ABSTRACT

Presentation Messages from Presidential Candidates on the Republic of Indonesia on @totalpolitikcom Instagram Account (Qualitative Content Analysis of Content in the Period of November 2023 - February 2024)

Melly Anjani 1), Suci Marini Novianty, S.IP., M.Si.2)
1) Student of Communication Science Department, Universitas Pembangunan Jaya
2) Lecturer of Communication Science Department, Universitas Pembangunan Jaya

The year 2024 is a political year where Indonesians will vote for the presidential election of the Republic of Indonesia. The @totalpolitikcom Instagram account is an account that provides political information in Indonesia. The purpose of this study is to determine the Presentation of messages for presidential candidates for the Republic of Indonesia on the @totalpolitikcom Instagram account for the period November 2023 to February 2024. This research method uses qualitative content analysis, with the data testing method using the Holsti formula. This research has the first four categories of message themes including presidential election debates, political surveys, responses from political figures and political marketing. Second, communication techniques include informative, coercive and persuasive. Third, the presidential candidates of the Republic of Indonesia are Anies Baswedan, Prabowo Subianto, Ganjar Pranowo. The fourth form of content includes images, carousels and reels. The results showed that the theme of political figures' response messages, informative communication techniques, carousel content forms and presidential candidate number one Anies Baswedan dominated the uploads on the @totalpolitikcom Instagram account. It is hoped that this research can provide a reference for content creators to develop political message packaging. Then, for further research, it can use different methods to expand the results and research perspectives.

Keywords: Message Packaging, Presidential Candidates of the Republic of Indonesia, Instagram @totalpolitikcom

Libraries   : 45

Publication Years   : 2014 – 2024