

## ABSTRACT

### **Political Advocacy Message Presentation on the Instagram Account @bangsamahardika (Qualitative Content Analysis of the Fatia-Haris Case on the Instagram Account @bangsamahardika for the Period 2021 – January 2024)**

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*This study delves into the presentation of political advocacy messages on the Instagram account @bangsamahardika from August 2021 to January 2024. The study employs key concepts such as advocacy themes, advocacy types, message formats, and message effects. Given the popularity of Bangsa Mahardika's content, particularly the recurring hashtag #KitaBerhakKritis, this study aims to analyze the presentation of political advocacy messages on the @bangsamahardika Instagram account. Utilizing qualitative content analysis methodology, the study considers Instagram content as the unit of analysis. The findings reveal that the dominant advocacy theme on the @bangsamahardika Instagram account is "to promote" to support and raise awareness of the Fatia and Haris case. The sole type of advocacy identified is case advocacy, as it aligns with the goal of defending and supporting those involved in the Fatia and Haris case. The content format exhibits a combination of elements, with Bangsa Mahardika predominantly using carousel posts to accommodate more extensive information. Affective influence is prevalent, as evident in the responses on Bangsa Mahardika's content, which evoke emotions such as happiness, sadness, anger, or pride. In conclusion, the presentation of political advocacy messages on the @bangsamahardika Instagram account is entirely directed towards supporting the freedom of Fatia and Haris and voicing the freedom of expression that should be upheld by society.*

**Keywords:** Political Advocacy, Message Presentation, Bangsa Mahardika

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