



# Political Branding of Prabowo Subianto in Instagram During the Presidential Campaign in 2024

Totok Ony Wijanarko<sup>1</sup>, Yori Dwi Bari Agusta<sup>2</sup>, Edison Bonartua Hutapea<sup>2</sup>, Zulfikar Mufti<sup>3</sup>, Amanda Kanary Putri<sup>4\*</sup>

<sup>1</sup>Departement of Communication Science, Universitas Negeri Surabaya, Surabaya, East Jawa 60213, Indonesia

<sup>2</sup>Departement of Communication Science, Universitas Paramadina, Cipayung District, East Jakarta City 13880, Indonesia

<sup>3</sup>Departement of Communication Science, Universitas Diponegoro, Semarang, Central Java 50275, Indonesia

<sup>4</sup>Universitas Negeri Jakarta, Jakarta, Indonesia

\*Correspondence: [amandakanary15@gmail.com](mailto:amandakanary15@gmail.com)

SUBMITTED: 15 November 2024; REVISED: 8 January 2025; ACCEPTED: 11 January 2025

**ABSTRACT:** The campaign period in the 2024 presidential election was crucial for the three presidential candidate pairs (Anies-Muhaimin, Prabowo-Gibran, and Ganjar-Mahfud) to develop and implement their political communication strategies. Branding was a key aspect of political communication that needed to be considered. One of the more interesting aspects was the branding of Prabowo as a candidate participating in the presidential election for the fourth time, now showcasing a different character. This research was conducted to analyze Prabowo's political branding through social media during the 2024 presidential election campaign. The focus of the research was to describe Prabowo's political branding by categorizing it into three parts: house brands, platform brands, and product brands, in accordance with the brand hierarchy theory from Cosgrove. The method used for the research was qualitative content analysis. Data and information were obtained through an analysis of the content on Prabowo's Instagram account and interviews with three sources related to the research topic. The results of the study showed that the house brand of Prabowo's political branding through social media during the 2024 presidential election campaign was "Prabowo Subianto 2024." Five brand platforms were identified: Humanism, Continuity, *Bersama Indonesia Maju* (Together with Onward Indonesia), Militarism, and Free Lunch. Furthermore, the product brand identified was *Aksi Gemoy*, which was part of Humanism.

**KEYWORDS:** Branding; campaign; political communication; presidential elections.

---

## 1. Introduction

In recent decades, the development of digital technology has significantly changed various aspects of life, including in the political realm. Social media, which was initially used as a means of communication between individuals, has now developed into a very important strategic tool in building political image and communication. In Indonesia, the use of social media in political campaigns is increasing, especially during the general election period. The use of social media is not only limited as a tool to disseminate information, but also as a means to build and manage a candidate's political branding. This is because social media has an open

nature whose access is not limited by geography or ideology, so this political communication channel is considered a determining factor in the success of the general election campaign [1].

Currently, there is one of the most popular social media platforms in Indonesia, namely Instagram. With its powerful visual features, Instagram offers an effective way for political candidates to introduce themselves, deliver their programs, and build a more personal relationship with voters. This Instagram social media allows political candidates to display strategically curated visual imagery through photos, videos, and text, all of which can be manipulated to shape the public's perception of them. Through Instagram social media, a person can share various activities and achievements as a form of branding to show their quality [2].

In the context of the 2024 Presidential Election, one of the most active presidential candidates using Instagram social media is Prabowo Subianto. As one of the political figures who has been in Indonesian politics for a long time, Prabowo uses Instagram to build a strong political branding. In this modern era, political image is not only built through traditional mass media such as television and newspapers, but also through social media platforms that allow direct interaction with the wider community. The use of social media is used in such a way by political actors as a forum to convince the audience of themselves [3]. In other words, Instagram social media is an important platform for Prabowo to convey political messages, show campaign activities, and build a self-image that is in line with the aspirations of voters.

Based on this context, it is important to analyze how Prabowo Subianto utilized his official Instagram account as part of his political branding strategy during the 2024 Presidential Election campaign. Through the visual content and narrative presented on the account, Prabowo seeks to build a self-image that is in accordance with the values he wants to offer to the public.

The main reason why Prabowo Subianto's Instagram account has become interesting to analyze in the context of the 2024 Presidential Election is because of Prabowo's victory in the 2024 presidential election. The victory sparked interest in researching the campaign strategy he used, especially through social media Instagram. In this regard, Prabowo's Instagram account is in the spotlight because it has almost the same number of followers as another candidate, Ganjar Pranowo. However, in terms of appearance, Prabowo's Instagram account shows a more flexible and elegant image. Posts on Instagram social media that try to reflect Prabowo's personal character with a military background, but now look more relaxed and adaptable to the younger generation.

The firm but relaxed image shown by Prabowo Subianto is considered to be in accordance with the preferences of voters from Generation Z. This is because Generation Z has a tendency to like figures who look tough for reasons because they are more concerned about security and order issues. In addition, Prabowo's Instagram posts also present himself as a figure who embraces various elements of society, which is part of a rebranding effort to win the hearts of young voters. This is in line with previous research which found that Prabowo Subianto's rebranding on TikTok social media had an effect on the level of trust and political participation of Generation Z in Magelang City [4].

Researchers are interested in studying more deeply about Prabowo's political branding strategy through Instagram, because this platform is one of the social media with the most users from the millennial generation and Generation Z, who are the majority of voters in the 2024 Presidential Election. Instagram social media is also the platform with Prabowo's largest

followers, compared to other social media, which makes this platform very relevant for further analysis.

## 2. Materials and Methods

### 2.1. Branding.

Branding is a crucial concept in the corporate world that has also penetrated the political realm. In politics, branding is used to build a strong image and identity for political parties, governments, and individual politicians. Political branding aims to create an advantage and differentiation over competitors, focusing on forming an image that resonates with constituents. Strategies such as brand hierarchy and benefit ladders are employed to determine the best ways to reach and influence voters. Brands and branding are key elements of modern marketing strategies, extending beyond the physical aspects of a product or service. A brand, at its core, represents the identity of a product or service, often manifested through a name, symbol, terminology, or logo [5]. Meanwhile, branding encompasses all activities aimed at establishing a brand's competitive advantage in the market. The primary objective of branding is to create a strong differentiation or significant edge over competitors.

This shift in focus, from merely developing products to building and strengthening brands, reflects an understanding that consumer perception of a brand can significantly influence purchasing decisions. Thus, success in branding becomes critical, as errors in this process can adversely affect a company's overall marketing strategy. Branding goes beyond creating an appealing visual identity; it involves establishing emotional connections and trust with consumers, ultimately leading to sustainable competitive advantages in the market.

Political branding represents a strategic adaptation of consumer branding principles to the political sphere. This approach highlights the importance of developing a strong and positive image, not only for political parties and governments but also for individual politicians. In the digital age, social media has become an indispensable tool for building and enhancing politicians' personal brands, which contributes significantly to their long-term reputation.

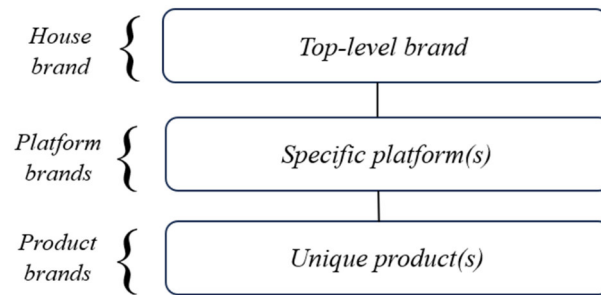
In political branding, consistency and alignment with societal perceptions are critical. The image being built must be positive and in line with public expectations. At the same time, flexibility is essential; political parties or candidates must be prepared to transform their brand if the competitive political landscape requires adaptation. This process demands intensive and sustained efforts to influence public perception of a political brand.

The ultimate goal of political branding efforts is to achieve a positive electoral impact. Effective branding is expected to increase voter support and broaden the support base for politicians or parties. This underscores that, in modern politics, the ability to build and manage a strong brand is as crucial as the policies and programs being offered.

### 2.2. Brand hierarchy.

This strategy regulates how a brand reaches consumers at different levels. According to Cosgrove, brand hierarchy allows companies to plan how their brand is perceived by consumers by grouping it into several levels. The general strategy involves starting at the top level of the brand, followed by specific products and related platforms beneath it. In some cases, other strategies may prioritize products or platforms without placing significant emphasis on the brand's top level. This technique connects the overarching vision of a brand

with its specific attributes, ultimately influencing how consumers understand and respond to the brand. Figure 1 shows brand hierarchy chart by Cosgrove [6].

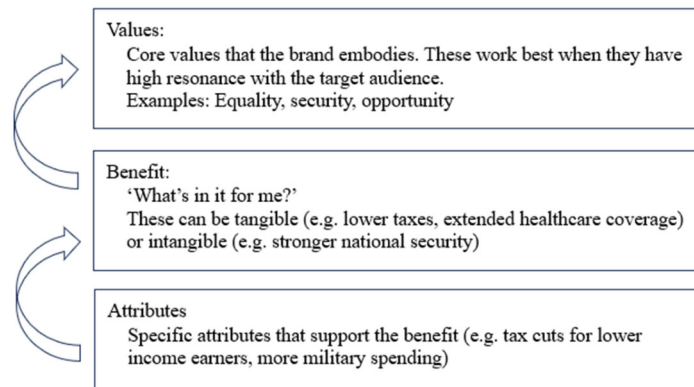


**Figure 1.** A Typical Brand Hierarchy (Kenneth M. Cosgrove).

From the chart above, it can be concluded that a house brand refers to the main or umbrella brand that is widely recognized. Platform brands, on the other hand, are closely related to house brands and offer additional value or advantages. Finally, product brands represent a more specific level, focusing on a particular product or service, whether in a political or business context.

### 2.3. Benefits ladder.

A benefits ladder is a branding tool that combines *the values, benefits, and attributes* of a product, candidate, or work program. The most effective strategy for the long term is to focus on values, as this allows for messages that contain strong values and emotions. Meanwhile, focusing on benefits and attributes is more vulnerable to competitor attacks [6]. The benefits ladder is shown in Figure 2.



**Figure 2.** Benefits ladder (Kenneth M. Cosgrove).

### 2.4. Communication and political communication.

Communication is defined as a broad activity or process carried out by people to convey messages to others in order to achieve a common goal [7]. It is conducted to create a shared understanding, in line with the etymology of the word itself: *communius, communico, communicare* (communication), meaning "creating common meaning" [8]. Meanwhile, political communication refers to a field of study that examines the chain, conceptual relationships, and methodological connections between communication and political science.

It is a critical element in linking political parties and actors with their constituents or voters. Political communication is also defined as all actions taken by political parties in giving and receiving feedback on political issues through activities directed at the community [5].

As a combination of communication science and political science, political communication involves the process of conveying and receiving political messages to foster common understanding. In this context, political campaigns are the primary means for candidates to persuade voters by presenting their visions, missions, and programs. Political campaigns can take various forms, ranging from public debates to the dissemination of information through mass and social media. Technological developments, particularly the internet and social media, have brought significant changes to the political communication landscape. Platforms like Instagram have become important channels for politicians to interact directly with constituents, especially the younger generation. Social media offers a variety of advantages, including continuous communication, instant responses, global reach, and relatively low costs. However, the use of social media in politics also presents new challenges, such as the need for more intensive online reputation management and the risk of the rapid spread of negative information. In this digital era, effective branding and political communication strategies must integrate traditional approaches with the use of modern technology. Politicians and political parties must be adaptable in utilizing various communication platforms while maintaining consistency in the message and image they aim to build. Thus, a deep understanding of branding, political communication, and the strategic use of social media is crucial to success in the contemporary political arena.

### *2.5. Political campaigns.*

Political campaigns are routine activities carried out by campaign implementers in the General Election contestation process. A campaign is defined as an activity conducted by a candidate or party, appointed as an election participant, to convince potential voters by offering the vision, mission, program, and the candidate's self-image [9]. Political campaigns are not natural occurrences but rather efforts that are designed to achieve a specific effect. Political actors must be able to create campaign activities that are tailored to the target audience. There are three main objectives of a campaign: first, to change the level of cognitive knowledge; second, to influence attitudes; and third, to change the behavior of the audience in a concrete and measurable way [10].

### *2.6. Social media – Instagram.*

The internet has become an essential component in people's lives, alongside the development of technology. With the internet, people can easily interact with one another without being hindered by space or time [11]. The internet has thus become a new media channel, often referred to as "new media." New media refers to digital-based mass media [12]. Political actors, including politicians, political figures, bureaucrats, activists, and mass media journalists, have adapted to using new media for communication in order to be more effective.

One form of new media is social media. The term "social media" first appeared in 1954, coined by Professor J.A. Barnes. Dixon explained that social media involves the use of web-based technology to transform one-way communication into an interactive dialogue online, with the key component being the creation and exchange of user-generated content [13]. The use of social media is also evident in political life in Indonesia. Various platforms such as

Facebook, Instagram, Twitter, YouTube, and others are used for political activities, including political campaigns.

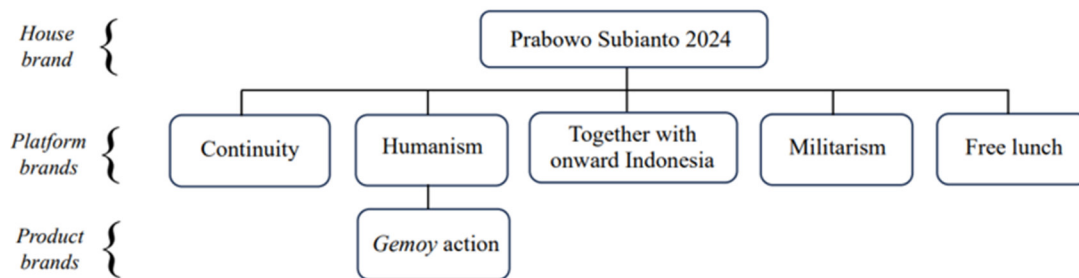
Instagram is one of the most widely used social media platforms in Indonesia. As of early 2023, Instagram is the second most popular social media platform in Indonesia [14]. Instagram is described as an internet-based service and social network that facilitates sharing information through digital images. Gadget users frequently use this platform to directly share their photos [15]. The platform allows users to share photos and videos, accompanied by text or captions describing them. In Indonesia, Instagram is predominantly used by people aged 18-24, primarily belonging to Generation Z.

### 2.7. Research methods.

This research utilized a qualitative content analysis method to examine the content of Prabowo Subianto's official Instagram account. The qualitative research method aimed to explore the understanding of meanings by individuals or groups related to certain social issues through inductive data analysis [16]. This analysis focused on identifying the main themes, visual symbols, and narratives used to build political branding. The research gathered data from posts on Prabowo Subianto's official Instagram account during the 2024 Presidential Election campaign, as well as from interviews with three sources related to the research topic. Once the data was collected, analytical steps were carried out to identify patterns in the content, which were then interpreted within the framework of political branding theory and digital political communication.

## 3. Results and Discussion

Interpretive analysis is carried out by correlating the results of data findings with the theory used. Interpretive analysis is the answer to the formulation of the research problem. The theory used is the brand hierarchy theory from Cosgrove. As for after analyzing the content and interviews, the researcher formulated the brand hierarchy of Prabowo Subianto's political branding through social media during the 2024 Presidential Election campaign as follows and was explained in the next sub-chapter (Figure 3).



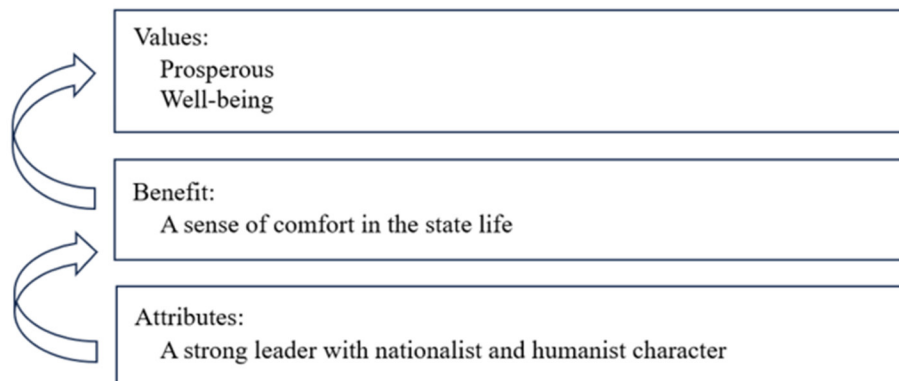
**Figure 3.** Brand hierarchy of Prabowo Subianto's political branding through social media (Instagram) during the 2024 presidential election campaign period.

Interpretive analysis was carried out by correlating the results of data findings with the theory used. Interpretive analysis answered the formulation of the research problem. The theory used was the brand hierarchy theory from Cosgrove. After analyzing the content and interviews, the researcher formulated the brand hierarchy of Prabowo Subianto's political branding through social media during the 2024 Presidential Election campaign, as follows, and

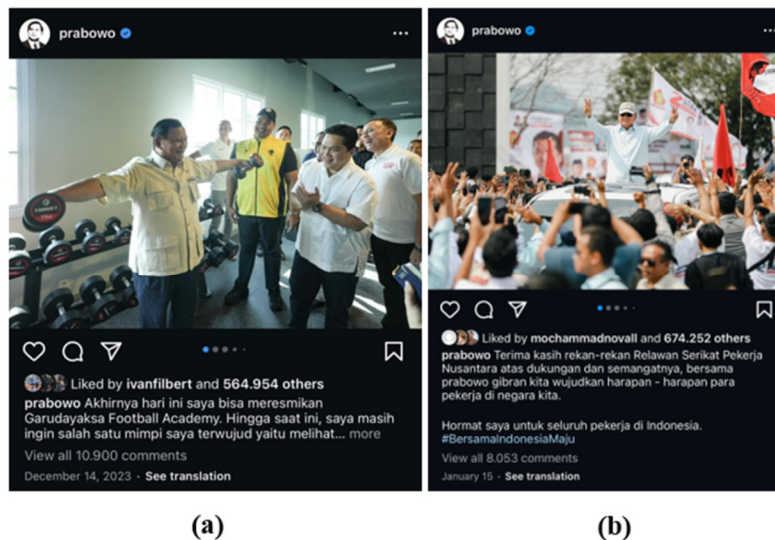
explained in the next sub-chapter. In Prabowo Subianto's political branding strategy, his personal figure was the main focus, not the party or his formal visions and missions. Prabowo was positioned as a "house brand," where his personality became the identity relied on in his political campaigns on social media, especially Instagram. This strategy emphasized five main values as a brand platform: Continuity, Humanism, Bersama Indonesia Maju (Together with Onward Indonesia), Militarism, and Free Lunch. These values reflected Prabowo's characteristics and were reflected in his Instagram posts. In two of the five main values, namely Continuity and Humanism, there were two more specific product brands: Downstreaming and Action Gemoy (The word *gemoy*, an Indonesian term for something amiable and endearing, was at the forefront of Prabowo's presidential campaign in a bid to leverage his electorate among younger Indonesian Generation Z voters.), which represented the actions or policies he carried out. Prabowo's success in winning support shows that this political branding strategy was successfully accepted by the public. However, this narrative was accompanied by criticism of Prabowo's lack of interaction and activeness, especially in attracting the attention of young people, where other candidates such as Ganjar Pranowo were considered more successful in utilizing social media interactively. The following is Prabowo Subianto's interpretive analysis through social media during the 2024 Presidential Election campaign.

### 3.1. House brand interpretive analysis.

The result of the analysis for the house brand in this study was Prabowo Subianto 2024. Prabowo's figure became the main brand during the 2024 Presidential Election process. Many audiences were presented with various new personal aspects of Prabowo, rather than focusing on his party, vision, or mission. In the 2024 Presidential Election, Prabowo's new character emerged as a more mature leader. Some aspects that were evident included Prabowo's activities as Minister of Defense, his personal life, and his political engagements. This new character of Prabowo was expected to be capable of leading Indonesia in a better direction, focused on the welfare and prosperity of its people. Prabowo's personal side was used as the top level, or house brand, of his political branding through Instagram during the campaign period. This was corroborated by a source who stated that Prabowo's Instagram tended to emphasize his personal side (Figure 4 and Figure 5).



**Figure 4.** Ladder Benefit from Prabowo Subianto 2024.



**Figure 5.** Posted on Instagram @prabowo on December 23, 2024 (a),  
Posted on Instagram @prabowo on January 15, 2024 (b).

Furthermore, there were two uploads that highlighted Prabowo's figure through his various activities. One upload, on December 23, 2023, on the @prabowo Instagram account, showed Prabowo's activities when inaugurating the Garudayaksa Football Academy, a private event attended by political figures. However, through this upload, Prabowo's nationalism in advancing Indonesian football was still reflected. Another upload, on January 15, 2024, featured Prabowo campaigning with the Nusantara Workers Union Volunteers. These two photos demonstrated that the figure of Prabowo was the main focus in his Instagram posts, emphasizing that Prabowo was a house brand, or the central element, in his political branding. The results were comparable to previous research, which found that visibility, as an element of personal branding, was shown by Prabowo Subianto through uploads of his political activities, including his work visits as Minister of Defense on TikTok [17].

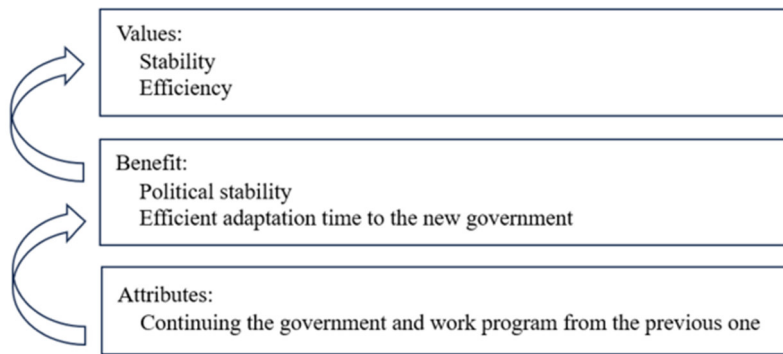
### 3.2 Interpretive Analysis of Brand Platforms

Based on the results of the analysis, the researcher found five brand platforms in the study: Continuity, Humanism, Together with Onward Indonesia, Militarism, and Free Lunch. These five brand platforms were part of the Prabowo Subianto 2024 brand. The Continuity brand platform represented a brand that explained the new Prabowo administration's efforts to continue what had been done by the previous government. This offered benefits to the community, such as political stability and time efficiency during the government transition (Figure 6).

Next are the uploads that reflect the Continuity brand platform. "Continuity" was a keyword that often appeared in the 2024 Presidential Election, reflected in a photo upload of Prabowo with President Jokowi on Instagram. This moment reflected Prabowo's brand platform, which focused on continuity, especially since Jokowi, who had been Prabowo's political opponent in the 2014 and 2019 elections, was now an ally. This formed part of Prabowo's rebranding strategy, by taking advantage of the high public satisfaction with Jokowi's performance. Some of Prabowo's programs were also continuations of Jokowi's programs, such as downstreaming and the IKN development, which were strengthened by the opinions of the speakers. The meeting with other political figures to discuss the continuation



of these programs succeeded in showing Prabowo Subianto's image as an inclusive leader who was serious about handling national issues [18].



**Figure 6.** Ladder benefits of continuity.

The next brand platform was Humanism, or the humanitarian side of Prabowo Subianto. A source mentioned that there had been a branding change, showing that Prabowo appeared more relaxed and calmer. Prabowo's humanitarian side reflected a leader who cared about the community, especially the lower middle class. One example was his contribution when inaugurating clean water sources in several regions of Indonesia. Furthermore, Prabowo's humanitarian side was also reflected when he carried out activities similar to those of the general public, such as feeding pets, watching TV, and others. This showed that Prabowo also had a life like any other person. Of course, this brand platform helped people believe that Prabowo was a leader who cared about his people. In the benefits ladder of humanism, trust was part of the value. In addition, comfort with a caring leader was included in the benefits element, while the attributes element included having a leader who cared about his people.

The analysis related to the Humanism element was based on uploads on December 21, 2023, and January 23, 2024, on the Instagram account @prabowo. Through an upload on January 23, 2024, Prabowo's activity of inaugurating a clean water source in Bangkalan, Madura, reflected his concern for the welfare of the community, even though this was beyond his responsibility as Minister of Defense. Prabowo had formed a task force to find clean water sources in several regions of Indonesia as part of his humanitarian efforts. Additionally, elements of Humanism were also seen in the December 21, 2023, upload, which showed Prabowo's relaxed moment feeding his pet, Bobby, which often appeared on his Instagram. This upload showed a calmer and more relaxed side of Prabowo's personality, reflecting his activities similar to those of the general public. This was consistent with previous research, which found that the upload of his favourite cat, Bobby, had become one of Prabowo Subianto's specialties in personal branding, building his image as well as his political electability [19].

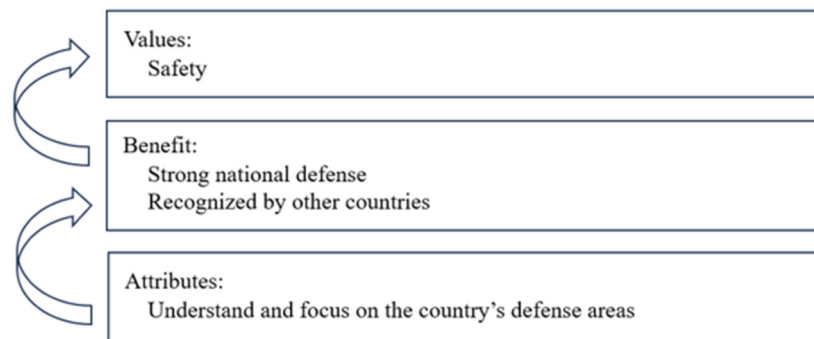
The third brand platform was Bersama Indonesia Maju (Together with Onward Indonesia). The resource person stated that the phrase "Indonesia Maju" was widely used by Prabowo during the 2024 Presidential Election campaign. Among other instances, it was used as an Instagram caption 28 times, became the name of the official account for the Prabowo-Gibran campaign team, and was used as the name of the cabinet: the Advanced Indonesia Cabinet. It also appeared in Prabowo-Gibran's vision, which was "Together Indonesia Maju Towards a Golden Indonesia 2045." The goal of this phrase was to realize Indonesia as a developed country. The process of becoming a developed country was not an easy task. However, it could be interpreted as a sign of Prabowo's goal to lead Indonesia in a better

direction. Of course, there were many benefits in the process of becoming a developed country, including an improving economy, better quality human resources, an enhanced national image, and other advantages (Figure 7).



**Figure 7.** Ladder benefit from Bersama Indonesia Maju.

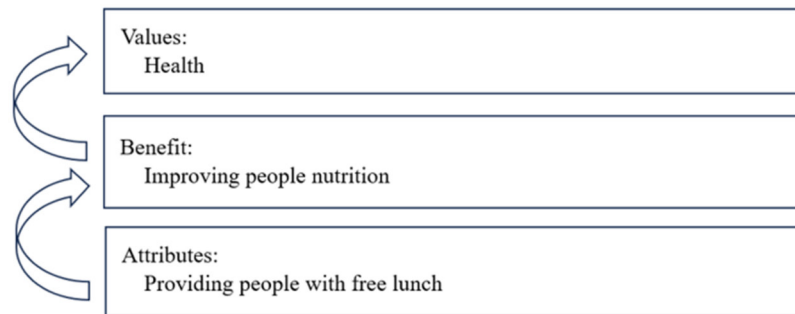
There are two uploads on Instagram @prabowo that reflect the Bersama Indonesia Maju brand platform, specifically the uploads on February 8, 2024, and January 11, 2024. Both posts use the hashtag #BersamaIndonesiaMaju and show Prabowo surrounded by many people—one at the Indonesia Maju Concert event in North Sumatra and the other while campaigning in Lampung Province. In addition, the upload on Prabowo's Instagram account reflects the message that with Prabowo, Indonesia can become a developed country, in line with the theme carried out in his campaign. Through these uploads, it is evident that there is unity as an element of personal branding, demonstrated by Prabowo's moral ethics, including his non-arrogant, honest, and sincere attitude towards the community [20]. The next brand platform is militarism. The military is strongly associated with Prabowo's figure. He spent more than half of his life in the military and continues to serve as Minister of Defense. Therefore, a firm and authoritative character is an inherent trait of his persona. This military background was also incorporated by Prabowo into his political campaign. Uploads on his Instagram depict elements strongly associated with the military. Given Prabowo's military background, the public has heightened expectations of the country's defense strength under his leadership. This leads to a sense of security among the community, as they feel confident in a strong national defense (Figure 8).



**Figure 8.** Ladder benefit from militarism.

The analysis refers to two uploads on Instagram @prabowo that highlight the militaristic brand platform: the uploads on December 14, 2023, and December 12, 2023. The first upload

shows Prabowo eating with students of the Military Academy in Magelang, where he also studied. The second upload depicts the moment Prabowo handed over an aircraft made by PT Dirgantara Indonesia to the Indonesian Air Force. Both of these posts demonstrate a strong relationship between Prabowo and the military world, further solidifying his military background and identity. The final brand platform is Free Lunch. Free Lunch is a work program from Prabowo-Gibran that has sparked much discussion. The focus is not so much on its benefits, but rather on its potential for realization, given the high budget that must be allocated to meet the program's goals. On the other hand, the Free Lunch program has been welcomed by the lower middle class. This Free Lunch is also a brand mentioned by the speakers. Of course, if it is realized, it could significantly improve the nutrition of the Indonesian people (Figure 9).



**Figure 8.** Ladder benefit from free lunch program.

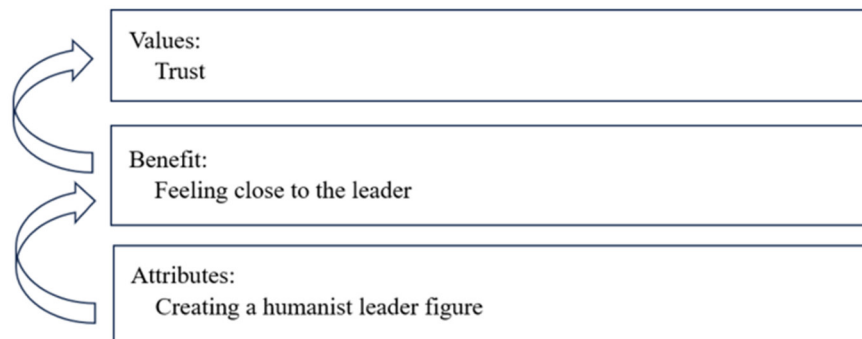
There are two uploads on Instagram @prabowo that highlight the Free Lunch brand platform: one on December 30, 2023, and the other on January 6, 2024. In these two uploads, Prabowo is shown cooking at two different events: one with influencer Bobon Santoso and the other with Golkar Party Chairman Airlangga Hartanto at an internal party event. After cooking, Prabowo distributes food to the community, which reflects his work program, Free Lunch. This activity represents Prabowo's commitment to his social programs.

### *3.3 Interpretive analysis of product brand.*

For product brands, based on the researcher's analysis, one product brand identified is Aksi Gemoy (Gemoy Action). This product brand has become a hallmark of Prabowo, often featured at campaign events. It is also visible on Prabowo's Instagram page. The figure of Prabowo, previously known for his rigidity and firmness, is now softened by the Gemoy Action. This action has become a phenomenon, particularly among young people. It also represents the humanitarian side of the leader. The Gemoy Action brand conveys the message that politics doesn't always have to be tense. Prabowo, who frequently performs Gemoy Actions, creates a sense of closeness with the audience. This aligns with previous research, which found that Prabowo was able to turn around the previously negative public perception, using the term "Gemoy" to ease the tension during the campaign period [21].

The following are the ladder benefits from the Gemoy Action (Figure 10). The ladder of benefits is analyzed based on Instagram uploads from @prabowo on January 21, 2024, and December 10, 2023, which feature Prabowo performing Gemoy Action at campaign events. Both uploads show Prabowo dancing, presenting a humanist side of the leader. The impression from the images is that politics doesn't always have to be serious, which can lead to tension.

On the contrary, politics can be made relaxed, as demonstrated by Prabowo's Gemoy pose in the photos.



**Figure 9** Ladder benefit from gemoy's action.

#### 4. Conclusions

The contestation of the presidential election involves intense political dynamics, where each candidate seeks to capture the public's attention through various strategies. Prabowo Subianto successfully won the 2024 Presidential Election, partly by building a strong political branding strategy on Instagram. This branding became a defining characteristic, setting Prabowo apart from other candidates. His branding structure consisted of a house brand, platform brand, and product brand. The results of the study show that Prabowo's House Brand during the 2024 campaign emphasizes his image as a leader with a complete character: firm, authoritative, and humanist. This image was cultivated through various uploads showcasing his personal activities, his work as Minister of Defense, and his campaign efforts. Furthermore, the analysis based on the Platform Brand revealed five key values: Continuity, Humanism, Bersama Indonesia Maju (Together with Onward Indonesia), Militarism, and Free Lunch. These values were reflected in Prabowo's posts, such as his relationship with President Jokowi, his leisure activities, his shared vision of a progressive Indonesia, his military background, and the popular Free Lunch program that resonated with the public. The Product Brand focuses on Prabowo's "Gemoy Action," which has become a regular feature in campaign events and Instagram posts. This shows Prabowo's more populist and relaxed side, helping to humanize his image. Theoretically, the application of Cosgrove's brand hierarchy theory is effective in explaining political branding and is recommended for similar research. Practically, Prabowo's branding strategy in the 2024 Presidential Election can serve as an example for political practitioners, as it successfully built a strong and memorable image in the minds of the public through an effective communication strategy.

#### Acknowledgment

The authors would like to express their sincere gratitude to Universitas Negeri Surabaya, Universitas Paramadina, Universitas Diponegoro, and Universitas Negeri Jakarta for their invaluable support and contributions to this research. The collaborative environment and resources provided by these institutions have significantly enhanced the depth and quality of the study.

## Author Contribution

All authors contributed to the study through their active involvement in conceptualization, data analysis, interpretation of results, and manuscript preparation. Their collective efforts and expertise were instrumental in ensuring the study's success.

## Competing Interest

No competing interests are declared by all authors regarding this study.

## References

- [1] Jayus, S.; Sumaiyah, M.; Duku, M.; Abdullah, A. (2024). Social Media as a Political Campaign Media Ahead of the 2024 Elections. *Jurnal Simbolika*, 10, 72–81. <https://doi.org/10.31289/simbolika.v10i1.11468>.
- [2] Izzah, N.; Duku, S.; Yahya, A.H. (2023). The Effectiveness of the Use of Instagram in Shaping Image (Study on Palembang Beatbox Family). *Jurnal Ilmu Komunikasi dan Media Sosial (IKOMDIS)*, 3, 269–310. <https://doi.org/10.47233/jkomdis.v3i1.646>.
- [3] Nabilla, T.F.; Suratnoaji, C. (2024). Personal Branding of the Mayor of Surabaya on Instagram Social Media. *Jurnal Ilmiah Ilmu Pendidikan*, 7, 372–332. <https://doi.org/10.54371/jiip.v7i1.3068>.
- [4] Suryanti, F.; Fikry, D.S.; Putri, W.E.; Ramadhan, B.S.; Kusuma, F.J. (2024). The Effect of Rebranding on TikTok Social Media on the Level of Trust and Participation of Generation Z Voters in the 2024 Magelang City Election. *Jurnal Komunikasi dan Kajian Media*, 8, 91–106. <https://doi.org/10.31002/jkkm.v8i1.8870>.
- [5] Firmanzah. (2012). *Political Marketing*; Yayasan Pustaka Obor Indonesia: Jakarta, Indonesia.
- [6] Lees-Marshment, J. (2012). *Handbook of Political Marketing*; Routledge: London, UK.
- [7] Hutapea, E.B.T. (2024). *Communication Theory: Process, Order, and Function of Communication Theory in Research*; Eureka Media Aksara: Jakarta, Indonesia.
- [8] Hutapea, E.B.T. (2020). *Communication Theory: Process, Order, and Function of Communication Theory in Research*; Gibon: Jakarta, Indonesia.
- [9] Fahlevi, R.; Idris, L.O.M. (2022). Presidential and Vice Presidential Campaigns in the 2019 Election: The Effectiveness of Using Buzzers on Social Media. *JPRMEDCOM: Journalism, Public Relation and Media Communication Studies Journal*, 4, 1. <https://doi.org/10.35706/jprmedcom.v4i1.6544>.
- [10] Heryanto, G.G.; Rumar, S. (2013). *Political Communication an Introduction*; Ghalia Indonesia: Bogor, Indonesia.
- [11] Muhammad, A.R. (2023). *Political Branding of Ganjar Prabowo as a Presidential Candidate*; Universitas Paramadina: Jakarta, Indonesia.
- [12] Mondry, A.; Risman, S. (2016). *Understanding Journalistic Theory and Practice*; Ghalia Indonesia: Bogor, Indonesia.
- [13] Dixon, B. (2012). *Social Media for School Leaders*; Jossey-Bass: San Francisco, CA, USA.
- [14] Social media use reaches new milestone. (accessed on 14 January 2025) Available online: <https://wearesocial.com/id/blog/2023/07/social-media-use-reaches-new-milestone/>.

- [15] Sulianta, F. (2015). *The Magic of Social Media*; Elex Media Komputindo: Jakarta, Indonesia.
- [16] Creswell, J.W. (2008). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 6<sup>th</sup> Ed.; Sage Publications: Thousand Oaks, USA.
- [17] Novitasari, A.; Angeline, S.; Septiani, A.D.; Stanley, J.N.; Susanto, S.C.; Sundah, P.M. (2024). Analysis of Prabowo Subianto Personal Branding Through the Gerindra Party TikTok Social Media. *Kinesik*, 11, 130–144. <https://doi.org/10.22487/ejk.v11i2.1234>.
- [18] Ardiansyah, B.; Zuhri, S. (2024). Analysis of Prabowo Subianto's Personal Branding in the 2024 Presidential Election Campaign: A Case Study of @prabowo Instagram Account. *NUSANTARA: Jurnal Ilmu Pengetahuan Sosial*, 11, 3097–3107. <https://doi.org/10.31604/jips.v11i8.2024>.
- [19] Yulianti, E.; Sucipta, D.K.; Kristanto, H. (2024). Prabowo Subianto's Personal Branding Strategy in Building a Political Image on Instagram Social Media (Phenomenological Study on the 2024 Presidential Election). *Journal of COMMDES*, 1, 1–16. <https://ojs.sains.ac.id/index.php/commdes/article/view/8>.
- [20] Kurniawan, I. (2024). Prabowo Subianto's Political Marketing and Personal Branding Strategy in the 2024 Election. *IKON: Jurnal Ilmiah Ilmu Komunikasi*, 29, 68–80. <https://doi.org/10.37817/ikon.v29i1.3739>.
- [21] Atala, M.P.; Aji, A. (2024). Political Analysis of Prabowo Subianto's Branding Through Instagram Social Media @prabowo: Case Study of the 2024 Election Campaign. *Journal of Humanities and Social Studies*, 8, 806–813. <https://doi.org/10.33751/jhss.v8i3.10965>.



© 2024 by the authors. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).