

Analisis Political Public Relations pada Akun Instagram @ubahbareng dalam Pemilihan Presiden dan Wakil Presiden 2024 = Analysis of Political Public Relations on Instagram Account @ubahbareng in the 2024 Presidential and Vice Presidential Elections

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Abstrak

Dalam kontestasi Pemilihan Presiden dan Wakil Presiden 2024 di Indonesia, media online, salah satunya media sosial menjadi pilihan utama untuk pelaku politik menyampaikan pesan dalam berkampanye. Salah satu dari pemanfaatan media sosial sebagai media berpolitik dalam kontestasi Pilpres 2024 adalah akun Instagram dari komunitas kepemudaan relawan pasangan calon Anies Baswedan-Muhaimin Iskandar, yaitu Ubah Bareng. Media sosial, termasuk Instagram, kini digunakan sebagai salah satu alat kehumasan dalam strategi pemanfaatan internet untuk memengaruhi dukungan publik. Penggunaan konsep dan praktik kehumasan untuk tujuan politik ini dinamakan political public relations. Tulisan ini menganalisis kegiatan dan model political public relations yang diterapkan oleh akun Instagram @ubahbareng dalam konteks Pemilihan Presiden dan Wakil Presiden 2024 di Indonesia. Tulisan ini menggunakan pendekatan kualitatif dengan metode studi pustaka untuk mengumpulkan data sekunder dari berbagai penelitian dan studi sebelumnya yang relevan. Temuan pada tulisan ini menunjukkan bahwa akun @ubahbareng telah melakukan kegiatan-kegiatan dan menerapkan salah satu model dari praktik political public relations dalam kontestasi Pemilihan Presiden 2024. Kegiatan political public relations yang dilakukan ini melibatkan manajemen media, manajemen citra, komunikasi internal, dan manajemen informasi. Ubah Bareng juga telah mengimplementasi salah satu model dalam praktik political public relations, yaitu political relations with public. Akun Instagram @ubahbareng juga membangun dan merawat komunikasi dua arah yang simetris dengan masyarakat sebagai publiknya melalui akses, keterbukaan, positivity, networking, penegasan kekuasaan, dan sharing task.In the contestation of the 2024 Presidential and Vice Presidential Elections in Indonesia, online media, one of which is social media, is the main choice for political actors to convey messages in campaigning. One of the utilization of social media as a political media in the contestation of the 2024 Presidential Election is the Instagram account of the youth community of volunteers for the Anies Baswedan-Muhaimin Iskandar candidate pair, namely Ubah Bareng. Social media, including Instagram, is now used as one of the public relations tools in the strategy of utilizing the internet to influence public support. The use of public relations concepts and practices for political purposes is called political public relations. This article analyzes the political public relations activities and models applied by the @ubahbareng Instagram account in the context of the 2024 Presidential and Vice Presidential Elections in Indonesia. This article uses a qualitative approach with a literature study method to collect secondary data from various relevant previous research and studies. The findings in this paper show that the @ubahbareng account has carried out activities and implemented one of the models of political public relations practices in the contestation of the 2024 Presidential Election. The political public relations activities carried out involve media management, image management, internal communication, and information management. Ubah Bareng has also implemented one of the models in the practice of political public relations, namely political relations with the public. The Instagram account @ubahbareng also builds and maintains symmetrical two-

way communication with the community as its public through access, openness, positivity, networking, assertion of power, and sharing tasks.