

Political Branding Analysis of Prabowo-Sandiaga In Terms of Appearance and Personality Aspects (Study on the 2019 Election)

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Abstract

This study was conducted to analyze the political branding of the pair of presidential and vice presidential candidates Prabowo and Sandiaga from the aspect of appearance and personality studies in the 2019 elections. In the contestation of the presidential election, there are many ways and strategies used by each pair of presidential and vice presidential candidates who compete. The purpose of this study is to describe the political branding of Prabowo and Sandiaga in two aspects, namely from the aspect of appearance and the aspect of personality. This type of research is qualitative and descriptive. The informants in this study came from elements of the Gerindra Party DPD management and from community elements. From the results of the study, it was found that the personality and performance of Prabowo and Sandiaga are very different, the figure of Prabowo in terms of personality is a figure who is firmly hard, and nationalism, while from the aspect of performance, Prabowo's figure is regarded as a figure of struggle who firmly fights for the interests of the people. The figure of Sandiaga from the aspect of personality is a figure who is smart millennial and polite while from the aspect of performance Sandiaga is a figure who is always close to millennials and close to women, especially mothers.

Keywords: Prabowo, Sandiaga, Appearance, Personality



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INTRODUCTION

Indonesia is a country that adheres to democracy. This is evidenced by the existence of a legal instrument, which is contained in Article 1 paragraph 2 of the 1945 NRI Constitution which explicitly explains that Indonesia is a country with a people's will. To quote Abraham Lincoln's opinion that the essence of a democratic state is that the people play a large role in the process of government, therefore the term is known as the government of the people, by the people, and for the people. One of the conditions that the country adheres to the understanding of democracy is the implementation of free elections. In the course of history, Indonesia has held several general elections starting from 1955 until now, namely the 2019 elections. The 2019 elections took place on April 17, 2019 which were held simultaneously (presidential, legislative, and regional head elections). Especially the presidential election (Pilpres), presenting two pairs of candidates namely the sequence number 1 pair Jokowi-Maaruf Amin and the sequence number 2 pair Prabowo-Sandi.

In order to get support from the public, each competitor who competed in the 2019 presidential election contestation carried out a series of political strategies and campaigns to smooth their way to win the election and gain public legitimacy by getting as many votes as possible. Each pair of candidates in the process of attracting and gaining public support is preparing a political strategy as an effort to obtain victory in the 2019 Presidential Election. All political components ranging from their respective party administrators and volunteers are constantly working hard to achieve the goal of victory. One of the efforts or strategies that are often used is through political advertising. By taking advantage of advances in

communication technology and the majority of voters. Many millennials are really used by paslons to strengthen their image and positioning on various political advertising pages.

Political branding strategy is a strategy to build a good political image for supporters and constituents of each paslon (Romli Lili, 2021: 45). Many world leaders use political branding strategies as a means to gain votes. Some of them such as the Former President of the United States, Donald Trump, by utilizing communication channels through the most widely used social media platform in the United States, namely Twitter, Donald Trump was able to gain victory by defeating his Democratic political opponent, Hillary Clinton. Currently, in addition to building political communication directly to obtain constituent support, social media platforms (online) are also needed to get more support. Because in the midst of the onslaught of the industrial revolution 4.0, the intensity of human communication is more connected through social media platforms such as Facebook, Twitter, Youtube, MySapce, and so on.

To gain popularity and high electability requires a positive image of each contestant by introducing self-identity, offering interesting (new) political ideas, as well as seeking to establish a strong positioning in the minds of constituents. Each of the contestants who competed in the 2019 presidential election, both Jokowi-Maaruf Amin, and Prabowo-Sandi, has done political branding to position them to win votes from the public. Jokowi's figure is often perceived as an unpretentious, polite, and popular (egalitarian) figure, as well as the figure of Maaruf Amin who is known as a religious figure (Islam) is expected to be able to increase support in the 2019 presidential election. Meanwhile, his political opponents are Prabowo Subianto is often categorized as a figure who is firm, tough, and nationalistic, as well as the figure of Sandiaga who is perceived as a figure of young, intelligent, and millennial entrepreneurs.

Prior to the implementation of the 2019 presidential election, various surveys conducted by credible research institutions such as those conducted by Indonesia Development Monitoring (IDM) recorded in March 2018 placed Prabowo as a political figure who had an electability rate of 50.1% much higher than his political opponent Jokowi who was only 29.8%. Different results were carried out by the Charta Politika research institute in Desember 2018 placing Jokowi and Ma'aruf Amin as having an electability rate of 53.2% higher than other competitors, namely Prabowo and Sandiaga, which only had an electability rate of 34.1%.

RESEARCH METHODS

In this study, The author uses a type of qualitative research where this research is descriptive which means conducting research by means of interviews and with documentation studies to obtain the required data in accordance with the problem under study. The data collection technique in this study is by interview and documentation study. An interview is a conversation in order to obtain or obtain a specific intent. The data that is unearthed can not only be through observation or observation, therefore an interview is needed to obtain the data needed. Meanwhile, documentation studies are used to review various personal documents, or references and regulations that are related to the focus of the problem. To test the validity of the data, it is carried out by using data triangulation and source triangulation to test the data that has been collected to then be used as a complete data set according to the problem under study. Research informant: is an individual who is used to provide information about the conditions and situation of the research background. The informants came from elements of political parties (Gerindra Party Management) and community leaders in the city of Padang.

RESULTS OF RESEARCH AND DISCUSSION

Prabowo Sandiaga's Political Branding in Terms of Appearance

According to Dubrin (2006) to influence the audience as a political target is to present the personal appearance side. Appearance can be interpreted as anything that radiates from the individual. Sonnies (2011) in terms of appearance can be seen how a person dresses, body gestures, symbols used by candidates, campaign attributes and so on. Prabowo in terms of appearance by wearing safari clothes and black peci tried to make voters recall the figures of Soekarno and Mohammad Hatta who were attached to safaris and pockets that were many on the side of his clothes (Erdianto, 2018). In addition, Prabowo's clothes reflect the character of struggle and decisiveness. Because nowadays safari clothes are very rarely used. By wearing a safari outfit with four pockets, Prabowo tries to look different from other competitors who are always attached to a suit or blazer. In addition to Soekarno and Mohammad Hatta, safari clothes were widely used by the founders of the nation, one of which was the little Sutan Sjahrir. According to Amolo (2015: 168) Prabowo's clothes are often preached mirp with the figure of Soekarno. The character of authority, firmness, not negotiable is a character attached to Prabowo's side. Wearing a safari suit, Parabowo steadily wants to show his identity as a warrior and warrior who desperately defends the truth and fights for the fate of the Indonesian people.

Different people have different looks, that's what Sandiaga shows, even though Sandiaga is the vice presidential candidate from Prabowo, sandiaga has his own appearance, especially his own clothes. Sandiaga, who is considered a millennial figure, is thick with fashion style clothes. As Yulia (2011) stated that fshion is an expression of self-expression and communication from the wearer by providing implications for others about how people communicate values, status, personality, identity, and feelings to others. The blue color on the clothes that are often worn by Sandiaga symbolizes calm and peace, Sandiaga wants to convey a message through the colors on his clothes so that the presidential election process runs cool and safe. In addition, the color blue also symbolizes its very high commitment to continue to fight with the workers and a strong intention to open as many jobs as possible which is currently a serious problem that plagues Indonesia and causes high inequality (Syam, 2019)

Body language is also demonstrated by the prabowo-sandiaga candidate couple (sequence number 2), By holding up two fingers (index finger and thumb) the couple saw that peace is important. However, Sandiaga also claims that the index finger has tauhid while the thumb symbolizes the universal (Catra Mulia, 2019). The two-finger symbol also hints at a direct form of support for Prabowo-Sandiaga, so the couple is trying to get the two-finger language stuck in every mind of their supporters and also the wider community. The concept of appearance is needed for communicators to attract communicants to vote for him later during the presidential election. Therefore, the performance aspect is very well considered by the duet of Prabowo and Sandiaga in order to prove his capacity as a leader once a good political communicator (Littlejohn, 2009: 130).

Prabowo Sandiaga's Political Branding in Terms of Personality

Personality can be interpreted as a personality that is attached to a person's person. In Rakhmat (2011: 251) a good combinator should have three key points referred to as Ethous. The three points in the Ethous are the trust of the communicator, the accretion of the communicator, and power. These three points will have a lot of impact on communicants, namely in the form of internalization, identification, and submission (Herbert, C Kelmen, 1975).

According to Mitsikopoulou (2008) the personality of a candidate includes language style, speech, behavior, and language used. From Prabowo's style of language, which is known to be hot, passionate, high voice intonation has always been associated with firmness and authority. According to Genri (2015: 166) Prabowo's unequivocal personal style is motivated by his education and work in the military world. In addition, although he is known to be firm in his speeches, Prabowo also inserts a humorous side in each of his speeches to dilute the atmosphere. This also means that Prabowo, although known as a firm figure, will certainly also fight for the aspirational of society.

The personality displayed by Sandiaga is a polite and friendly figure in speaking. In addition to being influenced by a good academic level, Sandiaga as a communicator figure also has good message delivery skills and can be accepted by the community. This is in line with one of the indicators in assessing the credibility of a political communicator is to have the ability to deny knowledge, trust, and honesty (Fitrayasa, 2004: 2). Both Prabowo and Sandiaga when viewed based on the Ethos dimension, it can be seen that in terms of credibility, Prabowo and Sandiaga have a good political image. The message conveyed by Prabowo and Sandiaga as communicators is perceived by the public as communicants as credible, The message conveyed has a high internalization as a figure of presidential candidates and vice presidential candidates.

In terms of attractions, Prabowo has an elegant, firm, and charismatic appeal. Genti (2015: 180) emphasized that Prabowo is often regarded as a strong person, and a figure who is able to bring progress to the people's economy. Meanwhile, Sandiaga is a figure who is calm, polite, and has the ability to speak in a structured manner so that it is easily understood by millennials. In terms of power, Prabowo and Sandiaga have something in common regarding their expertise based on knowledge and experience. Prabowo, who has a military general background, is able to lead the party, and is an accomplished businessman. The same thing is also owned by Sandiaga who has an entrepreneurial background and has a great entrepreneurial spirit. So that many of them are always speakers at every event or seminar about the economy, entrepreneurship, and job opportunities. The word by word issued by Sandiaga proves that Sandiaga has logical knowledge and easy-to-understand speaking skills.

In the theory of political communication as expressed by Ardial (2010: 73) when a person conveys a political message, the first thing is not what message he conveys that will be of concern but who is the figure who conveys the message. Therefore, there is a striking differentiation between Prabowo and Sandiaga that forms a political image that is different from other politicians. Although it has advantages in the aspect of personality, there is an inefficient inconsistency carried out by Prabowo and Sandiaga, especially regarding gestures and body language displayed

CONCLUSION

From the discussion above, it can be concluded that the political branding of Prabowo and Sandiaga is depicted as follows: Prabowo's figure is elegant, firm, hard, a true warrior, and optimistic. Meanwhile, Sandiaga's figure is described as a kind, religious, polite, calm, integrity, smart, and handsome person. Overall, Prabowo-Sandiaga's political branding that smells positive or must be admitted that Masinh has several shortcomings. Therefore, Prabowo-Sandiaga's branding is a couple that is different from other couples in general because it is considered to have a unique and interesting reference. This is reflected in the appearance, political messages conveyed and tend to be creative so that they have their own identity that is always remembered by the community.

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