

Personal branding of new political parties in Indonesia: PSI, Perindo, and Gelora

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Abstract In this digital era, social media has become a very effective tool for candidates and political parties to communicate, influence voters, and promote their messages. The tight world of politics requires political parties to create personal branding that differentiates them from other political parties. This research aims to explore in-depth the strategies for building personal branding carried out by new Indonesian political parties on social media. The researcher focused on three new political parties active on social media, namely the Indonesian Solidarity Party (PSI), the Indonesian Unity Party (Perindo), and the Indonesian People's Wave Party (Gelora). This research analyses the official Twitter accounts of the three parties from September 2020 to June 2023. The choice of this period is essential to maintaining data consistency and ensuring that the analysis can find strategies for building personal branding without interference from intense campaign activities. This research uses qualitative methods with a Qualitative Content Analysis (QCA) approach. NVivo12 plus software was used to help visualise the data. This research shows that PSI is building its personal branding using a millennial-style approach, Perindo is focusing on welfare issues, and Gelora Party is relying on experienced senior figures. Overall, this research emphasises that an effective personal branding strategy requires a deep understanding of the target audience, selecting relevant issues, and using credible figures.

Keywords: personal branding; political parties; twitter

INTRODUCTION

Political parties are political institutions that play an essential role in connecting society with the government (Mikhaylova, 2017). As intermediary actors, political parties have the function of articulating and aggregating interests (Rye, 2014). The operation of this function is influenced by several things, such as the desire to create a climate conducive to national unity and integrity for the welfare of society and channelling people's political aspirations in formulating and establishing state policies (Fales, 2018). However, the existence of political parties is the main point and a significant force that should be addressed when wanting to create a political party that is known to the public (Lei, 2018). Indonesia's nature as a democratic country also provides unrestricted space for people to gather and associate (Setiawan & Tomsa, 2023). Therefore, it is not surprising that many political parties have emerged along with the political contestation accompanying them with various ideological views held by political parties that align with society's expectations (Widyana, 2022).

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Political parties are formed because they have a vision, mission, orientation, values, and goals. The desire to realise this goal is pursued through a programme implemented constitutionally to gain political power and win seats (Efriza, 2019). As a new party that has yet to be discovered by the wider community, the party is trying to gain the trust of the public and also gain political legitimacy (Lim, 2018). The tight world of politics requires political parties to create an identity that makes them different from other political parties. By creating this identity, political parties will be better known by the public, and it will be essential to make one political party different from another (Larsson, 2020). The presence of a new political party is regular in the democratic system in Indonesia. The presence of new political parties has become a five-year political cycle that continues to repeat itself. So, it is not surprising that with the big national election event, the political stage is enlivened by new political parties, which also compete for votes from voters (Hanafi, 2018).

In this digital era, social media has become an effective tool for candidates and political parties to communicate, influence voters, and promote their messages (Anggara et al., 2023). Implementing campaigns on social media has a significant role in shaping political dynamics and public participation (Septiani, 2020). Social media gives candidates and political parties access to reach vast numbers of voters. With social media users increasing, campaign messages and content can reach voters in various regions, backgrounds, and demographic groups (Ulfa et al., 2020). Social media allows direct interaction between candidates and voters, such as providing responses, asking questions, and participating in discussions through comments, likes, or retweets. This interaction allows candidates to get closer to voters, build stronger relationships, and obtain direct input from voters (Arumsari et al., 2020).

According to a study conducted by Leidecker-Sandmann Eugster (2022), social media provides political parties with the opportunity to convey information directly to the public without having to go through traditional media intermediaries. In this way, politicians can avoid misinterpretations or news editing that might occur through conventional media channels. Another study by López-Meri et al. (2020) also stated that social media allows political parties to interact directly with the public, such as receiving input, answering questions, and listening to people's aspirations. This creates closer relationships between stakeholders and the people, increases transparency, and strengthens public participation in decision-making processes. In addition, social media can be a tool for building image and increasing public trust in parties (Medina Serrano et al., 2020). By conveying accurate, relevant, and weighty information via social media, political parties can build credibility and public trust in them (Kefford et al., 2022). Apart from that, through informative, inspiring, and educative content, political parties can also exhibit their competence and dedication in carrying out their duties (Papakyriakopoulos et al., 2019).

The use of social media to carry out political and personal branding has also been made in several countries. For example Farkas & Bene (2021), who examined the activities of Hungarian politicians on social media, stated that social media users prefer images centred on politically related candidates. Bail et al. (2018) also examined the activities of several American Democratic Parties and Republican Parties on Twitter, where sharing various social policy issues and opposing political ideologies would create political polarisation. Furthermore, research by Grimmer & Grube (2019), which examined political party branding in Australia, stated that when branding experiences an increase in negative perceptions in the eyes of the public, such as bad experiences shared on social media, it can cause other people to also start to view the party negatively. The form and content of the messages produced in building political party branding will influence the decisions taken by the audiences they wish to reach (Bossetta, 2018).

Personal branding on social media by political parties is a marketing strategy and image recognition carried out through their social media accounts to strengthen their identity, increase followers, and achieve their political goals (Rahmah, 2021)(Rahmah, 2021). This approach focuses on building and managing the image of political figures, party leaders, or party members personally as brands that have appeal and influence in politics (Dachrud & Soleman, 2018). Several things that political parties often do in personal branding efforts on social media include creating relevant content, using appropriate platforms, building interactions with followers, branding political figures, creating strong narratives, using hashtags and unique campaigns, and monitoring public sentiment (Hidayati, 2021). In building personal branding on social media, new political parties have several unique challenges because they start from zero and need an established follower base like previously existing political parties. However, with the right

strategy, new political parties can use social media to build awareness, attract attention, and strengthen their identity (Andriana, 2022).

In response to this, several new political parties in Indonesia began to emerge to the public, including the *Partai Solidaritas Indonesia* (PSI), which was founded on November 16, 2014, the *Partai Persatuan Indonesia* (PERINDO), which was founded on October 8, 2014; the *Partai Gelombang Rakyat Indonesia* (GELORA) founded on October 28, 2019; the *Partai Kebangkitan Nusantara* (PKN) was founded on October 28, 2021; the *Partai Garda Perubahan Indonesia* (Garuda) was founded on April 16 2016; and the UMMAT party was founded on April 29 2021. However, among all these new political parties, there are only three who are seen actively using social media to convey their political messages, particularly the *Partai Solidaritas Indonesia* (PSI), the *Partai Persatuan Indonesia* (PERINDO), and the *Partai Gelombang Rakyat Indonesia* (GELORA).

Several studies using new political parties as research subjects have been carried out in recent years. Research by Rafi & Syam (2019) Discusses the political strategies used by new political parties to attract the votes of young Indonesians, starting from socialisation to the role of artists who join PSI to attract the interest and participation of young people to participate in PSI in the context of recruitment and sympathisers of the new PSI party. Another research by Widyana (2022) discusses the strategy used by the Gelora party as a new party that emerged in the 2024 election to be able to qualify as an election participant and also fulfil the requirements to be able to pass the parliamentary threshold. This research states that social resources and economic and cultural factors are the main driving factors for the Gelora Party to reach the parliamentary threshold. Then, research by Nazaruddin & Warsono (2021) shows that the political communication strategy carried out by the Perindo Party includes socialising the party's programme and image and mapping potential electoral districts by placing community leaders as legislative candidates.

As a new party that has yet to be discovered by the wider community, the party is trying to gain the public's trust and political legitimacy. In contrast to previous research that mainly studied the forms of political party campaigns, this research will examine how the three parties each prepare strategies to build personal branding for new political parties on social media. The tight world of politics requires political parties to create personal branding that differentiates them from other political parties. By creating this branding, the public will better know political parties, and making one political party different from another will be essential. Based on this explanation, this research aims to explore the strategies for building personal branding carried out by new political parties on social media so that they can become the key to success for these new political parties.

METHODOLOGY

This research uses a qualitative method with a Qualitative Content Analysis (QCA) approach. The data source was obtained by taking screenshots from Twitter social media. This research uses a qualitative research method with a case study approach related to the personal branding of new political parties on social media. Next, the NVivo12 software application was used to visualise the data in graphs, images, and word frequencies at the data analysis stage. The data source was obtained from NCapture data on the official Twitter social media accounts of PSI, Perindo, and Gelora Party.

The period in this research is from September 2020 to June 2023. This period was chosen carefully to avoid spikes in posts that usually occur during the general election campaigns held in 2019 and 2024. The choice of this period is essential to maintaining data consistency and ensuring that the analysis can find strategies for building personal branding without interference from intense campaign activities. By avoiding the campaign period, research can focus on the personal branding strategies implemented by new political parties on social media in more stable conditions. In addition, this period is sufficient to reflect the overall strategy, providing a comprehensive picture of the approaches that the political parties use in building and managing their image on social media. This period also allows researchers to observe changes and consistencies in branding strategies implemented by new political parties over several years.

In the data analysis stage, NVivo12 software was used to help visualise the data collected in graphs, images, and word frequencies, making the findings easy to understand. For more details on the research stages, see Figure 1 below.

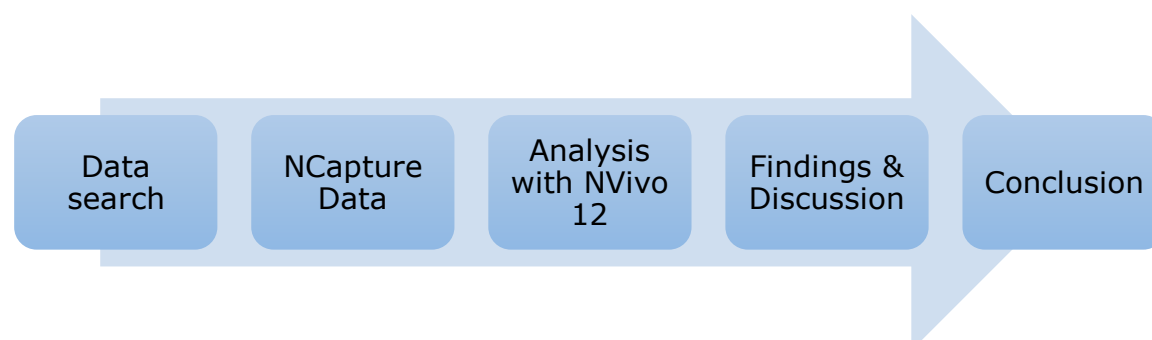


Figure 1. Research Stages
Source: Author (2023)

Figure 1 shows that the stages of this research started from searching for data that was considered credible and supported this research with NCapture data from Twitter media. After the data is collected to reveal research, the next stage is analysed using NVivo 12 software to visualise and display data trend graphs. The author's reason for using NVivo 12 Software is a new way that can be used to analyse and manage research documents (Misran et al., 2023). NVivo 12 software was used to uncover metadata. The final stage presents the findings as graphic visualisations and images for deeper analysis. It was coupled with discussion studies to strengthen the research findings that have been presented and draw conclusions.

RESULTS AND DISCUSSION

Social media has changed the political landscape dramatically, providing opportunities for new political parties to introduce themselves and build personal branding in unprecedented ways. With easy and fast access to a broad audience, new political parties can establish their identities, spread their messages, and build solid communities on these platforms. The messaging method they adopt can be the key to influencing public perception, building solid relationships, and achieving desired goals. An overview of the Twitter accounts in this research can be seen in Table 1.

Table 1. Number of Followers and Number of Tweets of New Political Parties

	Number of Followers	Number of Tweets	Number of Retweets
PSI	163.3 thousand	2694	499
Perindo Party	27.8 thousand	3175	75
Gelora Party	13.2 thousand	2562	687

Source: Data Processing (2023)

Twitter gives new political parties direct access to communicate with the public without filters or significant barriers. This allows them to deliver messages directly to their thousands or even millions of followers, providing information, announcing policies, or responding to current issues quickly and effectively. As seen in Table 1, the PSI Twitter account has 163.3 thousand followers, the Perindo Party has 27.8 thousand followers, and the Gelora Party has 13.2 thousand followers. Then, it can also be seen that PSI has 2694 tweets and 499 retweets, Perindo has 3175 tweets and 75 retweets, and Gelora Party has 2562 tweets and 687 retweets.

Looking at the number of tweets issued, the three parties are active in conveying information to the public. The retweets carried out by PSI came from several types of accounts, such as mass media, cadres, and legislative officials. PSI retweets to convey information related to programmes that have been covered by the mass media, as well as some activities of PSI cadres who have served in parliament in order to implement transparency. Meanwhile, the Perindo Party has retweeted some accounts from its female cadres, which aligns with the party's program, empowering women's strength through courage in making decisions. The Gelora Party does more retweets than other parties. Most of the retweets carried out by the Gelora Party came from the Twitter accounts of Anis Matta, who currently serves as General Chair of the Gelora Party, and Fahri Hamzah, who serves as Deputy General Chair of the Gelora Party. This is because, as a new party, the Gelora Party is trying to increase its electability through public

figures considered more experienced in the political field. The tweet activity of the three new political parties is presented in Figure 2.

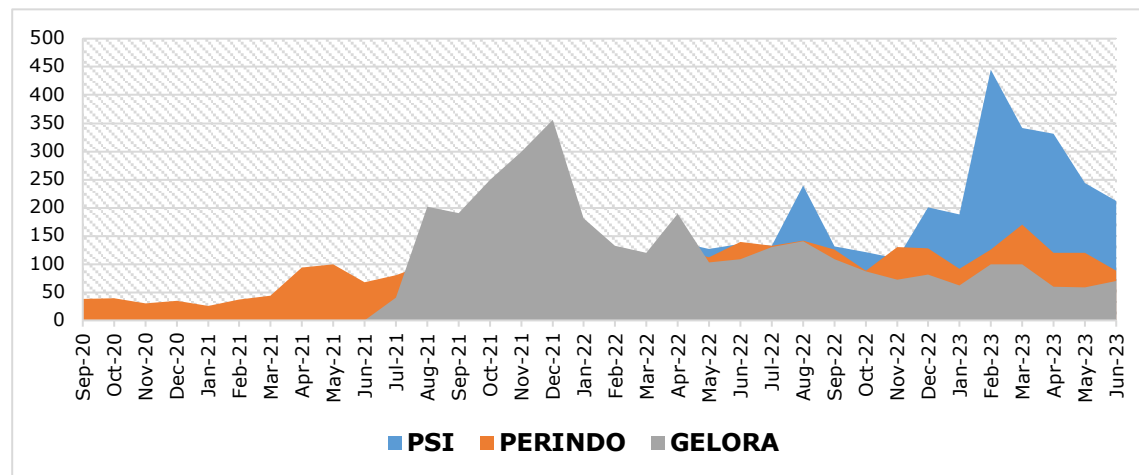


Figure 2. New Political Party Tweet Activity
Source: Data Processing (2023)

Figure 2 shows the number of tweet activities carried out by each party in each month. PSI was seen tweeting more in February 2023, where in that month, there was a commemoration of National Waste Awareness Day, precisely on February 2021. PSI, in their programme, firmly encourages law enforcement for the waste sector, so that some tweets are dominated by waste issues such as household waste management, management of final waste disposal sites, and sharing data on the condition of Indonesia's seas which are currently polluted by plastic waste.

Furthermore, PERINDO, in the tweet trend, carried out the most activity in October 2021, where this month coincided with National Islamic Students Day, namely October 2022. Some tweets shared by the Perindo Party that month included discussions about the role of Islamic Students and Islamic boarding schools in developing the national economy, as well as visits to assist several Islamic boarding schools. Apart from that, in October 2021 in Indonesia, there is still a transition to recovery from COVID-19 both in terms of health and the economy, so the Perindo Party has shared many tweets about their efforts to encourage this recovery, such as providing essential food assistance 'door to door', as well as distributing masks—and hand sanitiser by party cadres.

The Gelora Party was seen tweeting the most in December 2021, in which month the ASEAN Football Federation Championship, or what is usually called the AFF Cup, is currently being held. The dominant tweet by the Gelora Party that month shared information and enthusiastic support for the National Team members to bring Indonesia's good name on the international stage. The Gelora Party was also seen several times carrying out joint viewing activities by inviting several former national team players. The activities that month were deliberately held by the Gelora Party as a form of loyal support for the Indonesian National Team.

Many tweets with the same hashtag can indicate that a particular issue or topic is prevalent or receiving widespread attention. It can provide vital information for political parties, candidates, and leaders to understand public opinion trends and voter interests. Using relevant hashtags in political tweets can increase the number of tweets related to the topic; this helps expand the tweet's reach and increases the likelihood of retweets and other interactions. The use of hashtags on PSI can be seen in Figure 3.

Figure 3 below shows the various hashtags (#) used by PSI related to political issues and specific events. One of them is *#TungguAkuDiSenayan*, with 54 hashtags that may reflect the hopes and support of the public for potential politicians or officials who are expected to sit in parliament (*Senayan*). Furthermore, the hashtag *#HadirKerjaUntukRakyat* was recorded 47 times, indicating the commitment of parties or political candidates to be present and work directly for the welfare and interests of the people. *#PSIMenang2024* was recorded 38 times, showing support for PSI and confidence that the party will achieve victory in the 2024 elections or other events related to victory. Meanwhile, the hashtag *#SodaFest*, with 32 hashtags, possibly refers to events or festivals organised by PSI and aims to provide a pleasant atmosphere for the

community *#ChillBersamaRakyat* was recorded 27 times, which shows the relaxed and friendly approach of parties or politicians in interacting and working together with the community.

The PSI Party is also known by the hashtag *#PartaiAntiKorupsi*, which has been recorded 20 times, showing its identity as a party that emphasises preventing and suppressing corruption as a priority in its politics. Meanwhile, *#OrangBaikGabungPSI*, with 13 hashtags, shows the party's efforts to attract and invite individuals with good intentions to join and contribute to the party. The PSI Party also emphasises an anti-intolerance stance in their politics with the hashtag *#PartaiAntiIntoleransi*, recorded seven times, showing their commitment to diversity and unity in society. The data also records several hashtags with lower frequency, such as *#JurnalSolidaritas* and *#MudaMoodyPSI*, each recorded four times, which may be related to journal publications or the identity and character of the PSI party. The overall data shows a variety of issues raised by the *Partai Solidaritas Indonesia* (PSI) through these hashtags, ranging from a commitment to representing and working for the people to issues of corruption, tolerance, and events held to increase interaction with the community.

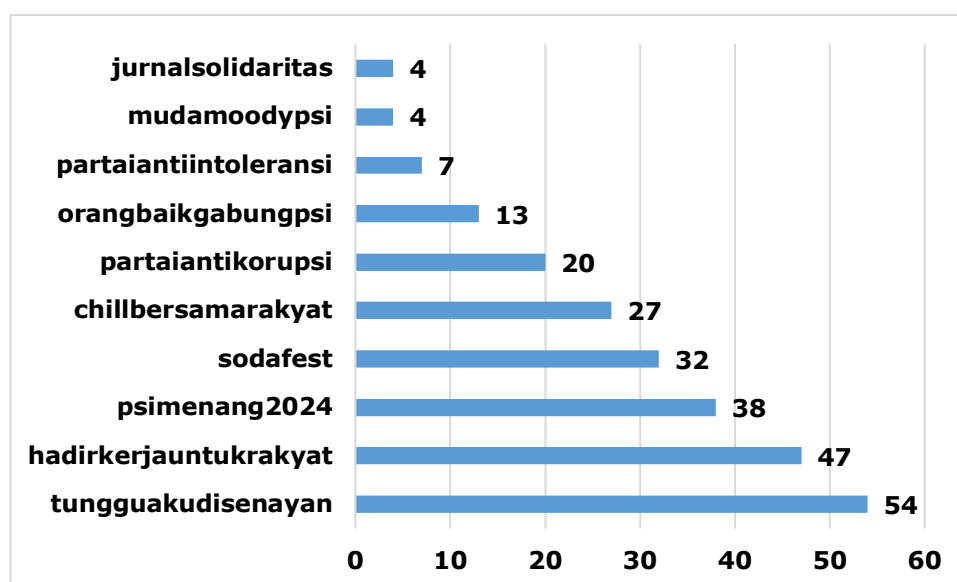


Figure 3. Use of Hashtags by PSI
Source: Data Processing (2023)

Furthermore, the hashtag *Partai Persatuan Indonesia* (Perindo) in Figure 4 below has experienced significant development with *#Perindoupdate* data of 2641. This shows the party's high activity and involvement in presenting the latest information to the public regarding their political activities, programmes, and policies. Apart from that, the party's real actions were also reflected in the hashtag *#aksinyataperindo*, which was recorded 311 times. This hashtag indicates the party's efforts to engage in various actions and initiatives to achieve its goals. Furthermore, the Perindo Party showed its commitment to social and humanitarian issues through the hashtag *#perindopeduli*, which was recorded at 250. This indicates the party's attention to people's welfare and participation in efforts to help needy people.

The Perindo Party also emphasised their determination to create prosperity for Indonesia through the hashtag *#UntukIndonesiaSejahtera*, used 305 times. This hashtag reflects the party's vision to contribute to achieving progress and prosperity for all Indonesian people. Apart from data directly related to parties, some are related to specific political events. The 2020 simultaneous regional elections, as one of the crucial moments in the democratic process, were recorded 32 times. Likewise, the 2024 Election, which received attention 21 times, indicated the party's preparation and anticipation in facing the upcoming election process. The Perindo Party also showed its concern for the active participation of the people in politics with the hashtag *#DariKamuUntukIndonesia*, which was recorded at 141. This shows that the party appreciates and supports the role of the people in developing the country. There are also several hashtags related to internal party events and meetings, such as *#RakernasPartaiPerindo*, which was recorded at 15, indicating that there are national party meeting activities to discuss their political strategy and agenda.

Apart from that, the data also recorded several hashtags related to the election, such as *#pileg2024* 13 times, which refers to the legislative elections in 2024, as well as *#partaimilenial* and *#pilpres2024*, recorded 12 and 11 times, respectively, showing the party's focus on support and participation of the millennial generation in politics as well as preparations for the presidential election in 2024. Overall data shows the activities and commitment of the Perindo Party in various aspects of politics, from party development to participation in the national political process, with the ultimate goal of creating progress and prosperity for Indonesia.

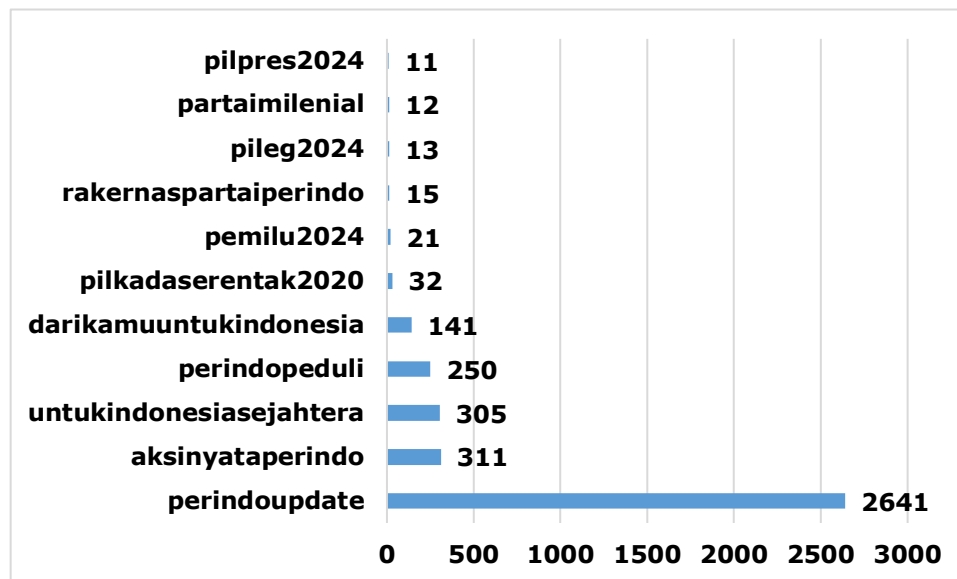


Figure 4. Use of Hashtags by the Perindo Party
Source: Data Processing (2023)

Then, in Figure 5, the Gelora Party, as a political party in Indonesia, has a vision and mission, which is realised through various hashtags (#), which they use to build personal branding. One of them is *#PartaiGelora*, which indicates the identity of this party and contains some information. Furthermore, they use *#Gelora7* to describe their ambition to reach the 7th 'Wave' in the Indonesian political movement they support. The Gelora Party also demonstrated its commitment to bringing positive change to Indonesia through the hashtag *#ArahBarulIndonesia*, which reflects its aspirations to create a new direction in the country's politics. In addition, *#IndonesiaSuperpowerBaru* expresses the party's aspirations to make Indonesia a new great power with a significant role at the global level. To continue communicating with the public, the Gelora Party uses the hashtag *#GeloraTalks*, which indicates events and discussions about important issues and their political views. *#Indonesia5BigWorld* reflects the party's ambition to make Indonesia one of the five most significant countries in the world in various aspects.

Apart from that, this party also seems optimistic about their future with *#GeloraMenang2024*, which shows their confidence in achieving victory in the 2024 or future elections. Gelora Party is also actively promoting cooperation and collaboration with the hashtag *#KolaborasiIndonesia*, which encourages cooperation between various parties in building a more advanced country. In the spiritual realm, the Gelora Party also supports religious values, especially the Koran, through the hashtag *#GeloraKanCintaAlquran*. Apart from that, this party also sent messages and directions via *#PesananisMatta*, perhaps from their leader named 'Anis Matta'. Overall, by using these hashtags, the Gelora Party is trying to attract public attention, convey its political message, and build support for its vision and mission of bringing positive change to Indonesia.

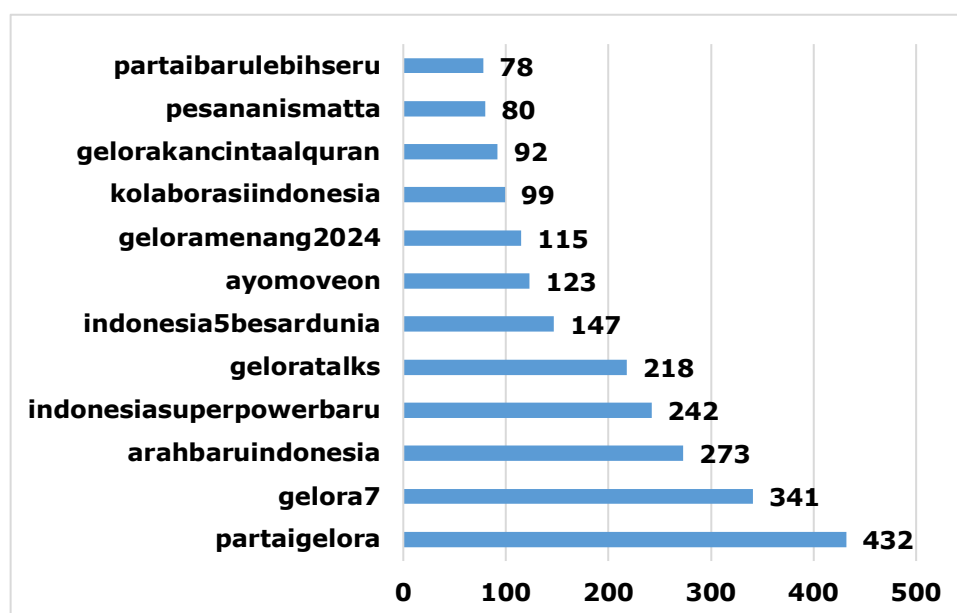


Figure 5. Use of Hashtags by the Gelora Party
Source: Data Processing (2023)

Using QCA, the author analyses the frequency of information words by the three parties' Twitter accounts. QCA filters the highest word count and has links to the topics studied. Figure 6 shows the frequency of words on the PSI Twitter account, which contain words such as *psi*, *bro*, *sis*, and *Indonesia*. In Simultaneous 2019, there was a new party whose name was increasingly discussed because the party used 'young people' as its party jargon. The party is the *Partai Solidaritas Indonesia* (PSI). Led by Grace Natalie, this party is the most 'new' party in the context of the names of its cadres. There are only a few names of old politicians who have joined PSI. All of them are new names, and most are young people.

In contrast to other parties, the PSI tries to eliminate the elements of stiffness and formality that are thick in politics. One way is to use the address words '*bro*'-'*sis*' (referring to '*brother*' and '*sister*') instead of father and mother. From here alone, PSI is trying to change its political image to be more fluid. The main goal is, of course, to penetrate young millennials who prefer something more relaxed and not stiff.



Figure 6. Word Cloud of PSI Twitter Account
Source: Data Processing (2023)

Figure 7 shows the frequency of words on the Perindo Party Twitter account, which contains words such as *perindo*, *#perindoupdate*, *Indonesia*, and *community*. Several political campaign advertisements by the Perindo Party via its Twitter account discuss aspects of economic welfare and prosperity. The Perindo Party also positions itself as a party that wants to change the economic fate of Indonesia; this is proven by the party's activities, which are more

focused on forming a mindset of a party that upholds economic welfare, such as distributing carts to small MSMEs, developing MSME groups, holding cheap bazaars, and social activities that bring the party closer to the community, such as fogging, free ambulances, and door-to-door campaign activities.



Figure 7. Word Cloud of the Perindo Party Twitter Account
Source: Data Processing (2023)

Figure 8 shows the frequency of words on the Gelora Party Twitter account which contains words such as @anismatta, @fahrihamzah, gelora, @mahfuzsidik, and #gelorativ. Several groups consider the Gelora Party to be a splinter of the PKS. Several former PKS politicians, such as Anis Matta and Fahri Hamzah, joined the Gelora Party. The background to the founding of this party began with two national figures– Anis Matta and Fahri Hamzah, establishing the Indonesian New Direction Movement (Garbi) community organisation (Ormas) in 2017. During its development, this mass organisation turned into a political party on October 28, 2019. The COVID-19 pandemic limits movement and mass crowds, so the Gelora Party must fight hard to be widely known by the public. Publication via social media is one of the methods used by the Gelora Party–podcast and webinar programmes as political education media. With the modern equipment used, the Gelora Party established a mini studio and a Gelora radio to become a means of political education for the community. This solution is used to socialise the party so the wider community can know it. There are several programmes carried out by the Gelora Party with political education because political parties must be at the forefront of developing society regarding political education. Through podcasts and webinars from the Gelora Party, it is hoped that it will support political education for the public regarding the importance of political values and norms in the state. Therefore, the existence of social media is an effective tool used by the Gelora Party to increase electability in the national political arena.



Figure 8. Word Cloud of the Gelora Party Twitter Account
Source: Data Processing (2023)

As a new party that has yet to be discovered by the wider community, the party seeks to gain the trust of the public and also gain political legitimacy (Leidecker-Sandmann & Eugster,

2022). PSI uses a millennial-style approach to build its branding. PSI positions itself in society as a new party consisting of young people. Millennials tend to use social media to voice their views on political issues, and political parties can leverage this to convey their messages directly to their target audiences. Millennials also have diverse political views and values, and their posts on social media can reflect a variety of perspectives. Political parties that can understand and respond to these diverse views can build personal branding that is inclusive and more attractive to various groups of voters.

The Perindo Party builds personal branding with an approach related to welfare issues. Perindo has a vision to prosper society through an independent economy. The distribution of carts is one small example of how this party is trying to realise its ideas about welfare. Using welfare issues as the main focus in personal branding helps political parties build their identity as parties committed to improving people's quality of life and creating a more just and prosperous society. Welfare issues have a strong appeal to voters, especially those who feel the direct impact of welfare issues. Political parties that talk about these issues and offer concrete solutions can more easily attract support from voters. In voicing welfare issues, political parties try to position themselves as solutions to people's welfare problems; this helps strengthen their branding as institutions that can be relied on to overcome social and economic challenges.

The presence of the Gelora Party in the national political arena needs to be considered because experienced politicians founded it. The Gelora Party is led by Anis Matta as General Chair, Fahri Hamzah as Deputy General Chair, and Mahfuz Sidik as General Secretary. With these three senior figures, the Gelora Party got the negative perception of society regarding the formation of a new political party. The Gelora Party built its branding by relying on senior figures. Senior figures among party members, such as former party leaders, former government officials, or other experienced political figures with a history and reputation, can help the political party achieve its goals. By having experienced political figures in the leadership ranks, political parties can convey that they can face challenges and manage government well. Senior figures are also often better known to the media and the public, so their presence in a political party's branding can help attract attention and increase the party's visibility in news and public discussions.

This research strengthens our understanding of the importance of personal branding in politics, especially for new parties that have yet to be widely known by the public. The approach used by PSI, Perindo Party, and Gelora Party shows that personal branding strategies can be adapted to the target audience and relevant issues and can take advantage of the strengths and uniqueness of each party.

CONCLUSION

From the findings above, it is known that both PSI, Perindo Party, and Gelora Party had the same start, namely as new parties that were building their branding. These three new political parties have different advantages in using social media. PSI has more followers, the Perindo Party is superior in the number of tweets, and the Gelora Party is superior in retweets. The information conveyed by the three new political parties is quite varied, with almost all posts reflecting strategies for building personal branding for each party. Efforts made to build personal branding include PSI with a millennial-style approach, the Perindo Party with an approach to welfare issues, and the Gelora Party with a reliance on senior figures.

Another finding in this research was that PSI, in many of its Twitter posts, used the hashtag *#TungguAkudiSenayan* with message content that reflected the hopes and support of the public for potential politicians or officials who were expected to be elected. Then, the Perindo Party mainly uses the hashtag *#Perindoupdate*, which provides the latest information on some party activities and involvement to the public regarding their political activities, programmes, and policies. Moreover, finally, the Gelora Party mainly uses the hashtag *#PartaiGelora* in its tweets to reflect identity in conveying information.

Overall, this research emphasises that an effective personal branding strategy requires a deep understanding of the target audience, selecting relevant issues, and using credible figures. These findings expand political communication theory by providing empirical evidence on how various personal branding strategies can be implemented and adapted to meet the specific needs of new political parties in the context of social media. Additionally, these theoretical implications suggest that generalising research results from one social media platform to 'social media' should be done with caution, considering the unique characteristics of

each platform. The limitation of this research is that it only focuses on analysing data taken from Twitter social media. Further research is expected to test the validity of these findings on other social media platforms, expanding understanding of the dynamics of political branding in the digital era.

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