

ABSTRAK

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Program Studi : Ilmu Komunikasi
Judul :

HUMAN-TO-HUMAN CONECTION: STRATEGI KOMUNIKASI POLITIK VERRELL BRAMASTA PADA PEMILU LEGISLATIF 2024

(xiv + 113 halaman; 5 gambar; 6 tabel; 6 lampiran)

Tujuan penelitian ini ialah mengeksplorasi strategi komunikasi politik yang diterapkan oleh Verrel Bramasta dalam kampanye Pemilu Legislatif 2024. Penggunaan metode dalam penelitian ini ialah studi kasus, dengan melakukan wawancara mendalam, dokumentasi kampanye, dan observasi aktivitas media sosial Verrell Bramasta. Hasil penelitian menunjukkan bahwa, Verrell Bramasta mengimplementasikan pendekatan *human-to-human connection* sebagai strategi komunikasi politik dengan cara melakukan kampanye ke 750 titik dan berinteraksi dengan sekitar 150.000 orang. Dalam kampanyenya, Verrell Bramasta lebih banyak menyerap aspirasi masyarakat. Verrell Bramasta memanfaatkan penggunaan media sosial melalui platform Instagram dan TikTok yang berperan sebagai alat pendukung untuk menjangkau masyarakat lebih luas terutama generasi muda dan masyarakat yang ada di wilayah yang tidak dapat iya kunjungi pada saat masa kampanye. Verrell Bramasta menghadapi berbagai tantangan dalam kampanyenya, termasuk keraguan publik terhadap kredibilitasnya sebagai politisi karena latar belakangnya sebagai artis, Namun, ia berhasil mengatasi tantangan tersebut melalui pendekatan yang konsisten, dan didukung oleh pemilih loyal yang bersifat partisipan dalam konteks budaya politik. Kesimpulan penelitian ini menegaskan bahwa, pendekatan *human-to-human connection* dalam strategi komunikasi politik Verrell Bramasta terbukti berhasil. Hal itu tercermin dari perolehan suara Verrel Bramasta dengan meraih 94.810 suara atau 63,2% dari jumlah masyarakat yang iya temui.

Kata Kunci: *Human-to-Human Connection*, Strategi Komunikasi Politik, Verrell Bramasta, Pemilu Legislatif 2024

Referensi : 31 (1963-2024)

ABSTRACT

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HUMAN-TO-HUMAN CONNECTION: VERRELL BRAMASTA'S POLITICAL COMMUNICATION STRATEGY IN THE 2024 LEGISLATIVE ELECTIONS

(xiv+ 113 pages; 5 figures; 6 tables; 6 appendices)

The purpose of this study is to explore the political communication strategy implemented by Verrell Bramasta in his campaign for the 2024 Legislative Election. This research employs a case study method, utilizing in-depth interviews, campaign documentation, and observations of Verrell Bramasta's social media activities. The findings indicate that Verrell Bramasta adopted a human-to-human connection approach as his primary political communication strategy, conducting campaigns at 750 locations and interacting with approximately 150,000 individuals. During his campaign, Verrell focused on absorbing the aspirations of the public. Verrell Bramasta leveraged social media platforms such as Instagram and TikTok as supportive tools to reach a broader audience, particularly young people and residents in areas he could not visit during the campaign period. He faced various challenges, including public skepticism regarding his credibility as a politician due to his background as a celebrity. However, he successfully overcame these challenges through consistent efforts and support from loyal voters who actively participated within the context of political culture. The conclusion of this study confirms that the human-to-human connection approach in Verrell Bramasta's political communication strategy proved effective. This success is reflected in his election results, where he garnered 94,810 votes, accounting for 63.2% of the individuals he personally engaged with.

Keywords: Human-to-Human Connection, Political Communication Strategy, Verrell Bramasta, 2024 Legislative Election

References : 31 (1963–2024)