krisi menyiapkan strategi untuk menghadapi situasi yang menantang persepsi masyarakat terhadap seorang tokoh politik. Pesan dan visi sebagai seorang tokoh politik harus mencerminkan nilai-nilai dan tujuan kebijakan, arah yang ingin dibawa oleh tokoh politik tersebut kepada masyarakat. Ciri-ciri inilah yang digunakan Anies Baswedan dalam membangun personal branding. Metode penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif Bogdan dan Taylor Moleong, dan studi literatur.

Kata kunci: *Komunikasi Politik, Personal Branding*

ABSTRACT

Malano, Bone Roby. 20321247 (2024). Anies Baswedan's Personal Branding and Political Communication Strategy on Social Media. (Bachelor's Thesis). Communication Science Study Program, Faculty of Psychology and Social and Cultural Sciences, Indonesian Islamic University 2024.

Political communication that involves the transmission of political messages and the participation of political actors within systems of power, governance, and political activity.. Among the various models of political communication is the Aristotelian model, which identifies three key components: the speaker, the message, and the listener. However, the Aristotelian model has limitations, particularly in addressing communication dynamics in digital era. In the current era, political communication has become more accessible and targeted, primarily due to the use of social media platforms such as Instagram and TikTok. This is evident in the way Anies Baswedan delivers his political messages. Personal branding refers to the way an individual presents their unique values and characteristics, distinguishing them from others. A key characteristic of personal branding for political actors is leadership, which entails the ability to remain firm when facing societal challenges. Effective leadership can strengthen a political figure's reputation, showing their capacity to lead and provide solutions. Crisis management involves preparing strategies to address situations that could challenge the public's perception of a political figure. The message and vision of a political figure should reflect their values and policy objectives, highlighting their intended societal impact. Anies Baswedan uses these characteristics to build his personal branding. This study employs descriptive research, following the framework outlined by Bogdan and Taylor, alongside a literature review.

Keywords: *Political Communication, Personal Branding, leadership, social media,*

CHAPTER I

INTRODUCTION

A. Background

Anies Baswedan served as the Governor of DKI Jakarta from 2017 to 2022. Anies has built a strong personal brand as a political figure during his tenure as governor. He enjoys widespread popularity due to his perceived honesty and transparency in carrying out his work programs. Anies has achieved several notable accomplishments for DKI Jakarta, including the Jakarta International E-Prix Circuit (JIEC), an electric car racing event in Formula E, which brought a positive reputation to Jakarta on the global stage. Another significant achievement is the Jakarta International Stadium (JIS), a FIFA-standard facility built on 22 hectares in North Jakarta. There are many more of Anies Baswedan's achievements that have contributed to Jakarta's development, benefiting its residents (Liputan6, 2023).

As Jakarta's governor, Anies effectively utilized social media, particularly Instagram, to highlight his government initiatives. Social media serves as an effective platform for political communication, enabling local and global audiences to access information about his projects in Jakarta. Unlike previous governors who worked on programs without highlighting them on social media, Anies ensured that his efforts were widely known to the public. Before Anies Baswedan's leadership, some critics alleged that previous governors only acted decisively against lower-income groups while avoiding challenges to the elite. A notable example of Anies's bold leadership was his decision to close the Alexis Hotel, a controversial establishment and frequent target of protests—a measure avoided by his predecessors (Kompas, 2023). Anies Baswedan has implemented numerous changes in Jakarta, which are observable both in-person and virtually through his social media.

Anies Baswedan's personal branding as a political actor who is favored by young people, especially in the Gen Z generation, Anies has a personal branding that is scholarly and academic because he is known as an academic because he has a bachelor's degree in economics from Gajah Mada University and continued his studies at the Kennedy School of Government, Harvard University, with a Masters in Public Administration. The academic background has shaped Anies Baswedan's image as a leader based on knowledge and deep thinking. A leader who prioritizes social justice has been seen when he became Governor of DKI Jakarta and has a humanist leadership style. When he became Governor of Jakarta Anies was a leader who cared about the environment and sustainable development and moderate Islam and tolerance was known as a moderate figure, carried a message of tolerance, and often showed his closeness to inclusive Islamic messages. Anies portrays himself as a figure who supports the unity of the nation and does not take sides with certain groups, he often uses the narrative of nationalism, therefore he is called a moderate and nationalistic image. When he was Governor, Minister of Education, 2024 Presidential Candidate Anies Baswedan had a controversial and courageous personal branding because he was brave in making big decisions and facing big challenges. Anies Baswedan is quite active on social media such as Instagram and Tiktok through these platforms he communicates directly with the public, expressing opinions and achievements that have been made. Anies Bawedan has a strong personal branding digital presence.

Social media is defined as online platforms facilitating social interaction on the internet (Gerung, 2021). Social enables users to access comprehensive information about individual lives and sharing personal stories on online platforms such as Instagram, TikTok, Facebook, and Twitter. On social media, users can also upload videos and photos, as well as comment on posts made by other users. According to a report by We Are Social and Hootsuite, social media has become the most widely used medium for digital interaction.

Social media is one of the most common methods for accessing the internet in Indonesia, especially among the Millennials and Gen Z generations (Stephanie and Yusuf, 2021).

According to Keitzman et al. (2011), social media operates through the honeycomb framework, which defines social media using seven functional building blocks: identity, conversations, sharing, presence, relationships, reputation, and groups. These functions help explain how social media platforms facilitate interaction and engagement among users. The seven building blocks are as follows:

1. Identity refers to how a user's identity is established on social media, including details such as name, age, gender, profession, location, and profile picture.
2. Conversations describe how users communicate with one another on social media, whether through messages, comments, or direct interaction.
3. Sharing involves the exchange, distribution, and reception of content such as text, images, and videos among users.
4. Presence refers to the ability of users to know whether others are online or available on social media, indicating their active status.
5. Relationships focus on how users are connected or related to others on social media, such as through following, friending, or connecting with people.
6. Reputation involves how users can identify the credibility or reputation of others and themselves on social media platforms, often through likes, comments, and followers.
7. Groups illustrate how users can form communities or sub-communities based on shared interests, backgrounds, or demographics, allowing for more targeted interaction and connection.

Kaplan and Haenlein (2010) classify social media into six distinct models, each enabling unique forms of user interaction and content creation. The six models are as follows:

1. Collaborative Projects: This type of social media allows content creators to reach an audience across the globe. Wikipedia, a widely recognized example, exemplifies this model.

Despite debates about the accuracy of the content, collaborative projects can help improve a company's reputation by involving users in content creation and knowledge sharing.

2. **Blogs and Microblogs:** These are platforms that allow users to write detailed posts about news, opinions, experiences, and daily activities, often in the form of text, images, videos, or a combination of these. Blogs and microblogs are important tools for sharing information and promoting products. Through these platforms, users can follow others' opinions or updates without needing direct interaction.

3. **Content Communities:** Content communities, such as YouTube and Instagram, facilitate the sharing of videos and photos. Companies leverage these platforms to share engaging content, enhance visibility, and cultivate a positive brand image.

4. **Relationship:** This model emphasizes users' capacity to form relationships or connections with other users. Social media allows individuals to build networks, whether personal or professional, and engage with others through various forms of interaction.

5. **Reputation:** Reputation in social media refers to how users can identify and evaluate the credibility of others, as well as their own. This includes features like reviews, ratings, follower counts, and endorsements that help build trust and credibility within a community.

6. These models highlight the different ways social media can facilitate communication, content sharing, and interaction, each serving a unique purpose in building relationships, reputation, and community engagement.

Online media has significantly increased voter and public participation in political activities. The widespread use of the internet has had a profound impact on how people engage with the political process. Both youth and the general public, from urban to rural areas in Indonesia, are actively involved in political activities. The internet has become an essential tool for political participation, allowing people to easily access and share information. By accelerating information sharing, online media has become indispensable in political engagement. According to Saud and Mashud (2020), the use of online media has become a

key component in both personal and political activities, playing a crucial role in engaging the public and influencing political processes in Indonesia.

Personal branding is the process by which an individual presents themselves to the public in order to showcase their values, skills, and characteristics that set them apart from others, helping them achieve their goals and establish professionalism. Peter Montoya (2002) explains several aspects of personal branding, including personality, skills, and values. In his book, Montoya outlines eight key concepts, known as *The Eight Laws of Personal Branding*, which are:

1. The Law of Specialization: Personal branding must be focused and demonstrate specific talents, strengths, or achievements. It is important to show clear areas of expertise.
2. The Law of Leadership: Building a strong personal brand requires demonstrating leadership qualities, such as authority and credibility, which will help others understand and trust their message.
3. The Law of Personality: A strong, positive personality is crucial for personal branding. Success lies not in striving to be the best, but in remaining authentic and true to oneself.
4. The Law of Distinctiveness: A person's uniqueness should serve as a distinguishing factor in their personal brand. This individuality will help them stand out and be memorable.
5. The Law of Visibility: Building personal branding takes time and effort. It's important to remain persistent, as visibility grows gradually. Overcoming challenges and remaining consistent is key to success.
6. The Law of Unity: Personal branding must align with an individual's personality, ensuring consistency in attitudes, values, and behaviors.

7. The Law of Perseverance: Personal branding is not a quick process. It requires persistence, the ability to adapt to changing trends, and continuous effort to maintain relevance.
8. The Law of Goodwill: For personal branding to be successful and sustainable, it must be well-received by others. Building goodwill is essential to maintaining positive relationships and achieving long-term success.

These eight laws emphasize the importance of consistency, authenticity, and dedication in building and maintaining a strong personal brand.

According to Arruda (2021), the function of personal branding is to increase credibility and influence. Effective personal branding helps individuals build a strong reputation, which is crucial for gaining trust and recognition in their field. People who manage their personal image strategically can establish themselves as experts in a particular area and influence how others perceive them. Additionally, personal branding makes it easier to access career opportunities. By developing and maintaining a strong personal brand, individuals can attract clients, business prospects, and colleagues who align with their skills and goals. In today's digital age, personal branding is essential for success both in the real world and online. When people search for information about someone on Google, they can easily view their track record, portfolio, and reputation. In fact, HR professionals often search for candidates online first (Prasetyo & Febriani, 2020).

Political communication is purposeful communication about politics that takes place in various forms, including media, speeches, and interpersonal exchanges. It involves not only the transmission of information but also the shaping of political realities and influencing public opinion (McNair, 2017). Political communication is a process that includes political messages and actors (such as those in power or government) within the context of political activities. One of the key models of political communication is Aristotelian politics, which consists of three essential elements: the speaker, the message, and the listener. However, this

model has limitations, as it does not account for non-verbal communication, which can also influence others. Despite this, Aristotle's model has inspired the development of more modern communication models. Muller (1973) defines political communication as focusing on outcomes with political implications. Mazzoleni (2010) argues that political communication operates within a complex system of actors, including politicians, journalists, and citizens, and is shaped by both institutional and technological factors.

In contemporary politics, personal branding has become increasingly important. Enli & Thumim (2012) suggest that politicians are now more engaged in building a strong personal image to distinguish themselves from competitors, with social media playing a significant role. Politicians use social media platforms to create personal brands that resonate with voters by focusing on personality, authenticity, and direct interaction. Ginous and Wagner (2014) found that politicians who effectively use social media to build their personal brands tend to have greater influence on voter mobilization. Politicians who can create genuine and compelling personal brands through social media are more likely to garner support, particularly among young, digitally active voters. Liebhart and Bernhardt (2017) further investigated how politicians use personal branding in digital political campaigns. They found that politicians use a combination of formal political messages and personal images on social media to capture the attention of voters, especially younger generations. Since personal branding increases public engagement and influences voter perceptions, it has become an integral component of political communication strategies.

In Indonesia, social media, particularly Instagram, has become an important part of the political narrative. Anies Baswedan, a prominent political figure, actively uses Instagram to interact with the public. Understanding the evolution of political communication in Indonesia requires examining how Anies used social media to build his personal brand. This study provides insight into how social media is reshaping voter engagement and political campaigns in the digital era. Most research on political communication and personal branding has been conducted in Western contexts. Indonesia, with its unique political culture and

diverse voting population, offers a different environment to explore how local politicians implement and adapt personal branding strategies. This study aims to enhance the understanding of how personal branding functions within the sociopolitical context of Indonesia, with a specific focus on Anies Baswedan's Instagram activity.

B. Research Question

1. How does Anies Baswedan effectively create personal branding and political communication as perceived by Indonesian citizens, according to his winning team?

C. Research purposes

Based on the background and problem formulation above, the research objectives can be stated as follows:

1. To explore how Anies Baswedan builds his personal branding on Instagram in delivering political communication.
2. To examine how Anies Baswedan conveys his personal branding and political communication on Instagram, a platform accessible to all groups.

D. Benefits of research

1. To provide information on how Anies Baswedan delivers political communication on Instagram.
2. To facilitate a better understanding of Anies Baswedan's personal branding on Instagram.
3. Instagram provides a platform to learn about the personal branding and political communication from various political figures, including Anies Baswedan.

E. Previous Study

- a. In Curiel and Naharro (2019) conducted a study titled Influencers: entitled "*Political Influencers: A Study of Donald Trump's Personal Brand on Twitter and Its Impact on the*

Media and Users”, which shares similarities with the current research, particularly regarding the personal branding strategy variable. The current research differs in its focus on additional variables beyond personal branding strategy. Curiel and Naharro (2019) focused on a single variable, personal branding, whereas the current research will address two variables: personal branding strategy and political communication. Additionally, there are differences in the research subjects. The study by Curiel and Naharro (2019) focused on Donald Trump, whereas the current research will focus on Anies Baswedan.

b. The study by Brems, Temmerman, Graham, and Broersma (2016), titled “*Personal Branding on Twitter: How Employed and Freelance Journalists Stage Themselves on Social Media*”, shares a similarity with the the current research in the personal branding strategy variable. The key difference is the inclusion of additional variables in the current research In the study by Brems et al. (2016), only one variable, personal branding, was used, while the research to be conducted will use two variables: personal branding strategy and political communication. Furthermore, there are differences in the research subjects. The study by Brems et al. (2016) focused on journalists and freelancers, whereas the current research will focus on Anies Baswedan.

c. The study by Setiawan, Muqsith, Avzalova, Sulhandan, and Mladenov (2021), titled. “*Political Communication Through New Media in Local Elections in Indonesia*”, shares a similarity with this research in the political communication variable. The key difference is the inclusion of additional variables in the current research. The study by Setiawan et al. (2021) focused on only one variable, political communication, whereas the current research address two variables: personal branding strategy and political communication. Additionally, there are differences in the research subjects. The study by Setiawan et al. (2021) focused on local elections in Indonesia, while the current research will focus on Anies Baswedan.

d. Ariska (2022) conducted a study titled “*Analysis of Hendrar Prihadi's Personal Branding to Build Political Communication on Instagram*”, which shares common variables with this

research, specifically personal branding and political communication. The primary difference lies in the research subject. The study by Ariska (2022) focused on Hendrar Prihadi, while the current research will focus on Anies Baswedan.

e. The study by Islamiyah and Rachman (2018), titled “*Personal Branding of Public Officials on Social Media*”, shares one variable in common with the current research, namely personal branding. The key difference is the inclusion of an additional variable, political communication the other variables. The study by Islamiyah and Rachman (2018) focused solely on personal branding, while the current research will explore both personal branding and political communication. Additionally, there are differences in the research subjects. The study by Islamiyah and Rachman (2018) focused on public officials, while the research to be conducted will focus on Anies Baswedan.

F. Literature Review

No.	Name/Year/ Researcher title	Methodology	Research result
1.	Curiel, Limón and Naharro/2019/ Political Influencers. A Study of Donald Trump’s Personal Brand on Twitter and Its Impact on The Media and Users	Qualitative and Quantitative approach case studies	The political communication messages conveyed by Trump as President via Twitter are very influential on US society, as he effectively addresses trending political themes and issues.

2.	Brems, Temmerman, Graham and Broersma /2016/Personal Branding on Twitter How Employed and Freelance Journalists Stage Themselves on Social Media	Descriptive With a qualitative approach	Journalists often use social media such as Twitter because there are many world issues related to them, they ask each other questions and answer each other, they can even create online colleagues and they can attach an issue or event freely on the Twitter application and can build their personal branding widely.
3.	Setiawan, Muqsith, Avzalova, Sulthandan Mladenov /2021/ Political Communication Through New Media in Local Elections In Indonesia	Descriptive With a qualitative approach	Political communication in Indonesia through new media is a very effective breakthrough because everything the government does is transparent and clear so it is easy to understand among all groups, especially young people. This also facilitates political figures in building their personal brand and conveying political messages.

4.	Islamiyah and Rachman/2018/Personal Branding of Public Officials in The Media Social	Descriptive With a qualitative approach	The results of research regarding personal branding were appointed as political figures, namely Nasrudin Aziz as mayor of Cirebon in 2013 to build a personal branding and political communication using the social media application Facebook, using the concept from Peter Montoya to analyze the predetermined sample, then the coder will provide values according to the instruments already in the guidelines.
5.	Ariska/2022/ Hendrar Prihadi's Personal Branding to Build Political Communication on Instagram	Descriptive With a qualitative approach	Hendrar Prihadi builds and improves his personal brand as a political figure in Semarang through Instagram. He uses the platform to discuss political issues, update policies, share information on infrastructure progress, and showcase his daily activities. The Instagram Reels feature helps highlight his performance.

G. Theoretical Framework

1. Political communication

Political communication is the process of conveying, receiving, and processing political messages or information that influences the opinions, behavior, and political decisions of individuals or groups in society. It focuses on how media and information technology shape power structures and political communication in modern society (Castells, 2009). This process involves interaction between various political actors, media, voters, and political institutions, using various communication channels such as mass media, social media, and direct communication. This leads to a “media hybrid,” where social media and traditional media interact and influence each other in a political context. Chadwick examines how digital politics and social media are changing political campaigns (Chadwick, 2013). Political communication creates responsive and dynamic political system. In other words, political communication connects all parts of the political system and links the past with the present, allowing aspirations and interests to be transformed into various policies. When communication runs smoothly, naturally, and healthily, the political system will achieve a high level of responsiveness and quality, fostering the development of community aspirations, interests, and demands. Observing how social media is changing the political landscape by providing direct access to audiences allows politicians to convey messages without the filter of traditional media, influencing the way political campaigns are run (Perry, 2019).

There are several indicators of political communication, which are defined as variables or elements used to evaluate the effectiveness, reach, and impact of the communication process in a political context. Several elements of political communication include political messages, which cover how messages are prepared and delivered by political actors,

including words, symbols, and media used to shape public perception; communication channels, which involve traditional media such as television, radio, and newspapers, as well as new media such as the internet and social media, both of which play roles in distributing political messages; public reactions, which are important to analyze as they reflect how the public responds to political messages, including levels of acceptance, rejection, or attitude changes; the influence of cadres and media, which relates to how political cadres and mass media influence and shape public opinion and political communication strategies; and contextualization, which includes various contextual factors such as social, economic, and cultural conditions that influence the effectiveness of political messages (Gordon, 2005). According to Donbach and Patterson (2004), there are several indicators of political communication, including the message content, which refers to the specific content of political communication, themes, ideologies, and arguments conveyed; communication channels, which pertain to the media and platforms used to spread messages, such as television, radio, the internet, and social media; audience and targeting, which involve identifying and analyzing the target audience and adjusting messages to meet their needs and preferences; source credibility, which assesses how trustworthy the source of political communication is, such as politicians, political parties, or media outlets; engagement reactions, which involve analyzing how the audience responds to political messages, including feedback, interactions, and changes in attitudes or behavior; frames and narratives, which focus on how messages are packaged and presented, as well as how news frames and narratives influence the audience; and impact and effectiveness, which refers to analyzing the results of political communication, including its influence on public opinion, policies, and election results.

Political interest can be defined as a person's interest or attention to political activities, issues, or processes. It focuses on how political communication in general election campaigns influences political interest by shaping voters' opinions and preferences. Campbell (2018) shows how political communication strategies can attract the public's attention and motivate

them to become more involved in the political process. Political interest is an important aspect of political participation and the democratic process. Influences such as media, personal experiences, social environment, and social conditions play important roles in shaping how interested a person is in politics. Mass media and political communication can play a role in strengthening political involvement by increasing awareness of political issues and facilitating public participation. Efficient media can increase political interest by providing relevant and easily accessible information (Putnam, 2000).

Interest in political communication can be measured by various factors that assess the audience's involvement with political content and how it influences their attitudes and behavior. These include frequency and intensity of media exposure, which measures how often audiences access political media and how deeply they engage with political content. This includes the time they spend accessing news and information; the level of digital engagement, which assesses the audience's engagement with political content on digital media platforms such as social media, blogs, and online forums, including comments, likes, shares, retweets, emotional reactions; and cognitive responses, which analyze how audiences react emotionally to political messages, including the feelings triggered and the resulting critical thinking. Involvement in political activities measures audience participation in politics, such as attending meetings or joining political groups. Changes in attitudes and opinions assess how political messages influence attitude changes, involving the analysis of how the audience's political views shift in response to the message conveyed. Perceptions of source credibility measure how audiences assess the credibility and trustworthiness of sources of political information, which in turn influences their interest in and response to the message (Iyengar & Simon, 2021). According to Pariser (2021), there are several indicators of interest in political communication, including the frequency of media exposure, duration of engagement, digital interactions, emotional responses, involvement in political discussions, changes in opinions and attitudes, and perceptions credibility.

2. Personal branding

Personal branding is very important for everyone, especially for people who want to build relationships. Personal branding can also be called the art of creating a person's brand, where abilities are displayed as a brand. The importance of building personal branding lies in its ability to help people differentiate themselves from others, which can attract opportunities, build credibility, and influence others' perceptions of individuals. Personal branding is the process of marketing ourselves to others. It's about building a reputation, image, impression, or perception of ourselves in the minds of others (Arruda, 2007). This involves managing personal content on social media, engaging in relevant communities, and building strong relationships with others. Personal branding can also help individuals achieve career goals, develop authority in a particular field, and create long-term opportunities in the professional world.

According to Labrecque, Markos, and Milne (2011), argue that human personal branding is similar to product and service branding, where an individual must identify and then promote their characteristics and strengths to the public. Personal branding on social media in the digital era is the process of building and promoting individual identity online. Advances in technology and social media have made personal branding essential for individuals and companies seeking information online to gather data and make decisions. Personal branding also encourages social media users to be more thoughtful and intentional when creating and sharing content, whether personal or informative. If individuals misrepresent their personal branding on social media, the resulting impression will also be incorrect.

Social media has allowed personal branding to take a new form, where individuals tell stories about themselves through content shared on personal profiles. Tools for personal branding are diverse, including blogging, Facebook, Instagram, TikTok, Twitter, and Wikipedia. The importance of these platforms lies in their ability to convey and promote oneself effectively.

Social media offers a unique opportunity for individuals to build and maintain a personal brand by emphasizing the importance of authenticity and consistency in conveying personal messages across multiple platforms (Kaplan & Haenlein, 2010). Personal branding on social media requires the use of analytical tools and a deep understanding of the target audience to measure impact and implement strategies (Labrecque et al., 2011).

There are several indicators of personal branding: authenticity, consistency, clarity, uniqueness, purpose, visibility, network, credibility, action, and relevance. Authenticity refers to showing one's true self and values. Consistency involves maintaining the same image across different social media platforms. Clarity refers to knowing one's identity, the value offered, and the target audience. Uniqueness is how an individual differentiates oneself from others. Purpose means understanding one's life goals and building a personal brand that supports those goals. Visibility involves building a personal brand on various platforms. Networking refers to maintaining relationships with relevant individuals to build personal branding. Credibility is the result of achieved expertise. Action means taking steps to build personal branding. Relevance is adjusting personal branding to meet the needs of the audience (Arruda, 2007). According to Clark (2015), personal branding indicators include purpose, visibility, network, content, consistency, authenticity, reputation, uniqueness, credibility, and adaptability.

2. Personal branding in political communications

Personal branding in politics is very useful for political figures to build or shape characteristics that differentiate them from other political figures. To improve their appearance, politicians often engage in the process of creating a self-brand to shape public perception regarding various aspects of an individual, such as personality, abilities, and values (Haroen, 2014). To differentiate themselves from their opponents and establish a memorable presence in the political landscape, politicians create their personal brand by

defining and emphasizing their unique qualities, experiences, and values. Personal branding aims to enhance and maintain a positive public perception, including handling controversies and proactively responding to criticism to preserve credibility and trust. To achieve this goal, personal branding employs various communication tools and platforms, such as interviews, speeches, and social media, to create a consistent and compelling image. Authenticity is the foundation of a successful personal brand. Politicians must be consistent in their communications and actions to ensure that their brands remain credible and appeal to their target demographic.

Chen (2013) conducted research on the use of social media in political branding, specifically focusing on how Taiwanese politicians used Facebook during electoral campaigns. He found that the use of social media allows politicians to form closer relationships with their voters by frequently sharing personal stories, behind-the-scenes moments, and opinions that are less common in conventional political communication. This results in a more personal and humanist brand image, which voters appreciate. Schweitzer (2011) conducted research on the use of personal branding by political candidates in Germany during the 2009 federal campaign, with particular emphasis on how candidates used various media platforms to build and promote their personal brands. According to Schweitzer, candidates who succeed in communicating a consistent and positive personal brand through various media platforms are more likely to gain the support and trust of voters, demonstrating the strategic importance of personal branding.

Vladica and Davis (2020) investigated how Canadian politicians use their Instagram accounts to interact with voters. The study shows that politicians who speak in an engaging and original way have a better connection with their audience when using visual content. Additionally, the research emphasizes the importance of visual storytelling in contemporary political communication. Jackson and Lilleker (2018) analyzed personal branding strategies used by politicians in the United States and the United Kingdom. They found that politicians in both countries are increasingly relying on social media to build and maintain their personal

brands, using platforms such as Instagram and Twitter to interact directly with voters and share personal information. The results show that personal branding has become an essential part of political communication.

One political figure, Edhie Baskoro Yudhoyono, built his personal branding through the social media platform Instagram as a young politician. Many perceive EBY as a politician who is friendly, kind, simple, and cares about society, as he frequently shares his political communication activities on social media, particularly Instagram. He also established a personal website, www.edhiebaskoro.com. A development program implemented in selected areas of East Java was carried out by EBY and his winning team. Politicians use social media as a strategic and effective means for communicating with the public, such as understanding public wants and needs, influencing, engaging, and providing information to the public through what they share on their social media accounts. Political communication is typically faster during campaigns. Campaign strategies are usually carried out through mass gatherings or direct visits but can also involve media such as billboards, posters, flags, printed and electronic mass media, and even internet media (Anshori, 2018). Ganjar Pranowo is another politician who has built his personal brand on Instagram, with a total of 3.1 million followers on his personal account due to his political activity agenda, which he shares on Instagram. He has built a unique characteristic in his Instagram bio, stating "Tuanku ya Rakyat" (The Governor is Just a Mandate). He also created the slogan "Determine what you do," which is a strategy for shaping a personal brand by determining actions that support this strategy. Ganjar Pranowo identified the main strengths and uniqueness he possesses, which helps him respond to every complaint and criticism from the community.

A candidate's character becomes increasingly important as more people become involved in politics. A good personal brand is critical to political success because it demonstrates to voters how dedicated and true they are to their beliefs. Strong personal branding is vital for a politician's success. A politician's brand must be distinct from others, yet complementary, to function effectively. Politicians are often criticized for having

negative public image. However, with good personal branding, politicians can become more popular with voters and increase their chances of winning the election.

H. Research Methods

1. Research approaches and types of research

Qualitative research is a scientific research procedure that produces descriptive data on an individual's behavior and both written and spoken words. Quantitative research or surveys are less subjective than qualitative research. In addition, qualitative research uses various methods to collect information, particularly from individuals, such as focus groups and in-depth interviews (Bogdan, Taylor, & Moleong, 2010). This research may employ a descriptive research method. Sugiyono (2018) stated that the descriptive method is a type of research conducted to identify the value of independent variables; one variable can be greater (independent) without making comparisons or establishing relationships with other variables.

2. Resource Person/Research Informant

- a. Abdan Syakura SH, Legal Advisor for the AMIN National Team
- b. Syafiq Muhammad Yusuf, the AMIN's National Team Captain in Yogyakarta 2024

3. Research sites

Zoom and in-person at author's boarding house

4. Data Collection Techniques

a. Participant Observation

In collecting data, researchers were directly involved in Anies' daily activities. Baswedan's success team or structural members who are the source of the observed data. By participating, the data obtained becomes more valid and complete, which can also facilitate

the data processing process. In this study, observation is facilitated by direct access to data sources through Anies Baswedan's social media, namely Instagram and TikTok, which are direct and accurate. Researchers will observe the activities of participants from Anies Baswedan or the structural team, allowing the results of these observations to be used as complementary data for interviews.

b. Interviews

Interviews will be conducted with sources who have been selected and considered highly relevant to provide data and information for the research.

c. Documentation

Documentation will collect data related to the research topic, including digital newspapers and social media. This step involves referencing materials relevant to the core research question. Examples of documentation include photos of activities conducted by Anies Baswedan's success or structural team.

5. Data analysis technique

a. Data Collection

The data to be collected may include words, photographs and other relevant materials. The data will be obtained from interviews with members of the success team or selected structural participants, observations related to Anies Baswedan, and literature review (study of references).

b. Data Reduction

Data reduction is the process of simplifying, selecting, refining raw data field observations. This process involves refining the data obtained from interviews and selecting relevant sources.

c. Data Presentation

The data presented will be the results of the research that have passed through the reduction process. The data will be presented as descriptions of Anies Baswedan's success team or structural members.

d. Drawing Conclusions or Verification

Once the data has been collected, the researcher begins to look for patterns and meanings. Noting regularities and explaining these findings is not the final step for the researcher. Throughout the process, the researcher may re-verify the findings in the field.

CHAPTER II

GENERAL DESCRIPTION OF THE RESEARCH OBJECT

A. Profile of Anies Baswedan

Anies Baswedan was born on May 7, 1969, in Kuningan, West Java, as the eldest of two brothers, Ridwan Baswedan and Abdilah Baswedan. The family grew up in Yogyakarta. Both of Anies's parents held significant positions in the fields of higher education and regional leadership. His father, Rasyid Baswedan, worked as a lecturer at the Faculty of Economics at the Islamic University of Indonesia, while his mother, Hj. Aliyah Rasyid Baswedan, was active in social, religious, and community affairs in Yogyakarta. She served three terms as the General Chair of the DIY Islamic Women's DPP and was involved in distributing scholarships to underprivileged students for three decades. Anies's paternal grandfather, H. Abdurrahman Baswedan (also known as A. R. Baswedan), was a highly respected figure and an important national hero. He was an Indonesian nationalist, journalist, freedom fighter, diplomat, preacher, and writer. His political and historical contributions included serving as a member of the Business Research and Preparation Agency for Indonesian Independence (BPUPKI), deputy junior minister of information in the Sjahrir Cabinet, a member of the Central Indonesian National Committee (BP-KNIP), a member of parliament, and a member of the Constituent Assembly. Anies's cousin, Novel Baswedan, is a prominent figure in Indonesia's defense sector, serving as a police commissioner and a corruption eradication investigator since 2007. In his youth, Anies was known for his academic excellence and active participation in school organizations. While in elementary school at SMP Negeri 5 Yogyakarta, he served as a public relations officer in the student council (OSIS). Upon graduating and entering high school at SMA Negeri 2 Yogyakarta, Anies became the deputy chair of the OSIS and participated in leadership training with 300 other student council leaders from across Indonesia. Due to his achievements, Anies was elected the chairman of the OSIS nationwide in 1985.

Anies then enrolled at Gadjah Mada University (UGM), one of Indonesia's most prestigious universities, where he pursued a degree in economics. At UGM, he became active in the Islamic Student Association (HMI), serving as a council member and later as chairman of the student senate of the Faculty of Economics in 1992. During this time, the student senate was revived after being dissolved by the Ministry of Education and Culture. Anies's dedication to education continued when he received a scholarship from the Japan Airlines Foundation to attend a summer study program at Sophia University in Japan. He also won several academic competitions focusing on environmental themes, which further supported his international studies. After graduating from Gadjah Mada University in 1995, Anies worked at the Inter-University Center for Economic Studies at UGM. He later received a prestigious Fulbright scholarship from the American Indonesian Exchange Foundation to pursue a master's degree in international security and economic policy at the School of Public Affairs, University of Maryland, which he completed in 1998. He was also awarded the William P. Cole III Fellowship at the University of Maryland. In 1999, Anies continued his studies in political science at Northern Illinois University (NIU), where he worked as a research assistant in the Office of Research, Evaluation, and Policy Studies. In 2004, he received the Gerald S. Maryanov Fellowship, awarded only to outstanding NIU students in political science. His dissertation, titled *Regional Autonomy and Democratic Patterns in Indonesia*, explored the effects of decentralization policies on government responsiveness, transparency, and public participation in 177 districts and cities across Indonesia. Anies completed his doctoral degree in 2005.

H. Anies Baswedan's Career

Anies Baswedan's many contributions at Gadjah Mada University, coupled with his academic achievements and degrees, have made him a highly influential and outstanding figure in Indonesia. His accomplishments in his youth brought pride to the nation, and after

completing his undergraduate studies in Indonesia and abroad, his career began to soar. His growing influence in Indonesia can be traced through the following key career milestones:

A. Researcher at the Inter-University Economic Center, Gadjah Mada University

After completing his undergraduate studies, Anies Baswedan worked as a researcher at the Inter-University Economic Center (PSDE) at Gadjah Mada University. He also served as a project coordinator at the UGM Center for Economic Studies, where he focused on economic research and policy analysis. In this role, he studied economic issues, contributed to reports and studies, and provided insights on economic policy. This experience helped him build a strong foundation in economic theory and practice, which he later applied in public policy and governance.

B. IPC Research Manager, Inc. Chicago

After earning his doctorate in 2004, Anies Baswedan worked as a research manager at IPC, Inc., a global electronics company based in Chicago. He accepted this position as a stepping stone to returning to Indonesia. In this role, he managed research projects, analyzed data, and produced reports on economic and policy issues. Collaborating with researchers and stakeholders, he applied his expertise to guide the research process. His time at IPC deepened his understanding of global economic trends and enhanced his research and analytical skills in an international setting.

C. Partnership for Governance Reform

Anies Baswedan joined the Partnership for Governance Reform, a non-profit organization that focuses on improving governance through collaboration between the government and civil society. The organization's primary mission was to reform the bureaucracy in various regions across Indonesia. Anies worked to enhance the effectiveness and transparency of government institutions through this initiative, focusing on improving public sector performance and promoting good governance. His involvement demonstrated his commitment to reform and his expertise in implementing governance improvements.

D. Research Director at the Indonesia Institute Center

In October 2004, Anies Baswedan became the research director at the Indonesia Institute, a public policy research center founded by young activists and intellectuals. In this role, he organized research programs and assisted in policy-making in Indonesia, with a focus on public policy analysis in government, education, and social issues. His work at the Indonesia Institute played a crucial role in shaping his future political career, including his later roles as governor of Jakarta and minister of education. The institute is known for conducting research and analysis that influences and shapes public policy in Indonesia.

E. Rector of Paramadina University

On May 15, 2007, Anies Baswedan was appointed rector of Paramadina University, making him one of the youngest rectors in Indonesia at the time. During his tenure, Anies introduced the Paramadina Fellowship, a scholarship program that covered tuition, books, and living expenses. The fellowship embodied Anies's idealism and was modeled after similar programs in North America and Europe. He also made a significant contribution by teaching anti-corruption courses, highlighting the importance of addressing corruption as a national issue. His efforts to teach and advocate for anti-corruption measures were groundbreaking in Indonesian higher education.

F. Founder and Chairman of the Indonesian Teaching Movement Foundation

Anies Baswedan is the founder and former chairman of the Indonesian Teaching Movement Foundation (Indonesia Mengajar). The foundation's mission is to send young teachers to remote and underserved areas of Indonesia to address educational disparities and improve the quality of education. Anies played a pivotal role in this movement, which attracted young volunteers to teach in elementary schools and communities across the country. The idea for Indonesia Mengajar emerged while Anies was still a student at Gadjah Mada University. He believed that Indonesian children needed world-class competencies to compete globally, and his work abroad further shaped this vision.

G. Participant in the Democratic Party's Presidential Candidate Convention

In 2013, Anies Baswedan entered the political arena by participating in the Democratic Party's presidential candidate convention. This invitation was an opportunity for him to help fulfill the promises of Indonesia's independence. For Anies, the ideals stated in the Preamble to the 1945 Constitution were not just lofty goals but commitments that must be realized. On September 15, 2013, the Democratic Party Convention formally endorsed his participation. Anies emphasized the importance of collective action to take care of the country. His dedication to this vision was demonstrated by the establishment of the *Turun Tangan* Movement, which mobilized over 300,000 volunteers in just one year, all without any cost.

H. Convention Debate

In addition to participating in various conventions and debates, Anies Baswedan has played an important role in the dynamics of Indonesian politics. One notable example is his role as the first moderator in the 2009 presidential election debates. This position made him an important figure in Indonesian political discourse at the time. He later gained further prominence through his involvement in political campaigns, such as supporting Joko Widodo in the 2014 presidential election. Anies's political career culminated in his election as Governor of Jakarta, where he served from 2017 to 2022. After participating in the state debates at the convention, Anies Baswedan eventually joined the Partai Demokrat (Democratic).

I. Convention Debate in Medan

As part of his campaign for the 2024 Indonesian presidential election, Anies Baswedan participated in a convention and debate in Medan. During his visit, he engaged with local residents, visited Islamic boarding schools, and spoke with the younger generation. Anies also participated in political debates, discussing his vision for Indonesia's future, with a focus on economic equality and strengthening the nation's role on the global stage.

Anies first outlined his plans to boost Indonesia's economy, including the expansion of **BUMN (State-Owned Enterprises)** offices across the country. He also made a breakthrough in political campaigning by gathering volunteers at no cost and avoiding the use of banners, instead opting for more sustainable methods. Anies positioned himself as a candidate who advocates for "fair and inclusive" policies, contrasting with the current government's approach. He often emphasized the importance of diplomacy and Indonesia's role as a balancing force in the region, with a foreign policy centered on principles rather than economic pragmatism.

J. Convention Debate in Palembang

The second convention debate took place at the Palembang Sports Convention Building, where Anies Baswedan focused on economic equality and village development. He stressed that improving village infrastructure—such as roads and electricity—is essential for achieving broader economic equality.

As part of his 2024 presidential campaign, Anies participated in political activities in Palembang, where he collaborated with the **PKS Party** and engaged with local political cadres. In the debate, he emphasized the goal of transforming Indonesia into a fairer society by prioritizing justice and equality through policy. He also highlighted the need for unity and reform within the government.

K. Convention Debate in Bandung

During the convention debate in Bandung, Anies Baswedan emphasized his vision for addressing inequality and promoting justice. This debate, part of the 2024 presidential convention, provided an important platform for Anies to engage with voters in major cities like Bandung. His competitors, such as Prabowo Subianto and Ganjar Pranowo, also used the debate to appeal to undecided voters by outlining their visions for the future.

Anies presented a unique and accessible leadership concept, one that emphasizes inclusivity and harmony. He proposed a model where the leader actively involves people in the process of governance, fostering a sense of collective action and collaboration.

L. Hands Down Initiator

In August 2013, Anies Baswedan founded the Turun Tangan Movement. This initiative encourages widespread participation in fulfilling the promise of independence and urges citizens to take an active role in managing the country's governance. More than 35,000 people have joined the movement, which focuses on political activism and motivating young people across Indonesia to become involved in the political process.

The movement operates through an online platform, supported by email and SMS, which helps organize and mobilize volunteers based on their skills and expertise. It also promotes campaigns that are free from black propaganda. For example, the Turun Tangan movement in Jakarta encouraged presidential and vice-presidential candidates to engage in healthy campaigning during the 2014 election.

M. Jokowi Transition Spokesperson – Jusuf Kalla

Anies Baswedan served as the spokesperson for the Jokowi administration during the transition period under Vice President Jusuf Kalla. In this role, he was responsible for communicating the government's policy directions and plans to the public and media. His tasks included explaining the administration's strategies, addressing political and social issues, and providing clear communication to the public. This role provided him with valuable experience in public relations and political communication.

N. Jokowi Deputy Office – JK

Anies was appointed as the Deputy for the Transition Team for People's Welfare (**Kesra**), which focused on two of Jokowi-JK's major campaign promises: the Healthy Indonesia Card and the Smart Indonesia Card. This role covered various aspects of human development in Indonesia, including education, food security, and healthcare. Anies contributed to the formulation of policies and provided input on social welfare strategies, which would guide the future direction of the Jokowi-JK government.

O. Minister of Education and Culture of the Republic of Indonesia

On October 27, 2014, Anies Baswedan was appointed Minister of Education and Culture under President Joko Widodo's administration. Anies is a firm believer in the transformative power of education and viewed the improvement of teacher quality as essential to improving the overall education system.

Some of Anies Baswedan's key achievements as Minister of Education and Culture include:

1. **Postponing the 2013 Curriculum:** He decided to delay the full implementation of the 2013 Curriculum and return to the 2006 Curriculum in most schools, while implementing the 2013 Curriculum in a limited number of schools.
2. **Reforming the National Exam:** Anies transformed the National Exam from being solely a graduation requirement to a tool for mapping the distribution of educational quality across regions.
3. **Teacher Competency Testing:** He introduced teacher competency tests and certification programs to improve the quality of teaching in Indonesia.
4. **Strengthening Parental Roles:** Anies established a directorate focused on engaging fathers and mothers in their children's education.
5. **Revamping School Orientation:** He eliminated the traditional "school orientation" period and replaced it with an introduction to the school environment, emphasizing a more inclusive and welcoming approach.

6. **Open Appointment of the Director General of Culture:** Anies appointed the Director General of Culture from outside the civil service, making the process more transparent.
7. **Appointment of Anti-Corruption Expert Staff:** Anies appointed a former prosecutor from the Corruption Eradication Commission (KPK) as an expert staff member, focusing on education and cultural regulations.

3. Profile of Anies Baswedan Serving as Governor of DKI Jakarta

Anies Baswedan served as the Governor of DKI Jakarta from 2017 to 2022, with Sandiaga Uno as his Deputy Governor. Together, they worked on developing the capital city of Jakarta. Their partnership was built on a shared vision, and they were nominated under serial number three in the 2017 gubernatorial election. Their campaign slogan, "Jakarta Maju Bersama" (Forward Jakarta Together), emphasized the importance of involving Jakarta's residents in its development. Anies and Sandi received 57.96% of the vote and were officially elected and appointed as Governor and Deputy Governor by President Joko Widodo. Below are some of Anies Baswedan's key programs during his tenure as Governor of DKI Jakarta:

A. DP Nol (Zero Down Payment Housing Program)

Anies Baswedan's housing program primarily focused on addressing the urban housing challenges faced by Jakarta residents, particularly through the development of flats (rusunawa) under the DP Nol scheme. However, Anies also advocated for a balanced approach by promoting both landed houses and vertical housing (apartments) to accommodate different income levels and family needs. The goal was to provide sustainable and accessible housing solutions, ensuring that both types of housing were available to meet the city's diverse population. This program allowed people in Jakarta to purchase homes with little to no down payment, although it faced criticism for being inconsistent and seen by some as

a violation of Bank Indonesia regulations. Despite these challenges, Anies was determined to make homeownership more accessible, aiming for a Zero Percent DP (down payment).

B. Affordable Housing

Anies Baswedan's housing policies concentrated on providing affordable housing, particularly through the construction of flats under the **Zero Down Payment** scheme. The program was designed to tackle Jakarta's urban housing issues while offering a balance between landed and vertical housing to serve a variety of income groups. Anies aimed to provide accessible housing solutions for all Jakarta residents, with a focus on sustainability and inclusivity. Deputy Governor Sandiaga Uno compared the program to the public housing model in Singapore, which offers government-built homes rather than just financial assistance for homebuyers.

C. Infrastructure and Urban Development Projects

During his time as governor, Anies focused on improving Jakarta's infrastructure, public facilities, and urban development. Major projects included improvements to flood management systems, upgrading sidewalks and parks, and enhancing public transportation systems, including the Jakarta MRT and LRT. The administration also worked on improving sanitation and housing in low-income areas. By balancing modernization with environmental sustainability, Anies sought to make Jakarta a more livable city.

One of the significant decisions made during his tenure was the cancellation of reclamation permits for thirteen islands in Jakarta Bay in 2018. Four of these islands were already under construction, and their development continued under Anies's leadership, although he halted further expansion.

D. Jakarta International Stadium (JIS)

Anies Baswedan oversaw the construction of the Jakarta International Stadium (JIS), which was designed to be the largest stadium in Indonesia. Located in North Jakarta, the stadium was envisioned as a world-class sports venue and a symbol of the city's modernization. JIS was set to open in 2022 and is intended to host various sporting and cultural events, aligning with Anies's broader goals of infrastructure development and urban revitalization.

E. Flood Management in Jakarta

Addressing Jakarta's chronic flooding problems was one of Anies's key priorities. His administration implemented a combination of infrastructure improvements and environmental solutions to manage flooding. This included revitalizing rivers and reservoirs, building retention basins, and enhancing the city's drainage systems. Anies also supported nature-based solutions, such as planting vegetation and maintaining green spaces to absorb rainwater.

Moreover, improvements were made to floodgates and water pumps to better control water flow during the rainy season. Under Anies's leadership, the Regional Medium-Term Development Plan (RPJMD) included various initiatives aimed at tackling flooding, such as better water management, revitalization of the water resources system, building infiltration wells, repairing canals, and establishing coastal protection embankments.

F. Controlling COVID-19 in Jakarta

During the COVID-19 pandemic, Anies Baswedan launched several key initiatives to control the virus within Jakarta. His administration focused on expanding healthcare capacity, implementing strict social distancing protocols, and enforcing large-scale social restrictions (PSBB). Anies also initiated

widespread testing, contact tracing, and vaccination campaigns to control the virus's spread.

In response to the crisis, the Jakarta government provided financial aid to residents affected by the pandemic and coordinated with national authorities to manage critical resources, such as hospital beds and oxygen supplies. Jakarta was the first province in Indonesia to implement PSBB, setting the stage for similar measures across the country. During this time, Anies emphasized balancing public health needs with economic resilience.

G. 2024 Presidential Election Candidacy

After completing his tenure as Governor of Jakarta, Anies Baswedan ran for president in the 2024 Indonesian presidential election, with Dr. H.C. Drs. H. Abdul Muhaimin Iskandar (Cak Imin) as his vice-presidential candidate. Their campaign received serial number 1 of the three candidate pairs who registered for the race. The campaign slogan was "Wakanda No More, Indonesia Forever", which emphasized the importance of making a choice between continuing as a law-based country or transforming into a state ruled by authoritarianism. However, Anies Baswedan lost the presidential election, securing 24.37% of the vote.

CHAPTER III

FINDINGS

A. Findings

The research will present an analysis of previous studies relevant to the topic entitled "Personal Branding of Anies Baswedan's Political Communication on Social Media." The data collected for this study was gathered through interviews with sources who are directly related to the research subject, in order to obtain detailed and comprehensive data.

In collecting the data, the researchers sought out sources who could provide a thorough explanation, ensuring that the data obtained would be broad, clear, and easy to describe. The researchers also prioritized finding sources who were willing to share valuable information. Due to time and geographical limitations, the data sources were accessed through both online and offline interviews. Two key sources were interviewed, and the topics discussed included:

1. Abdan Syakura, a member of the legal team for the 2024 presidential election, was interviewed on June 18, 2024, via Zoom.
2. Syafiq Muhammad Yusuf, a member of the winning team for the 2024 Yogyakarta presidential election, participated in a face-to-face interview.

1. Anies Created Several Containers for the Young Generation

Politics is an activity or a process related to making decisions and implementing policies in society or a country. Politics includes several aspects, namely: regulation of power, policy making, negotiation and conflict, ideology and values, community participation and global influence. Politics is usually inseparable from young people, especially students who often raise political issues such as the government's lack of accuracy in making decisions. Therefore, many young people are interested in the world of politics, which is a good thing because they are an important part of society who have the ability to

bring about change. They may be interested in participating in the democratic process, understanding important issues, and contributing to shaping their country's future. They can become citizens who are aware of their rights and obligations by giving them a platform to voice their opinions and get a fair political education.

From the results of the discussion above, we can draw the conclusion that there are several young people who admire or idolize their respective political figures, so many of them work together with their idol political figures and become a team that works for these political figures, one of which is the source were:

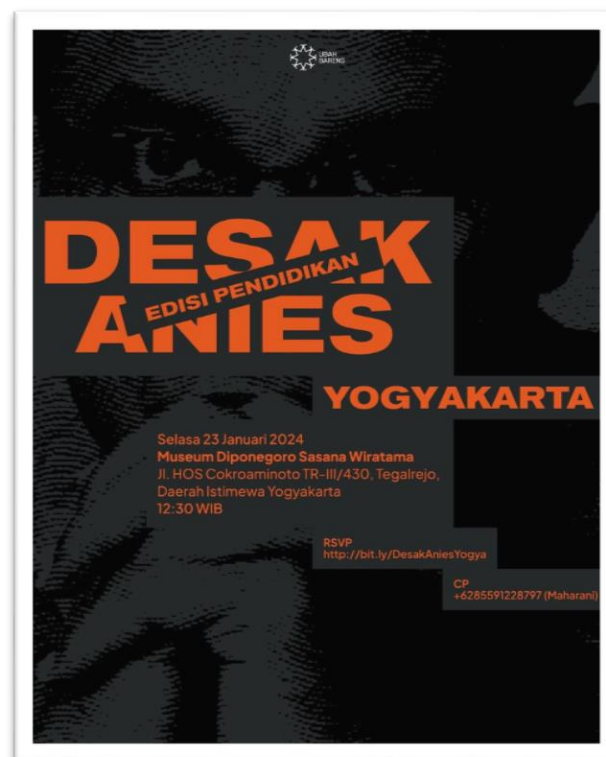
"I have known and followed Mr. Anies since I started as a candidate for Governor of DKI Jakarta, I was assigned to be a literacy ambassador for DKI Jakarta and was assigned to North Jakarta. Getting to know Mr. Anies Baswedan's "Indonesia Mengajar" program made me become much more familiar with his figure and I also got to know Mr. Anies Baswedan's son, which in the end I created an event with his son named Pemuda Harsa and I became the chairman. political and legal division with an event theme of democracy, human rights and nationalism. That's why I like him because he is an inspirational figure who can advance education in Indonesia and there is a message that Mr. Anies conveyed which I made into my life motto, namely objectively "to start a career we have to develop intellectually, financially good" it doesn't have to be become billionaires, at least independent, socially impactful. (Abdan Syakura SH, 2024 Presidential Election Legal Team)

Another opinion was also conveyed by the resource person, Abdan Syakura from the 2024 Pilpers Legal Team, according to him political interests can follow what political figures do and do because they can make changes to individual figures as in the following interview quote:

"I followed and idolized Anies Baswedan when he was Governor of DKI Jakarta because he was a good intellectual, an honest person and really cared about the community. Because he is an academic who is a presidential candidate in 2024, that is the form of a brave young politician. Mr. Anies provided a platform for young people for his campaign called "Change Together" which called for change for Indonesia and I was chosen as Captain AMIN Yogyakarta." (Syafiq Muhammad Yusuf, Captain AMIN Yogyakarta).

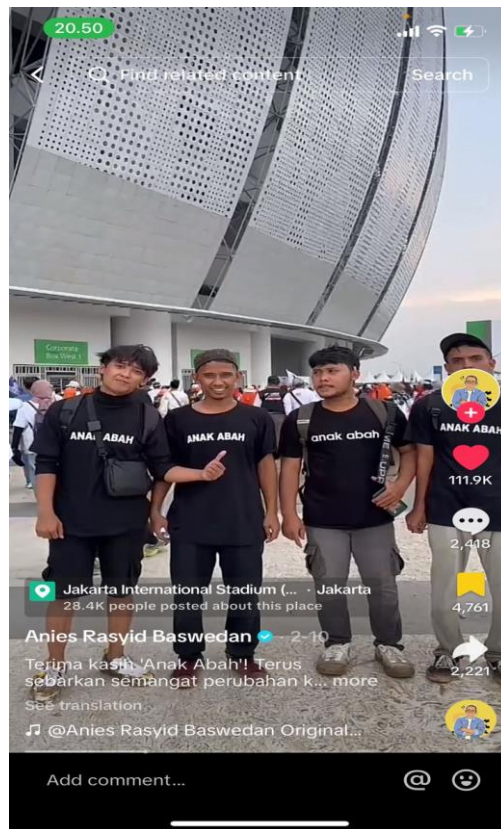
There is a picture of several young people who really idolize political figures and even use it as a model or life motto for them to become more interested in the world of politics which can make them develop in starting a career in the world of politics because there is an example of a figure who is very inspiring both of them. sources I met.

From the findings and observations during this research, it was discovered that there were one programs created by Anies Baswedan as a creative medium for young people..



Picture 1.2 Instagram Ubah Bareng

Desak Anies is a program created by Anies Baswedan at the time of the 2024 presidential election. The aim of this program was to criticize himself and whatever was being implemented at various points in Indonesia. The aim is for young people such as students and this program is highly anticipated by many his students.



Picture 1.3. TikTok Anies Baswedan

Many young people support Anies Baswedan to become a 2024 presidential candidate, they are those who often interact with him through social media called tiktok, because he often does live tiktok to greet and listen to Gen Z's confessions. Therefore, Gen Z supports

Anies' move to become a presidential candidate in 2024 and they named this support "ANAK ABAH".

4. Differences in Anies' Personal Branding and Communicatin politic on TikTok and Instagram

Personal branding in general is to promote individuals to the right to the public or in a sphere such as an organization in a unique form such as showing values, skills and personality that make an individual different from other individuals. As for personal branding in the world of politics, namely using strategies to build an image so that they are more respected and trusted by the wider community's right to become a leader, here are several parts of personal branding that a political figure must have:

1. Leadership that aims to be firm in facing challenges in society must be effective because it can strengthen your reputation as a political figure who is able to lead and provide solutions.
2. Consistency in communication and action is very important because it includes speeches, policy decisions, interviews and statements on social media.
3. Management Krisi prepares strategies to deal with situations that challenge the public's perception of a political figure.
4. The message and vision as a political figure must reflect the values and policy objectives, the direction the political figure wants to take to society.

From the conclusion of the discussion above, being a political figure can build good personal branding for the wider community, especially for young people who are the new generation. To show strong and effective personal branding, the aim is to influence public opinion to be more positive towards the world of politics and achieve political goals for the better. The following are the results of interviews with sources who met and idolized political figures such as the title being discussed.

"In my opinion, Anies Baswedan's personal branding was not good enough during the 2024 election because he was too academic because the voters were Gen

Z because he lost in personal branding with other candidate pairs, but his successful team created an event called Change Together which achieved Anies Baswedan very well in the eyes of the public. and Gen Z. For me, Anies Baswedan's personal branding on social media is quite good and shows his closeness to society. The most important thing is that he is honest, not authoritarian towards society, accepts society's views from any aspect, one of which is fitting for Anies' urgent and selepet event. Imin he was heavily criticized and accepted it sincerely. When Mr. Anies was governor, he was quite good at building personal branding using the TikTok application which showed his closeness to the community and showed all the projects being built, but on Instagram he still looks like someone who is an academic. His personal branding and image are quite good in the eyes of the public." (Syafiq Muhammad Yusuf, Captain AMIN Yogyakarta)

Another opinion was also expressed by Abdan Syakura as the 2024 Pilpers Legal Team who stated that personal branding is very influential and important for political figures because it is to show the values that exist in themselves, to form a characteristic in themselves so that they can be seen by the public and make them idols. Right to be worthy of a lot of people, here are excerpts from the interview obtained as follows.

"He is an academic and intellectual political figure who has realistic thinking and very futuristic ideas, therefore he has become an important official for education, for example he became Minister because he thought about and prioritized inclusive education, after that he became Governor of DKI Jakarta because he was someone which is realistic but thinks ahead because it prioritizes the welfare of the community. He proposed to be a candidate for President in 2024 because his experience while in office was quite good and his personal branding was good. He always accepted suggestions and criticism from the presidential election team. One of the suggestions received was to create a program called 'Desak Anies'. Because he has a good

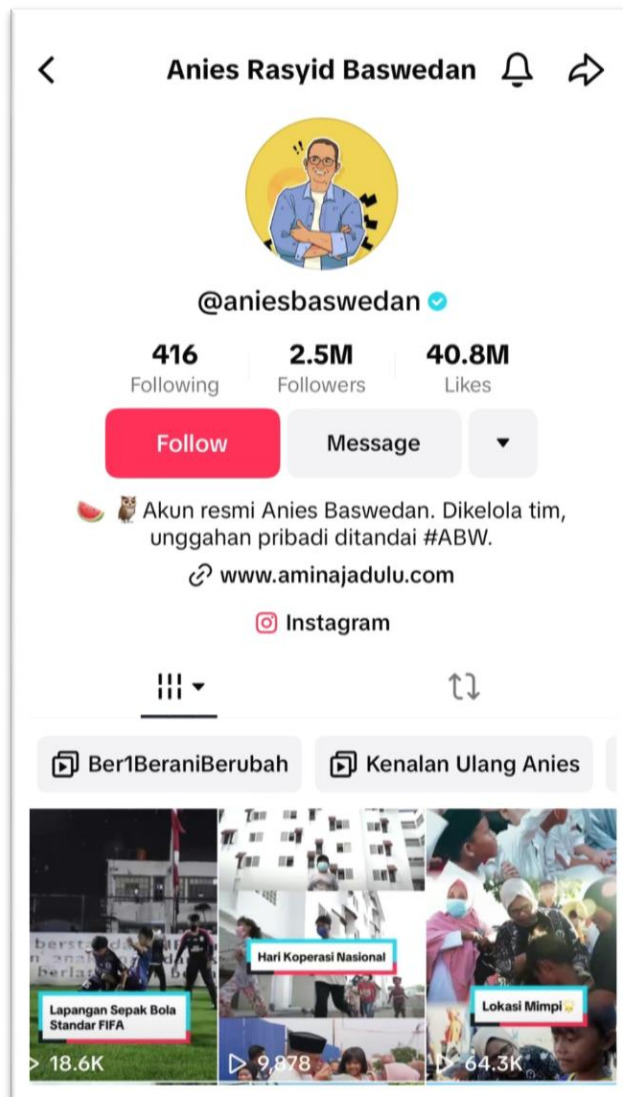
intellect on social media, he also has two personal brands, the first on Instagram he is very academic, then on TikTok he is very much a family man because he often provides videos with his family and often goes live to chat casually and listen to young people's stories, that's why he called "ABAH". His personal branding in the eyes of the public is quite good because of his similarities with foreign figures because of his intellectual qualities. (Abdan Syakura SH, 2024 Presidential Election Legal Team).

From the explanation of the source above, there are young people who idolize their political figures because they have good personal branding, which makes many young people participate in the organizational structure of their chosen political figures because they have good examples and are packaged with good personal branding. they want to participate with their respective political figures.



Picture 1.4 Instagram Anies Baswedan

Anies Baswedan is an active user on Instagram, sharing various content related to political, educational, and social issues. Additionally, this account serves as a means of communication to engage with the recipient and convey gratitude. If you're looking for specific content or information from that account, you may easily visit its Instagram profile.



Picture 1.5 Tiktok Anies Bawedan

Anies Baswedan uses the TikTok application with the aim of reaching the younger generation and making it easier to reach his messages in conveying policies and political campaigns. The TikTok platform allows for more direct and informed interactions with young voters who may be more active on social media than other traditional media.

It can be seen from Anies Baswedan's two social media that there are some differences in the content displayed, because there are differences in features and time duration in uploading content about personal branding and political communication. When on Instagram Anies more often uploads reels with a duration of 60 seconds and feeds photos with family and community.

In the TikTok application Anies more often makes videos with family and community because more features are obtained and have a long video duration and when uploading videos about personal branding political communication can be widely exposed.

3. Anies Baswedan's style of speaking on social media

Political communication is the exchange of information, messages and views between political actors or actors within the political sphere such as political leaders, mass media and the general public. The aim is to influence public opinion, win political support and political communication is a powerful tool in the modern democratic process because of public participation, influencing public policy and increasing transparency in government governance. The aim is to be transparent and maintain the integrity of the democratic process. Political communication is a very complex and strategic process in which political actors use various media and techniques to convey messages, as stated above, involving interactions between the government, political parties, political leaders, mass media, and the general public. These are some of the elements that political actors must have, namely:

1. Mass Media is very important in political communication because it functions as the main medium for disseminating information. Print media, television, radio, and digital platforms such as the internet and social media fall into this category.
2. Technology and Innovation Technological advances have changed the way political communication is carried out with digital platforms and social media becoming increasingly important for interacting and reaching potential voters.
3. Political Messages: Messages conveyed by political actors to influence people's attitudes, beliefs and behavior. These messages are often focused on achievements, future vision, or attacking political opponents.
4. Public Debate and Discussion: Forums in which politicians interact directly with the public to discuss political issues, defend policies, or challenge their political opponents. These debates are often an important component of political campaigns and elections.

From the results of the discussion above, a political figure must be able to provide an example of good political communication to the community and the most important target is the young generation such as students, that they must be given good education so that they can become good political figures in the future. There are several sources who idolize political figures, such as the title being discussed.

"In his political communication he is quite good and uses academic and knowledge approaches, that is the communication he carries out and includes several strategies, namely in conveying messages, building an image and is good at influencing public opinion from his messages and vision, he often discusses education, justice, prioritizing equality and social justice in the speeches he often delivers. In the mass media, he often conveys his political messages through social media, such as on the Instagram application, he conveys it academically, and on the TikTok application, he conveys it in a fun and neutral way because it is controlled by young people, for example discussing young people's concerns, interactions with the community. He

immediately came down to the field and asked about the concerns that existed in the community to be resolved." (Abdan Syakura SH, 2024 Pilpers Legal Team)

Another opinion was conveyed by Syafiq Muhammad Yusuf as Anies' Victory Capatain in Yogyakarta, political communication must be conveyed with good messages and political actors because there are important messages and affect the rights of many people, here is an interview excerpt as follows.

"Anies Baswedan's political communication is quite good, but he cannot be called a political communicator because he is an academic because he comes from an educational direction like a lecturer, he communicates politics based on facts that are in the field and his political communication always throws a hot ball. The goal is to find out what kind of political communication opponents are and how. He has demonstrated political communication at his event while campaigning, namely "Usak Anies" (Syafiq Muhammad Yusuf).

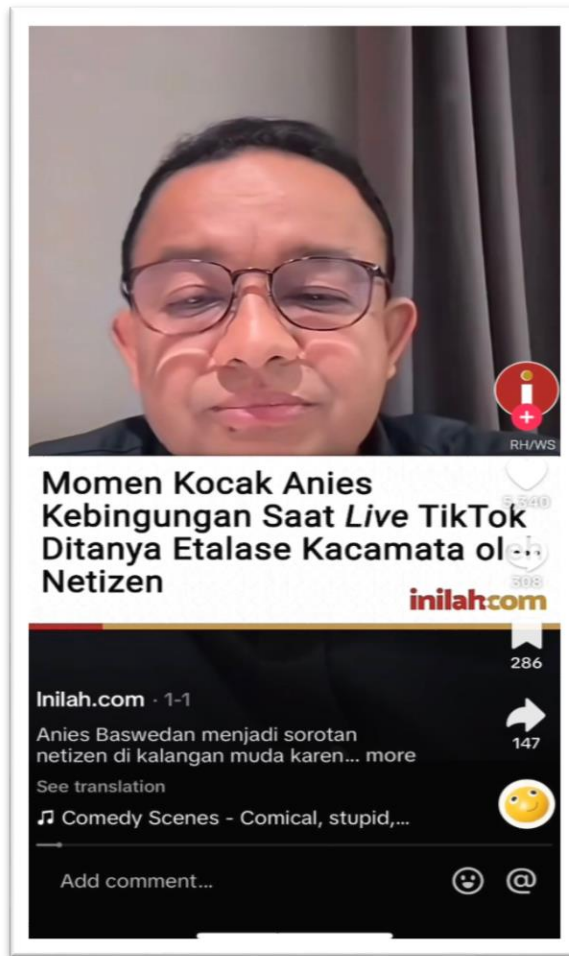
From the explanation of the source above, there are several young people who understand or follow political figures. There you can judge that the character of political actors or political figures must be transparent because they must be able to convey messages through mass media because now we have entered the modern era, everything must be explained on social media. The aim is to set a good example and provide results that have been made by political actors or political figures.

The following are some findings about Anies Baswedan's political communications on social media



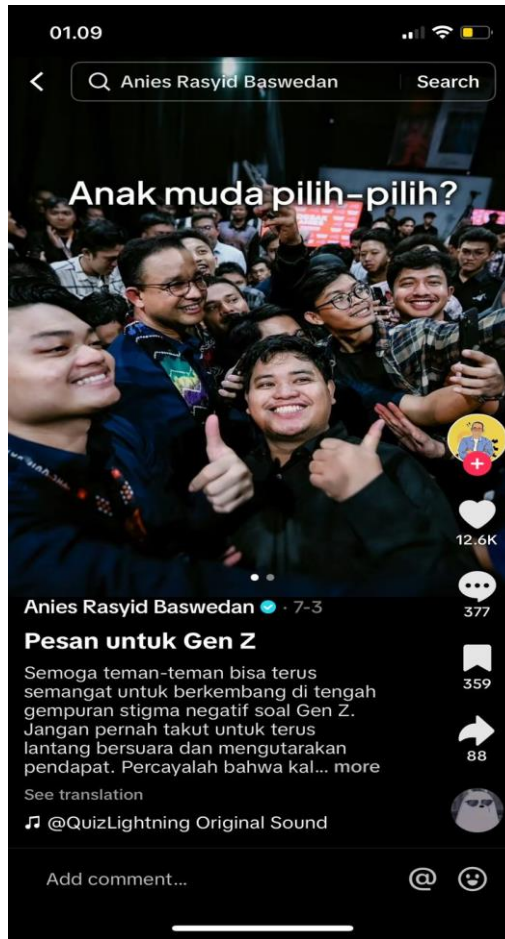
Picture 1.6 Instagram Anies Baswedan Podcast With Denny Sumargo

Anies Baswedan built his political communication quite well and uniquely, as in the picture above, he conveyed a political communication message on Denny Sumargo's podcast explaining about corruption using similarities to chicken farming "When production is complete, 100% of the chicken eggs are sent to the market, only 20% remain due to travel due to damage. corrupted asphalt".



Picture 1.7 TikTok Inilah.com

Anies Baswedan frequently engages with young people on social media, particularly TikTok, to deliver his political messages. The image above illustrates Anies' strong connection with the younger generation, eliminating any distance between a political figure and youth. His rapport with them is so genuine that young people affectionately call him "Abah" when he goes live on TikTok.



Picture 1.8 TikTok Anies Baswedan

Anies Baswedan has a strong connection with Gen Z on social media. He offers full support and encouragement to Gen Z graduates entering the workforce, a group often viewed as weak or underestimated by the millennial generation. Anies's personal branding and political communication on Instagram and TikTok only have slight differences in creating social media content due to differences in features and making captions and different content due to differences in target markets in using that two platforms.

B. Anies Baswedan's summary findings

NO	PERSONAL BRANDING	COMMUNICATION POLITIC
1.	Scholars and Academics	Empathetic and Humanistic Communication Style
2.	Leaders who Prioritize Social Justice	Communication through Inclusive and Nationalist Narratives
3.	Humanistic Leadership Style	Utilization of Social and Digital Media
4.	Leaders who Care about the Environment and Sustainable Development	Use of Simple and Relevant Language

5.	Moderate and Tolerant Islam	Solution-Focused and Hopeful Messages
6.	Controversial but brave	Political Communication that Emphasizes Empathy and Collaboration
7.	Moderate and Nationalistic Image	Deal with Criticism Calmly and Rationally
8.	Strong Digital Presence	Clear Visioning in Speeches and Debates

CHAPTER IV

DISCUSSION

A. Discussion

1. Personal Branding

Anies Baswedan frequently displays and promotes his personal branding on two social media platforms, namely Instagram and TikTok, using content with themes that are easy for the wider public to understand and that do not have age restrictions. The content also reflects his closeness to the community, his family, and his hobbies. Anies Baswedan uses analytical tools and an understanding of his target audience to measure impact and adjust strategies (Labrecque *et al*, 2011).

Anies, in building personal branding on social media, uses indicators in personal branding theory, namely: *Authenticity* Anies always shows himself and his values consistently to maintain the same image on different social media. *Clarity* Anies always knows

what he is offering to his audience, for example to the Gen Z generation, he always follows developments according to the current digital era. *Visibiltas* Anies always maintains relationships with other individuals in building personal branding, *Credibility* Anies Baswedan built personal branding and relevance is adapting personal branding to audience needs (Arruda, 2007).

Personal branding is a process in which we market ourselves to others in order to build our reputation, image, and perception in their minds (Arruda, 2007). Social media has become a very strategic platform in the current era for widely promoting personal branding, as Anies Baswedan has done. According to Kaplan and Haenlein (2010), social media provides an opportunity to build and maintain personal branding by ensuring authenticity and consistency in conveying messages across various platforms.

Anies Baswedan uses social media to build several personal branding indicators such as “*content, consistency, visibility, authenticity, reputation, uniqueness, credibility, adaptability*”. So that the target audience likes and loyally follows the social media content that has been created. Clark (2015) also states the same thing, there are several indicators of personal branding, namely network, content, consistency, authenticity, reputation, uniqueness, credibility and adaptability. Anies did some of these things and can be seen from social media and uploaded content.

2. Political Communication

Anies's political communication on social media platforms such as Instagram and TikTok is easy for younger generations, such as Gen Z, to understand. He uses language that is simple and clear, making his messages precise and meaningful. Additionally, Anies uses engaging and interesting content that captures the attention of his audience. According to Chadwick (2013), digital politics and social media have the power to transform political campaigns. Perry (2019) also observed that social media is changing the political landscape

by providing direct access to audiences, allowing politicians to communicate messages without the filter of traditional media, thereby influencing the political campaigns they run.

Anies uses several indicators of political communication, including themes, ideologies, and arguments, to ensure that the content he delivers is specific and targeted toward his audience on social media platforms. Engagement reactions, such as how the audience responds to political messages, feedback, interactions, and changes in attitudes, all play a role in shaping the way his messages are received. These elements help analyze the impact and effectiveness of political communication, as discussed by Donbach and Patterson (2004).

In his political communications, Anies often uses symbols and carefully chosen words to convey messages to the public. Most notably, during debates with his political opponents, he delivers short, direct messages aimed at the party receiving the political communication. Gordon (2005) similarly explained that political messages involve how messages are prepared and delivered by political actors to shape public perception. Public reaction is a critical aspect, as it helps analyze the level of acceptance, rejection, or changes in attitudes and behavior in response to political messages. The influence of media and political figures is closely tied to how mass media and political cadres shape public opinion and the strategies used in political communication. Contextual factors, such as social, economic, and cultural conditions, also influence the effectiveness of political messages.

The political communications Anies Baswedan often conducts align with Castells' (2009) perspective on political communication. He defines it as the process of sending, receiving, and processing messages that influence the opinions, behavior, and political decisions of individuals or groups within society. Castells focuses on how media and information technologies shape power structures and political communication in modern society.

3. . Political Interests

Political interest is defined as a person's interest in political activities, issues, or processes. It plays a crucial role in shaping voters' opinions and preferences, especially during election campaigns. Anies Baswedan utilized this concept to design a political communication strategy aimed at capturing the public's attention. His approach aligns with Campbell's (2018) theory, which demonstrates how political communication strategies can attract public attention, generate sympathy, and motivate those involved in the political process.

Political interest is a key aspect of political participation. Various factors, such as the media, personal experiences, and social conditions, play an important role in shaping a person's interest in politics. Anies, as a political actor, leverages these factors to facilitate public participation in political issues and to increase political interest by providing information that is relevant, easy to understand, and accessible to all. According to Putnam (2000), the influence of media, personal experiences, social environment, and social conditions all contribute to an individual's interest in politics. Media and political communication serve to strengthen political involvement by raising awareness of political issues, providing clear and truthful political information, and making that information easily accessible.

To increase political interest, Anies uses indicators of political communication engagement, aiming to assess and understand the extent of audience involvement with the content he creates on social media platforms such as Instagram, Tiktok, online forums, and blogs. These efforts are designed to influence the attitudes and behaviors of his audience. Key indicators include the frequency and intensity of their interaction with political content. This was highlighted by Inyenger and Simon (2021), who noted the importance of interactions on platforms like Instagram, Tiktok, online forums, and blogs. Engagement can be measured by comments, likes, shares, retweets, as well as emotional and cognitive reactions to the political messages conveyed by political actors, including the feelings triggered by these messages and the critical thinking they provoke.

According to Pariser (2021), several key indicators measure interest in political communication, such as the frequency of media exposure, duration of engagement, digital interactions, emotional responses, involvement in political discussions, changes in opinions and attitudes, and perceptions of credibility. Anies Baswedan employs many of these indicators when creating content to increase political interest among his audience.

B. Study Literature

1. Anies Baswedan's Political Communication Style

Based on the analysis of research on the 7 articles reviewed, it was found that Anies Baswedan's political communication strategy uses an approach to society with strong rhetoric, often combining intellectual and populist traits that carry meaningful values. His delivery is subtle but firm and focused. For example, during the 2024 presidential candidate debate, Anies conveyed his political messages in a relaxed and smooth manner, while still directing his points at his political debate opponents.

Based on a research article by Fitriani (2021), Anies Baswedan often uses his academic background to build a strong narrative about education and national values. This was frequently used as rhetoric by Anies during his time as Governor of DKI Jakarta, where he adopted a focused leadership style on policy innovation and responsiveness to social issues. His policies, such as slum area planning and old city area revitalization projects, gained attention because they directly addressed political issues.

Based on a research article by Khasanah (2019), Anies Baswedan often employs a rhetorical approach that can be described as very strong, grounded in moral and national values, and conveyed through smooth but firm and focused language. Anies' political communication is considered very effective because of his ability to link current issues with a broader national vision. This was evident during his 2017 election campaign for Governor of DKI Jakarta.

According to a research article by Riski (2020), Anies Baswedan successfully used social media to expand his reach in conveying his political messages. His strategy in utilizing social media shows systematic patterns, where the messages do not solely focus on image, but also on policy substance. This is evident in his interactions on Twitter and Instagram, where Anies often shares systematic and concrete work results, while building narratives about social justice and support for marginalized communities.

Based on a research article by Wibowo (2020), Anies Baswedan's leadership style is collaborative, as he often involves the community in making important decisions, especially in the context of public policy in Jakarta. One example is the village development program that engages local communities. This shows that Anies prioritizes a participatory approach in his leadership.

According to a research article by Pranoto (2021), Anies' political communication style and leadership are also oriented toward inclusivity. In transportation policies such as the development of integrated transportation (MRT) and expanding sidewalks, Anies has succeeded in building an image as a leader who represents the interests of various groups in society, including pedestrians, public transportation users, and disabled individuals.

Based on a research article by Haryanto and Suryanto (2019), their research discusses Anies Baswedan's political communication strategy in the context of his relations with the mass media. They note that Anies utilizes both traditional and digital media equally to convey his political messages. Furthermore, they highlight that Anies prefers a communication strategy that focuses on dialogue, rather than confrontational political rhetoric.

According to a research article by Wahyuni (2020), which examines Anies Baswedan's use of social media during the COVID-19 pandemic, Anies effectively used platforms like Instagram and Twitter to communicate directly with residents of DKI Jakarta. This research shows that Anies' digital communication strategy was successful in increasing interaction with citizens, especially through messages that provided information, education, and guidance on handling the pandemic.

4. Anies Baswedan's Personal Branding

Based on the analysis of the 3 articles analyzed, it was found that Anies Baswedan's Personal Branding strategy uses an approach that highlights the characteristics within him, which differentiates him from other political actors. For example, when Anies Baswedan greets or interacts, either directly or indirectly via social media with Gen Z, Anies always adapts.

Based on a research article by Purnama (2018), Anies Baswedan's personal branding is quite unique because it combines the roles of an intellectual and a politician who is close to society, especially with the younger generation, such as Gen Z, by reflecting intellectual values and caring about issues regarding education. Anies has succeeded in consistently maintaining his personal branding, both as Minister of Education and as Governor of DKI Jakarta.

Based on a research article by Aulia and Hermawan (2021), Anies Baswedan uses personal branding as a tool to introduce himself and create a positive public perception. Anies has a calm but charismatic communication style in building an image as an intelligent and solution-oriented leader. The choice of words is measured, and the narrative is inclusive, which is one of the characteristics of Anies. The success of Anies' personal branding can also be seen from his ability to attract support from various groups in society.

Based on a research article by Herlambang (2022), Anies' personal branding highlights how he builds an image as an inclusive religious leader. Anies often uses inclusive religious narratives to attract various groups in society without appearing exclusive to any particular group. This helps maintain his image as a pluralist leader in the eyes of the public.

CHAPTER V

CONCLUSION

A. Summary

Research on Anies Baswedan's personal branding strategy for political communication on social media reveals several findings that contribute to creating political content and enhancing the distinct characteristics of political actors.

1. Anies Baswedan's political communication strategy involves academic language to effectively convey messages to his political opponents. His political communication primarily targets the younger generation due to its simplicity and transparency. As a result, many young people actively follow Anies Baswedan's political career. These messages are frequently conveyed through social media platforms such as Instagram and TikTok. On both of these platforms, Anies frequently shares engaging political content, using creative media to ensure his political messages are heard by his followers, including Gen Z.
2. Anies Baswedan attracts young people through social media, an effective platform for delivering messages suited to the digital era. As a political figure, Anies uses digital creative media to attract young people to follow his political journey by

creating interesting videos with political messages. He actively uses social media to engage with young people and demonstrate transparency.

3. Anies Baswedan's personal branding is often described as academic, given his early career as a university chancellor before moving into the political arena. This experience enhances his profile and distinguishes from other political figures. This is one of the reasons Anies Baswedan is very popular with the public, This experience enhances his profile and distinguishes the younger generation. Additionally, Anies actively uses Instagram and TikTok to share video content about his political activities and personal life, which is accessible to the wider community. Due to his transparency, Anies earned the affectionate nickname "Abah" from the youth on social media.

B. Research Limitations

In carrying out research on Anies Baswedan's Personal Branding and Political Communication Strategy on Social Media, there are several limitations and obstacles. During the research process, it is challenging to find core data and supporting sources directly related to Anies Baswedan's political communication strategy and personal branding. Moreover, there were challenges in obtaining detailed information about Anies or his associates and in identifying suitable informants or sources for interviews on the research topic. Even after identifying sources, scheduling interviews posed additional challenges.

C. Recommendation

Based on the conclusions above, the author offers the following suggestions:

1. The political communication carried out by Anies Baswedan is quite unique and engaging.. In the current era, where people of all ages—from the young to the old—are using the internet and social media, the way messages are conveyed to the public is both

engaging and easy to understand. Through 15-second to 1-minute videos, creative digital media is used to deliver political messages transparently, which can be easily accessed by anyone at any time. It is hoped that the delivery of political communication will continue to improve.

2. Anies Baswedan's personal branding is highly effective and transparent on social media, offering an experience similar to a face-to-face interaction. Many young people admire Anies Baswedan because he is close to the younger generation, especially students, due to his active presence on social media and his willingness to listen to their concerns.
3. Future research is encouraged to a more comprehensive analysis of Anies Baswedan's political communication strategy and personal branding on social media. Further research should focus on specific aspects and gather more detailed data to deepen understanding of political figures like Anies Baswedan.

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ATTACHMENT

Informan 1. : Syafik muhammad yusuf Jakarta – Univ Islam Indonesia semester 4 ilmu komunikasi

Penanya : Ceritakan tentang Awal mula bapak anis baswedan menjadi calon gubernur DKI Jakarta ?

Narasumber : Jadi saya bisa melihat pak anis itu dari pak anis membangun Jakarta lebih indah lagi. Kenapa saya bisa melirik pak anis? Jadi memang pak anis itu pada saat menjadi gubernur Jakarta itu dia mengubah Jakarta. Sebenarnya apa yang dirubah di Jakarta itu adalah apa yang dia bawa pada saat pencalonan presiden 2024 kemarin. Isu perubahan itu yang dibawa. Dia sudah berhasil, mencoba dan beriktir mengubah Jakarta menjadi Jakarta yang lebih indah lagi kedepannya. Jakarta itu menjadi kota yang bisa disebutkan ibu kota yang betul-betul ibu kota. Contohnya, basway jadi rapi, banyaknya kebun di Jakarta, banyaknya penghijauan di Jakarta, memanfaatkan trotoar untuk pejalan kaki dll.

Penanya : Tangga saudara, mengenai awal mula bpk. Anis menjadi calon presiden 2024 seperti apa?

Narasumber : Menurut saya, awal mula saya memilih anis dan menjadi tim pemuda anak anis atau anak abah karena apa karena saya tidak percaya kalau anis ini akan terpilih tapi dari ketiga calon ini yang membawa isu perubahan ini hanyalah pak anis. Dari tahun ketahun tidak ada yang membawa isu perubahan. Dan kenapa saya bisa memilih pak anis karena dia independensi. Kenapa bisa dikatakan independensi karena dia satu-satunya calon yang bukan dari petugas partai. Kita lihat prabowo berkelana di patrai gerinda, ganjar berkelana menjadi petugas partai pdip, cak imin walaupun sebagai wakilnya pak anis dia berkenalan di partai pkb. Pak anis? Dia fokus pada akademisi nya dia. Sampai pada akhirnya kalau dalam politik itu ada dua jalur yaitu politik masuk melalui jalur kasar dan politik melalui jalur halus. Pak anis ini mencoba melalui jalur halus yaitu apa dia fokus pada akademisinya sampai pada dia dipanggil untuk menjadi gubernur dan presiden. Walaupun pada akhirnya juga banyak yang berhianat pada pak anis.

Penanya : Kapan awal mula Anda mengikuti kehidupan politik anis baswedan ?

Narasumber : Awal mula saya mengikuti jejak atau karir politiknya anis baswedan yaitu ketika dari dia gubernur. Dari gubernur itu saya sudah menunggu kapan seorang akademisi menjadi Presiden. Karena belum pernah ada. Pernah ada di salah satu media sosial seseorang mengatakan kalau pak anis benar-benar menjadi presiden dan kpu menerima itu pak anis menjadi calon presiden. Hal tersebut merupakan batu loncatan yang sangat tinggi bagi politisi awal seperti Pak anis. Sampai pada akhirnya saya bertemu dengan pemilu 2024 dan pak anis menyediakan wadah bagi anak muda yaitu namanya ubah bareng yang artinya mengubah Indonesia bersama anak muda. Dari situ saya tertarik hingga akhirnya saya dipilih menjadi wakil kapten amin Jogjakarta.

Penanya : Dari mana saifik tahu anis baswedan?

Narasumber : Dari semenjak beliau menjabat sebagai gubernur Jakarta

Penanya : Siapa yang mengenalkan Anis Baswedan kepada safik?

Narasumber : Pada saat pemilu 2024 itu saya menjadi kenal dan akrab dengan pak anis itu dari ayah saya sendiri. Ayah saya menjadi ketua senat di UII dan pak anis menjadi ketua senat di UGM dan memang sudah kenal lama dan ayah saya menjadi ketua tim hukum nasional amin 2024 dan secara gak langsung dan secara emosional saya sering bertemu bapak anis dikediaman beliau maupun dikediaman saya.

Penanya : Bagaimana sosok anis baswedan dimata safik?

Narasumber : Orang yang jujur, tidak pernah bermain kotor dan benar-benar mementingkan rakyat. Tapi kenapa ya malahan banyak muncul di media sosial yang menjelek-jelekan anis. Sebenarnya itu buzzer menurut saya. Padangan terhadap anis baswedan adalah calon pemimpin yang ditunggu-tunggu dari awal Indonesia berdiri.

Penanya : Mengapa safik tertarik dengan Anis baswedan?

Narasumber : Jadi pada saat itu ayah saya yang mengenalkan saya kepada Anis Baswedan, cuman ketertarikan saya itu bukan karena keakraban keluarga saya tetapi karena saya melihat bahwasannya sistem pemerintahan Indonesia saat ini sudah dikatakan sebagai mundurnya demokrasi. Dimana hukum berada dibawah kekuasaan. Seharusnya hukum berada di atas kekuasaan. Bapak Anis ini hadir untuk mengubah itu semua.

Penanya : Menurut safik apakah strategi komunikasi politik Anis Baswedan sudah cukup baik? Jika iya mengapa?

Narasumber : Sudah sangat Baik. Karena beliau tidak bisa dikatakan sebagai komunikator politik tetapi beliau itu memang akademisi/dosen. Jadi beliau selalu memaparkan apa yang sebenarnya terjadi atau fakta. Selalu fakta yang apa yang terjadi. Seperti pada debat pilpres kemarin, beliau memaparkan bukan

apa yang ada di otak beliau tetapi memang apa yang ada di fakta tersebut. Komunikasi yang beliau bawa adalah melemparkan bola panas. Sehingga lawan bicaranya meninggi. Pak anis itu selalu merasa kalah.

Penanya : Maksud dari melemparkan bola panas itu seperti apa?

Narasumber : Kayak misalnya Pak anis mengatakan Pak Prabowo dari sekian persen pak Anis mengatak 3% kinerjanya sebagai menteri pertahanan. Itu sebenarnya hanya melemparkan bola panas saja supaya Pak Prabowo ini panas. Mengetes emosional Pak Prabowo itu seperti apa. Seperti yang kita lihat Pak prabowo ini otangnya otoriter.

Penanya : Apakah potensi strategi komunikasi Pak Anis Baswedan sudah cukup baik dibandingkan tokoh politik yang lainnya?

Narasumber : Masih banyak lagi tokoh akademisi yang lebih baik dari pak Anis. Tetapi dari segi akademisi ini sudah cukup baik.

Penanya : Komunikasi politik seperti apa yang dilakukan Pak anis baswedan menurut pemahaman safik? Bagi orang awam di luar DKI Jakarta siapa sih yang tau pak anis?

Narasumber : Beliau hanya seorang gubernur dan seorang akademisi. Tetapi apa yang mencoblos dan mendukung beliau tanpa dibayar pada pemilu tahun 2024 kemarin itu sebanyak 47Juta orang. Bayangin beliau data disuatu kota yang dimana masyarakat kota tersebut tidak tau Pak Anis tapi melihat pak anis dari gestur beliau bicara, keakademisinya beliau 1juta orang datang di Palembang pada saat itu hal ini menunjukkan Komunikasi yang beliau pakai ini adalah komunikasi akademisinya beliau ketika beliau mengajar. Beliau melihat rakyat, teman-temannya, beliau berbicara, bertukar pikiran. Komunikasi politik yang beliau gunakan itu sudah ditunjukkan dalam acara desak Anis.

Penanya : Menurut safik apakah komunikasi politik anis baswedan dikata masyarakat atau pendukung ?

Narasumber : Kalau kata pendukung anis, Anis Baswedan itu kalah dalam pemilu tapi menang dalam pejuang perubahan

Penanya : Bagaimana Anis Baswedan membangun personal branding di media sosial menurut safik?

Narasumber : Sebenarnya kalau saya lihat Pak Anis ini personal branding di media sosialnya ini masih kurang baik pada pemilu 2024 ini. Karena pemilih di tahun 2024 ini adalah Gen Z. Walaupun saya pendukung pak anis, saya tetap mengkritik pak anis. Beliau kurang menunjukkan gestur gen z nya beliau seperti halnya Prabowo dan Ganjar. Misalnya Prabowo menunjukkan gen Z nya itu “Gemoy” dan joget-joget. Tetapi pak anis terlalu akademisi untuk tahun ini. Tetapi untungnya Ubah Bareng Pemuda hadir dan membungkus Anis dan mempresentasikan anis pada masyarakat. Jadi personal brandingnya Anis ini kurang baik tetapi Ubah bareng pemuda nya ini yang bagus.

Penanya : Apa yang membuat citra anis ini bagus di sosial media?

Narasumber : Kejujurannya beliau, dekatnya beliau dengan masyarakat, kebaikan hati beliau, tidak otoriter terhadap masyarakat, melihat masyarakat dari segi apapun. Menerima pandangan masyarakat seperti beliau membuat acara desak Anis.

Penanya : Apakah menurut Anda Anis ini berhasil membangun personal branding?

Narasumber : Cukup baik. Kenapa saya bisa memilih Anis' karena beliau muncul di fyp saya. Beliau menunjukkan kehidupannya sebagai gubernur Jakarta. Contohnya beliau pergi mengecek apapun proyek yang dibuat oleh beliau, membenahi kembali, menanyakan kepada masyarakat. Ikut car Friday atau cfd, bertemu banyak masyarakat, menerima aspirasi. Hal tersebut bermula dari munculnya fyp pak anis di tiktok. Kakau di instagram? Kakau diisntagram masih seperti akademisi pada umumnya. Masih kurang baik.

Penanya : Menurut safik personal branding Pak anis ini apakah sudah cukup ?

Narasumber : Bisa dikatakan sudah sangat cukup. Karena 40juta orang memilih dia. Padahal beliau hanya pendatang dari Jakarta, Seorang gubernur bukan politisi yang sudah tinggi jabatannya. Bukan mentri dan bukan wakil presiden. Tapi kita lihat ada 40juta orang memilih dia dan rela menangis ketika Abis kalah. Kemarin beliau buat kampanye akbar di JIS berapa juta orang yang datang ke JIS. Padahal beliau bukan siapa-siapa hanya akademisi.

Penanya : Jadi menurut safik untuk keseluruhan personal branding dan komunikasi politiknya Anis ini sudah cukup baik?

Narasumber : Iya sudah sangat cukup baik. Ditambah lagi pendukung-pendukung beliau yang membantu beliau dalam kampanye kemarin.

Zoom

Informan 2 : Abdan sakura alumni fakultas hukum Universitas Islam Indonesia angkatan 2019. Seorang pengacara yang terlibat aktif dalam kampanye pilpres 2024. Menjadi Tim milenial dan Gen Z untuk pason no 1 yaitu pasangan Anis Baswedan dan Muhaimin Iskandar.

Penanya : Ceritakan awal mula pak Anis Baswedan menjadi Gubernur DKI Jakarta?

Narasumber : Pada tahun 2017 saya mendaftarkan diri sebagai abang-none buku Jakarta utara. Abang-none buku adalah duta literasi di bawah naungan dinas perpustakaan dan kearsipan DKI Jakarta Utara yang ruang lingkupnya kota madya Jakarta Utara. Dimana waktu itu saya mengikuti seleksi yang dinaungi oleh pemprov DKI Jakarta pada saat itu Kepemimpinan Gubernur dipegang oleh Pak Jarot Saipul Hidayat dan pada saat itu juga masa transisi dimana akan dilakukan pilkada DKI Jakarta tahun 2017. Kebetulan saya itu bertemu dengan Pak Anis ketika Pak Anis dinyatakan pemenang sebagai gubernur terpilih. Kemudian saya sebagai duta literasi pemprov diberikan tugas oleh dinas perpustakaan untuk mendampingi Pak Anis dibalai kota. Nah hal tersebut menjadi awal saya kenal dengan sosok Pak Anis Baswedan walaupun

sebelumnya orang-orang sudah familiar dengan sosok Pak Anis sebagai menteri pendidikan dan kebudayaan.

Penanya : Ceritakan awal mula pak anis baswedan bisa menjadi calon presiden di tahun 2024 ini?

Narasumber : Kalau kita lihat bagaimana lini masi atau time line kenapa beliau itu dijadikan sebagai calon presiden di tahun 2024 ini pasti karena track record nya baik ketika menjadi Gubernur DKI Jakarta. Pak anis benar-benar menciptakan kota kolaborasi. Jadi Dki Jakarta ini punya branding namanya klub Jakarta yang merupakan salah satu branding dari Jakarta sendiri yang menggambarkan Jakarta sebagai kota inklusif, kota kolaborasi dan program-programnya juga bisa dinikmati oleh semua kalangan mulai dari sistem transportasi yang terintegrasi sampai dengan program-program yang memberikan kesejahteraan secara pengembangan sumber daya manusia dan infrastruktur dan karena track record beliau bagus ada satu partai yang melihat bahwa pak anis ini potensial yaitu partai nasdem yang pertama kali mendeklarasikan untuk mencalonkan beliau sebagai calon presiden. Pada saat itu belum ada calon pasangannya siapa dan pada saat itu yang masih berkoalisi adalah partai nasdem, pks dan demokrat.

Penanya : Kapan pertama kali bang abdan mengikuti kehidupan Pak Anis Baswedan?

Narasumber : Sebenarnya saya mengikut pak anis itu semenjak beliau mencalonkan diri sebagai Gubernur DKI Jakarta karenkan pada saat itu saya bertugas sebagai duta literasi DKI Jakarta dan ditugaskan di Jakarta utara salah satu mitra saya adalah pemprov jakarta dan dari situlah saya bertemu bukan hanya dengan Pak Anis tetapi juga dengan Pak sandi. Dari situ juga saya mengikuti kehidupan politiknya pak anis. Jadi semenjak beliau mencalonkan sebagai gubernur DKI Jakarta.

Penanya : Dari mana abang tau sosok Anis baswedan?

Narasumber : Awal mula tau sosok Pak anis yaitu dari Indonesia Mengajar yang merupakan program yang sangat terkenal sekali di kalangan mahasiswa pada saat itu. Dimana program ini adalah program untuk bisa mengajar di beberapa wilayah seperti 3T atau wilayah yang memang sangat membutuhkan tenaga pendidik dari kota.

Penanya : Siapa yang mengenalkan sosok Anis Baswedan kepada Abang?

Narasumber : Sejauh ini saya hanya melihat dari sudut pandang orang awam oh ini pak anis sosok menteri pendidikan saya, oh ini gubernur saya. Tetapi jauh daripada itu lebih dekatnya saya dikenalkan langsung oleh anaknya sendiri yaitu Mikail baswedan. Sebelumnya itu sebenarnya saya sudah berteman dengan keponakan beliau namanya Dimas. Saya ketemu pada tahun 2018 pada saat kegiatan di Universitas Indonesia kemudia dari situ saya disambungkan ke Mikail anaknya yang kedua kemudia saya diajak untuk bergabung dengan organisasi yang dia buat yaitu pemuda harapan bangsa dimana saya diminta untuk menjadi kepala bidang atau ketua divisi bidang politik dan hukum pada saat itu namanya devisi demokrasi hak asasi manusia dan nasionalisme.

Penanya : Bagaimana pandangan anis baswedan dimata abang?

Narasumber : Bagi saya pak anis itu selalu romantik dengan diskursus dan topik-topik yang sangat ideal dan sangat fleksibel untuk kita pahami apalagi khususnya anak muda. Kalau misalnya melihat usia beliau pastinya beliau masih muda juga atau kemudian yang kedua beliau sangat inspiratif dan sangat kontributif untuk ekmajuan pendidikan indonesia. Jadi ada salah satu hal yang beliau sampaikan dalam public relation beliau di london yaitu dia harus mekihat dari tiga aspek yaitu aspek objektif yaitu jika kita ingin berkari pastikan kita memiliki kesempatan untuk mengembangkan kita secara intelektual. Kemudian yang kedua yaitu financial good yaitu cukup. Tidak harus menjadi billionaire tetapi setidaknya kita mandiri. Terakhir adalah impesonaly impact

full. Jadi memang segala sesuatu itu dilihat dari 3 hal tersebut. Hal ini yang terus melekat dipikiran saya karena sebagai anak muda yang baru berkarir saya merasa 3 ibjektif ini sangat relevan.

Penanya : Mengapa bang abdan sangat tertarik pada anis baswedan ?

Narasumber : karena saya merasa, saya memiliki pandangan dan value yang sama dengan beliau. Karena beliau sangat mengutamakan pendidikan umplusif dan bagaimana masyarakat itu sejahtera. Dan narasi-narasi maupun pandangan beliau itu sangat realistis melihat Indonesia dari kaca mata realistis tetapi juga kedepan. Saya merasakan bagaimana tim kampanye pada saat itu dimana saya ikut terlibat aktif dalam tim milenial dan gen z itu sangat terbuka dan open mind dan menerima segala bentuk masukan. Bahkan banyak program-program yang kita inisiatif sendiri yang ahirnya diterima dan digunakan. Salah satunya program Desak Anis. Di tim pak anis saya juga juga tergabung di Ubah Bareng pemuda yang kemudian kami selalu dibawa kemana-mana oleh tim kampanye pak anis untuk membuat program-program kepemudaan. Misal desak anis, slepet imin dan saya sendiri lebih banyak di loker room timnas di tim-tim nya pak anis yang berkampaye seperti Pak Tomlembung. Hal ini menunjukkan banyaknya organisasi pemuda yang mendukung pak anis dan pak muahimin.

Penanya : Bagaimana pak anis membangun personal branding di sosial media?

Narasumber : Kita sebagai tim pasti memikirkan startegi bagaimana seorang calon presiden yang sedang bersaing itu bisa diterima di masyarakat dan bisa memiliki daya pembeda dengan calon-calon lainnya sehingga itu bisa menjadi ketertarikan tersendiri. Pertama kita melihat kekuatan beliau. Jika kita melihat sosok pak anis, beliau kan sangat intelektual sekali dan mungkin sebageian orang memandang pak anis sangat higt contact atau sangat tinggilah bahasanya. Tetapi itu adalah stadart yang kita pertahankan bahwa kekuatan beliau itu kita

pertahankan. Kita ingin menciptakan pak anis secara branding memang orang yang punya kapabilitas secara intelektual dan kapabilitas secara kemasyarakatan dengan program-program yang ada. Jadi pak anis secara brandingnya pak anis memang dibentuk dan sudah terbentuk sebagai orang yang hingga mencapai level jadi memang standarnya seorang presiden yang segitu. Kemudian untuk branding yang bagian lain-lain untuk kalangan menengah kebawah itu diakomodir oleh kampanye-kampanye cak imin. Jadi pak anis berusaha untuk menggapai anak-anak yang memang bisa dikatakan memiliki privilese dalam pendidikan dan kelas menengah ke atas. Sedangkan cak imin fokus pada agenda kampanye yang menasar kepada kelas-kelas bawah. Jadi itulah personal branding yang dikenalkan. Jadi pak anis sangat dikenal sebagai tokoh yang sangat intelektualis.

Penanya : walaupun di media sosial seperti instagram, twitter beliau menjadi personal branding yang sangat intelektual?

Narasumber : Ada dua karakter yang melekat dalam diri pak anis yang kemudian menjadi sebagai branding beliau yaitu intelektualis dan family man. Kalau misalkan melihat sosok beliau, pasti beliau selalu update soal keluarganya dan keharmonisan keluarganya. Jadi hal tersebut menjadi salah satu yang sangat kuat dalam diri seorang pak anis. Jadi orang-orang itu melihat pak anis sebagai sosok yang intelektual dan family man sehingga orang-orang memanggilnya abah. Karena mereka punya rasa memiliki kepada pak anis. Karena merasa pak anis itu juga menjadi seorang bapaknya anak muda di media sosial. Jadi personal branding itu bukannya kita buat-buat tapi kita mempertahankan apa yang ada.

Penanya : Apa yang membuat citra pak anis itu bagus di media sosial?

Narasumber : Karena sifat keluarganya, kehumainsannya dan juga karena keintelektualannya

Penanya : Bagaimana pandangan anis dimata abang?

Narasumber : Bagus, menurut saya pak anis berhasil membentuk dirinya sebagai seorang yang intelektualis dan humanis dan juga memiliki karakter penyayang pada keluarganya. Karena menurut psikologi itu mempengaruhi. Ketikak orang tersebut harmonis di dalam lingkup yang paling terkecil maka akan dipastikan orang tersebut juga akan memiliki hubungan yang harmonis dengan orang-orang disekitarnya

Penanya : Dengan pak anis yang berhasil membangun personal branding di media sosial dengan menjadi bapaknya anak indonesia (Abah) itu kenapa pak anis bisa melakukan hal itu sedangkan beliau seorang individual intelektualis?

Narasumber : Jadi kalau saya melihatnya ini bisa dikatakan hadiah dari Allah. Karena kita kadang-kadang tidak memikirkan suatu hal yang sifatnya refleksi. Kenapa orang-orang pada akhirnya memanggil pak anis abah? Itu karena anak beliau memanggil abah. Nah akhirnya orang-orang juga ikut terdorong sama semenjak pasca debat pak anis sering live tiktok itu dia sempatkan untuk ngobrol yang ringan-ringan bukan tentang narasi program kampanye. Jadi orang-orang itu merasa memiliki kedekatan secara emosi. Saling berbagi cerita. Kalian itu harus berbagi cerita dan kalian harus saling berbagi pengetahuan. Makanya metode cerita itulah yang digunakan oleh beliau untuk membangun personal branding.

Penanya : Menurut abang personal branding nya anis baswedan itu sudah cukup baik belum dimata masyarakat indonesia?

Narasumber : Bagi saya beliau sudah sangat ideal sebagai seorang presiden. Andaikata kemarin anis menang personal branding seorang anis baswedan menjadi kekuatan.

Penanya : Apakah strategi komunikasi anis baswedan sudah cukup baik? Jika iya mengapa ?

Narasumber : Kalau dikatakan cukup baik secara penuh sepertinya belum. Karena bagaimanapun yang namanya pemimpin kan apalagi di Indonesia kita harus melihat pasar-pasar memilih itu seperti apa. Boleh kita idealis, boleh kita tetap mempertahankan standart diri kita seperti apa. Ternyata kapabilitas tidak menunjukkan kerelevansian yg kuat pada elektabilitas perolehan suara pada pemilu 2024. Bagaimanapun hal tersebut menjadi tantangan bagi pak anis dan tim itu sendiri.

Penanya : Apakah potensi komunikasi pak anis baswedan cukup baik dibandingkan tokoh politik lainnya?

Narasumber : Tentu saja karena jika kita melihat beliau jadi panel di luar. Ini bicara tentang geopolitik dan transnasional communication jadi komunikasi yang lintas itu ok. Dan kalau misalnya memperhatikan forum-forum debat beliau cukup layak dibanding yang lain menurut pandangan saya

Penanya : Komunikasi politik apa yang dilakukan anis baswedan?

Narasumber : Menurut saya pak anis melakukan budaya dan komunikasi politik dengan pendekatan-pendekatan yang dibuktikan oleh akademik dan pengetahuan. Basisnya itu adalah pengetahuan.

Photo with Resource Person



Interview with resource person via Zoom

directly or offline



Interview sources