

ABSTRACT

The hashtag #2019GantiPresiden was initiated by Dr. Mardani Ali Sera, a politician from the Partai Keadilan Sejahtera (PKS) has become a trending topic on social media, the use of hashtags has increasingly colored political dynamics in the country's public sphere. The research aims to obtain an overview of the political branding of the #2019GantiPresiden hashtag in increasing the electability of the Partai Keadilan Sejahtera in the realm of social media. This research uses a constructivist paradigm, a qualitative approach and a case study method. The results showed that the Partai Keadilan Sejahtera was able to make good use of social media as a campaign tool and was able to present its best politician to become national figures. One of them was Dr. Mardani Ali Sera who initiated the hashtag #2019GantiPresiden. The hashtag #2019GantiPresiden became a trending topic, the surface was present ahead of the 2019 Presidential election which presented only two candidates for the Presidential and Vice-Presidential candidate pairs. The public's desire for a replacement of the President is accommodated through the hashtag #2019GantiPresiden. The hashtag #2019GantiPresiden is affiliated with one of the Presidential Candidates and Vice-Presidential Candidates carried by the Partai Keadilan Sejahtera. The hashtag #2019GantiPresiden benefits the Partai Keadilan Sejahtera because it is a politician of the Partai Keadilan Sejahtera who initiated it. Political Branding Tagar #2019GantiPresiden contributes to increasing the electability of the Partai Keadilan Sejahtera in the realm of social media so that it has implications for the vote acquisition of the Partai Keadilan Sejahtera in the 2019 legislative elections.

Keywords: Political Branding, Tagar, 2019 Change President, Prosperous Justice Party, Social Media

ABSTRAK

Tanda pagar #2019GantiPresiden di inisiasi Oleh Dr. Mardani Ali Sera, politikus Partai Keadilan Sejahtera (PKS) menjadi trending topik di media sosial penggunaan tagar semakin mewarnai dinamika politik di ruang publik Tanah Air. Penelitian bertujuan untuk memperoleh gambaran tentang *political branding* tagar #2019GantiPresiden dalam meningkatkan elektabilitas Partai Keadilan Sejahtera di ranah media sosial. Penelitian menggunakan paradigma konstruktivis, pendekatan kualitatif dan metode studi kasus. Hasil penelitian menunjukkan bahwa, Partai Keadilan Sejahtera mampu memanfaatkan media sosial sebagai sarana kampanye dengan baik dan mampu menghadirkan kader-kader terbaiknya menjadi tokoh nasional salah satu diantaranya adalah Dr. Mardani Ali Sera yang menginisiasi tagar #2019GantiPresiden. Tagar #2019GantiPresiden menjadi trending topik, hadir kepermukaan jelang perhelatan pemilu Presiden 2019 yang menghadirkan hanya dua kandidat pasangan calon Presiden dan Wakil Presiden. Keinginan masyarakat akan pergantian Presiden terakomodir melalui tagar #2019gantiPresiden. Tagar #2019GantiPresiden berafiliasi dengan salah satu kandidat Calon Presiden dan Calon Wakil Presiden yang di usung oleh Partai Keadilan Sejahtera. Tagar #2019GantiPresiden menguntungkan Partai Keadilan Sejahtera karena yang menginisiasinya adalah kader Partai Keadilan Sejahtera. Political Branding Tagar #2019GantiPresiden berkontribusi menaikkan elektabilitas Partai Keadilan Sejahtera di ranah media sosial sehingga berimplikasi pada perolehan suara Partai Keadilan Sejahtera pada pemilu legislatif tahun 2019.

Kata Kunci: Political Branding, Tagar, 2019 Ganti Presiden, Partai Keadilan Sejahtera, Media Sosial