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**Analisis Isi Komunikasi Pemasaran Politik & Penjenamaan Anies di Media TikTok Periode: Mei hingga
Agustus 2024**
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Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRAK

Pasca-Pemilu 2024, TikTok menjadi medan komunikasi politik strategis bagi aktor-aktor politik yang berupaya mempertahankan relevansi dan elektabilitasnya, termasuk Anies Baswedan yang harus merekonstruksi citra politiknya tanpa lagi memiliki kekuasaan formal untuk menjual kebijakan konkret. Fenomena ini penting diteliti mengingat dominasi pengguna Generasi Z di TikTok serta minimnya studi yang mengaitkan penjenamaan diri aktor politik pasca-kekalahan pemilu dengan platform berbasis algoritma tersebut. Penelitian ini bertujuan mendeskripsikan dan mengidentifikasi pola komunikasi pemasaran serta penjenamaan diri yang dibangun Anies Baswedan melalui konten TikTok pribadinya. Penelitian menggunakan model *Comprehensive Political Marketing* milik Lees-Marshment (POP, SOP, dan MOP) sebagai kerangka komunikasi pemasaran politik, serta teori penjenamaan diri delapan hukum milik Peter Montoya, seperti: *specialization, leadership, personality, distinctiveness, visibility, unity, persistence, goodwill* sebagai kerangka penjenamaan diri. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan paradigma konstruktivisme dan metode analisis isi kualitatif Krippendorff yang terdiri dari enam tahap, seperti *unitizing, sampling, recording, reducing, inferring, dan narrating*. Subjek penelitian adalah konten akun TikTok resmi @aniesbaswedan, dengan objek berupa 20 video dengan *engagement* tertinggi yang diunggah pada periode Mei sampai Agustus 2024, dipilih melalui *purposive sampling*. Hasil penelitian menunjukkan dominasi strategi S*ales-Oriented Party* serta dimensi *personality* dan *goodwill* dalam penjenamaan diri Anies, namun justru konten berstrategi *Market-Oriented Party* dan *Product-Oriented Party* meraih *engagement* lebih tinggi. Penelitian ini memberikan kontribusi akademis bagi kajian komunikasi pemasaran politik digital di Indonesia, sekaligus kontribusi praktis bagi praktisi politik dan kesadaran kritis publik terhadap konstruksi citra politik di ruang digital.

Kata kunci: *komunikasi pemasaran politik, penjenamaan diri, TikTok, Anies Baswedan, analisis isi kualitatif*.

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ABSTRACT

In the aftermath of the 2024 election, TikTok has become a strategic arena for political communication among political actors seeking to maintain their relevance and electability, including Anies Baswedan, who must rebuild his political image without formal power to promote concrete policies. This phenomenon warrants further study given the dominance of Generation Z users on TikTok and the scarcity of research linking political actors' self-branding following an election defeat to this algorithm-based platform. This study aims to describe and identify the patterns of political marketing communication and self-branding constructed by Anies Baswedan through his personal TikTok content. This study uses Lees-Marshment's Comprehensive Political Marketing model (POP, SOP, and MOP) as a framework for political marketing communication, as well as Peter Montoya's "Eight Laws of Self-Branding" namely, specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill as a framework for self-branding. This study employs a descriptive qualitative approach based on the constructivist paradigm and Krippendorff's qualitative content analysis method, which consists of six stages: unitizing, sampling, recording, reducing, inferring, and narrating. The subject of this study is the content of the official TikTok account @aniesbaswedan, with the sample consisting of the 20 videos with the highest engagement uploaded between May and August 2024, selected through purposive sampling. The results indicate a dominance of the Sales-Oriented Party strategy, as well as the dimensions of personality and goodwill, in Anies's personal branding; however, content employing the Market-Oriented Party and Product-Oriented Party strategies actually achieved higher engagement. This study provides an academic contribution to the study of digital political marketing communication in Indonesia, as well as a practical contribution for political practitioners and the public's critical awareness regarding the construction of political images in the digital space.

***Key words*:** *Political Marketing Communication, Personal branding, TikTok, Anies Baswedan, Content Analysis.*