

## ABSTRACT

### ***Presentation of Political Messages by Presidential and Vice-Presidential Candidates in 2024 (A Quantitative Content Analysis on Social Media Instagram @pinterpolitik in the Period October 2023 – February 2024)***

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One of the Instagram accounts that shares information about politics is @pinterpolitik. The year 2024 is the year in which the 2024 general election is held. The 2024 election campaign shows a difference in campaigning methods, with a lot of political campaign activity visible on social media. The purpose of this research is to determine the Packaging of political messages of presidential and vice-presidential candidates 2024 on the Instagram account @pinterpolitik in the period October 2023-February 2024. This research is a qualitative content analysis research with data testing methods using the Holsti formula. There are five categories in this study, namely message themes, communication forms, content forms, presidential and vice-presidential candidates 2024, and response forms. The most dominant result of this study is the discussion of political figures of all candidates as much as 30%, the theme of political strategy messages as much as 55%, the informative communication form as much as 74%, the image content form 76%. An interesting finding in this study is that candidate pair number 2 is identical to the Packaging of political strategy message themes and candidate pair number 3 is identical to the packaging of identity political message themes, while candidate pair number 3 is considered to have a Packaging of message themes that is balanced between all message theme indicators. Suggestions for further research can be carried out on research related to the effectiveness of political education Instagram accounts.

**Keywords:** Quantitative Content Analysis, Instagram Account @pinterpolitik, Campaign, Presidential and Vice-Presidential Candidates, Election.

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