

ABSTRACT

CITY BRANDING MESSAGES PACKAGING ON THE JAKARTA CITY GOVERNMENT'S INSTAGRAM ACCOUNT (Content Analysis of The @dkijakarta Account for The March 2024-2025 Period)

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Jakarta is a metropolitan city that underwent a significant branding transformation after officially ceasing to serve as the capital city of Indonesia on February 15, 2024. This also make change for a new identity, "Plus Jakarta," with slogan "A City of Collaboration", about collaborative spirit, inclusivity, and global engagement. The shift from a national capital to a global collaborative city requires a strategic repositioning of Jakarta's image, especially through digital communication platforms. One of the key platforms used in this process is @dkijakarta Instagram account. This study aims to analyze how city branding messages are communicated through @dkijakarta account during March 2024 to March 2025. The research applies Simon Anholt's City Brand Hexagon theory, which consists of six elements: presence, place, potential, pulse, people, and prerequisites. Using a qualitative approach, content analysis techniques, and a post-positivist paradigm, this study examined 138 selected posts that met the criteria for representing city branding messages. The findings indicate that the branding messages are predominantly framed through three elements: prerequisites, presence, and pulse. Through content showcasing infrastructure development, urban lifestyle, and participatory calls to action, the account effectively represents the values of a collaborative city. Moreover, by highlighting achievements in economy, infrastructure, and sustainability, Jakarta's branding aligns with its vision of becoming a competitive global city. Although elements like people and interactive engagement can be further strengthened, the overall strategy reflects a relevant and systematic approach in shifting Jakarta's image from a tourism-based destination to an inclusive, collaborative, and forward-looking urban identity.

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