

ABSTRACT

Packaging of Political Content on Social Media Accounts of DPR Members from Artist Circles (Quantitative Content Analysis on Instagram Accounts @Bramastavr1 and @melly_goeslaw for the Period October 2024 – March 2025)

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This study aims to analyze the packaging of political content on Instagram social media by two members of the House of Representatives who come from celebrity circles, namely Verrel Bramasta and Melly Goeslaw, during the period October 1, 2024 to March 31, 2025. Both represent two different generational categories, Verrel as part of the millennial generation and Melly from the X generation. Through a quantitative content analysis approach to measure content themes, forms of content presentation, and forms of political messages conveyed in uploads. The results of the analysis of 144 Instagram posts of Verrell Bramasta and Melly Goeslaw show similarities in message themes, especially on legislative activities and performance. However, both have different visual approaches. Verrell more often uses selfies and close-up videos for a personal impression, while Melly relies on wide shots to show collective interactions. Content is dominated by informative and promotional messages, with little direct interaction. This suggests that their use of Instagram tends to be one-way, focusing on image reinforcement and the delivery of a political agenda..

Keywords: Political Communication, Instagram, Artist-Politicians, DPR

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