

ABSTRACT

Packaging Messages from Political Figures on the @Pinterpolitik Instagram Account (Qualitative Content Analysis of Content of Political Figures for the Period of October 2022 – March 2023)

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The Instagram account @pinterpolitik is an account that provides education and information regarding political events in Indonesia or the world. In 2024 Indonesia will hold presidential elections, so this year has entered a political year. the purpose of this research is to find out the packaging of political messages to political figures on the @pinterpolitik Instagram account in the period October 2022 to March 2023. This research focuses on four political figures, namely: Anies, Ganjar, Prabowo, and Ridwan Kamil. This research is a qualitative content analysis research, with data testing method using holsti formula. This study has four categories, namely message themes, communication techniques, forms of content, and political figures. The results of this study found that the dominating content was the theme of political strategy messages, informative communication techniques, image content forms, and political figures Anies Baswedan. An interesting finding in this study is that there is no content that uses coercive communication techniques and no content pairing the figures of Prabowo and Ridwan Kamil. Suggestions for further research are expected to use other methods to deepen further research.

Keywords: Qualitative Content Analysis, Instagram Account @pinterpolitik, Presidential Election, Political Figures.

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