

ABSTRACT

The bonus demography project that will endure in Indonesia, is a benefit to politicians or political activists in deciding the target of young electors for an election that will be held in 2024. Politicians have started running their political strategy for the upcoming democratic party. A strategy that they've chosen is to do a political campaign in social media, which has a big chance of winning young citizens' voices by building a certain image through Instagram. This research is focusing to answer how Instagram has become the main platform for building political image in Indonesia. Other than that, this research aims to answer the correlation between the usage of Instagram with elector's target perception of the politicians in the pre-campaign period. This research is using the uses and gratification theory through a qualitative approach to phenomenology. Researchers observe the whole politician's activity that has an Instagram account and interviewed the followers of them. As the result, Instagram has become a medium for building a good political image to persuade mass toward the presidential election on 2024. However, the researcher found there was a public perception towards the buzzer involvement while building an image through Instagram. The researcher hopes that this research is useful as a reference for the next research regarding the effectiveness of political image in media social in affecting the level of credibility of the political parties.

Key words: Election, Political Campaign, Personal Branding, Buzzer, Politicians, Instagram

Reference: 43 (2005 - 2022)