

POLITICAL BRANDING IN SHAPING PRAMONO ANUNG–RANO KARNO’S 2024 JAKARTA CAMPAIGN IMAGE

Umi Latifah

Universitas Paramadina
umilatifahnohari1@gmail.com

Abstract

The 2024 Jakarta Regional Election served as a strategic arena for the implementation of personal political branding in contemporary political communication. This study aims to analyze the personal branding strategies of Pramono Anung and Rano Karno prior to the official campaign period, highlighting how their identity, reputation, and public image were constructed and communicated. The research employed a descriptive qualitative method through literature review, media coverage analysis, and examination of the candidates’ political communication activities. The analysis utilized the Brand Identity Prism framework to map six dimensions of the candidates’ political brand identity. The findings indicate that the combination of Pramono Anung’s bureaucratic capital and Rano Karno’s public popularity formed a complementary personal branding strategy, strengthening credibility, emotional proximity, and legitimacy among Jakarta’s urban voters. The study concludes that personal branding constitutes a crucial and influential political communication strategy in shaping public perception and enhancing candidate appeal in the 2024 Jakarta Regional Election.

Keywords: Personal Political Branding, Political Communication, Brand Identity Prism, Voter Perception

Abstrak

Pilkada DKI Jakarta 2024 menjadi arena strategis bagi penerapan personal political branding dalam komunikasi politik kontemporer. Penelitian ini bertujuan menganalisis strategi personal branding pasangan Pramono Anung dan Rano Karno sebelum tahapan kampanye resmi, dengan menyoroti bagaimana identitas, reputasi, dan citra publik dibangun serta dikomunikasikan. Metode penelitian yang digunakan adalah kualitatif deskriptif melalui analisis literatur, pemberitaan media, dan aktivitas komunikasi politik kandidat. Analisis dilakukan menggunakan kerangka Brand Identity Prism untuk memetakan enam aspek identitas brand politik kandidat. Hasil penelitian menunjukkan bahwa kombinasi modal birokrasi Pramono Anung dan popularitas publik Rano Karno membentuk personal branding yang komplementer, memperkuat kredibilitas, kedekatan emosional, dan legitimasi di mata pemilih urban Jakarta. Simpulan penelitian menegaskan bahwa personal branding merupakan strategi komunikasi politik yang krusial dan berpengaruh dalam membentuk persepsi serta daya tarik kandidat pada kontestasi Pilkada DKI Jakarta 2024.

Kata kunci : Personal Political Branding, Komunikasi Politik, Brand Identity Prism, Persepsi Pemilih

INTRODUCTION

The 2024 Jakarta Regional Election constituted one of the most prestigious political contests in Indonesia due to Jakarta’s position as the nation’s capital. Jakarta functions not only as the center of government but also as an economic and cultural hub, as well as a symbol of the direction of national politics (Hidayati, 2021). Consequently, every political dynamic in Jakarta attracts broad public and media attention, both nationally and internationally. This contestation involves not merely competition over policy programs but also over image, reputation, and legitimacy. In this context, prospective leaders are required not only to present a developmental vision but also to cultivate sustained public trust. Voter perceptions of candidates significantly shape political support, particularly in heterogeneous urban areas such as Jakarta. Therefore, political communication strategies represent a crucial factor in the 2024 Jakarta Regional Election.

The development of mass media and the digitalization of information have significantly transformed the landscape of political communication. In the era of mediatized politics, candidates’ images are no longer shaped solely by political parties but also through their self-representation across various media platforms (Putri, 2022). Social media, television, and online news outlets have become primary arenas for constructing public perceptions of political figures. Within this context, personal or political branding has emerged as a key instrument in modern political campaigns (Hidayati, 2021). Political branding enables candidates to establish a consistent and recognizable identity among voters. This strategy also assists candidates in differentiating themselves within an increasingly competitive political environment. Accordingly, the ability to develop effective personal branding constitutes a decisive form of political capital.

Personal branding in politics extends beyond mere popularity, encompassing the process of constructing specific meanings, symbols, and associations attached to a candidate (Schouten, 2017). Candidates are positioned as “political products” characterized by distinct attributes, values, and uniqueness compared to their competitors (Putri, 2022). Such practices occur not only during the official campaign period but also well before it formally begins. Many politicians leverage their public track records, social media activities, mass media coverage, and direct engagement with communities as integral components of their branding strategies (Eddyono, 2025; Aminuddin, 2025). Thus, personal branding is inherently long-term and continuous. Consistent political branding can strengthen a candidate’s credibility and appeal among voters. This demonstrates that political branding is not merely campaign rhetoric but a carefully planned political communication strategy.

The phenomenon of political branding is evident in the candidacy of Pramono Anung and Rano Karno in the 2024 Jakarta Regional Election. This pair represents a combination of two distinct yet complementary forms of political capital: bureaucratic capital and public popularity (Aminuddin, 2025). Pramono Anung is recognized as a politician with extensive experience in both the legislature and central government. His reputation is closely associated with that of a technocrat possessing a deep understanding of bureaucracy and public policy. Meanwhile, Rano Karno is widely known as a public figure with a background in the entertainment industry and experience in local politics. His popularity and emotional closeness to the public contribute to an image of a relatable and memorable figure. The combination of these two characteristics produces a complementary personal branding strategy.



Figure 1. Media Articles on the Meeting between Pramono–Rano and Former Jakarta Governors. Sources: Top image from Kompas; bottom image from Tempo.

The figure presents a series of mainstream media reports documenting the activities of the 2024 Jakarta gubernatorial and vice-gubernatorial candidate pair in establishing political communication with former leaders of Jakarta and national figures. The first visual depicts media coverage of the candidates’ planned meetings with several influential figures, symbolically representing efforts to build political legitimacy and leadership continuity. The second visual illustrates a direct meeting conducted in a dialogical and informal atmosphere, emphasizing openness, proximity, and a willingness to learn from previous leadership experiences. From a political branding perspective, such coverage functions not merely as event documentation but also as a means of constructing an image of the candidates as experienced, reflective, and respectful of Jakarta’s leadership history. Media exposure of these meetings strengthens the political brand association between the candidate pair and figures possessing strong legitimacy and leadership track records in the capital. The visual and textual narratives constructed by the media indirectly frame the candidates as mature, inclusive, and responsible political actors, consistent with modern political communication strategies that prioritize credibility and public trust. Thus, this figure provides empirical

reinforcement for the study’s focus on political branding as an effort to construct the public image of the candidate pair in the 2024 Jakarta Regional Election campaign.

The dual-brand strategy embodied by Pramono Anung and Rano Karno has the potential to enhance their electoral appeal among Jakarta voters. On the one hand, Pramono represents stability, rationality, and governmental capacity. On the other hand, Rano contributes strong emotional proximity and mass popularity (Butar & Ali in Putri, 2022). Previous research indicates that political branding combining competence and emotional closeness can increase a candidate’s electability in local contests (Athahirah, 2024). Such findings affirm that personal branding is not merely a “campaign façade” but a long-term strategic asset. Established identity and reputation can be reactivated when political momentum arises. Accordingly, personal branding constitutes highly valuable symbolic capital in the 2024 Jakarta Regional Election.

Personal branding is also strongly influenced by the utilization of social and digital media. Contemporary research identifies social media as a primary arena for politicians to cultivate a humanistic, consistent, and approachable image (Rahmah, 2021; Yasa, 2025). Politicians are no longer evaluated solely based on programs or campaign slogans but on how they are “seen” and “perceived” by the public (Eddyono, 2025). In a metropolitan city such as Jakarta, characterized by demographic heterogeneity and high digital literacy, personal branding through digital media is particularly relevant. Media platforms enable candidates to reach diverse voter segments, from younger generations to the urban middle class. In this context, political branding functions as a cross-segment communication instrument. Therefore, political branding strategies warrant serious analysis in the 2024 Jakarta Regional Election.

Recent studies highlight that political branding in the digital era is increasingly shaped by the interaction between media visibility, audience engagement, and the personalization of political leadership. Social media platforms allow candidates to construct strategic self-presentation through visual narratives and symbolic communication that strengthen voter recognition and emotional attachment (Klinger & Svensson, 2020). Furthermore, research shows that digital campaign communication contributes significantly to shaping public perceptions of credibility and political competence (Stier et al., 2020). The growing personalization of politics has also transformed voter evaluation patterns, shifting attention from party ideology toward candidate image and mediated performance (Garzia et al., 2021).

Empirical findings indicate that social media campaigning can enhance political participation and influence voting behaviour, particularly among younger and urban electorates (Theocharis et al., 2021). In addition, the strategic use of online campaign content has been found to increase message reach and strengthen political engagement in contemporary elections (Bossetta, 2020). Studies on hybrid media systems further emphasize that the integration of traditional and digital communication channels plays a crucial role in constructing political legitimacy and leadership symbolism (Chadwick & Vaccari, 2022). Taken together, these perspectives reinforce the argument that political branding in the Pramono–Rano campaign reflects broader transformations in mediatized democratic politics.

The political branding efforts of Pramono Anung and Rano Karno are also reflected in their symbolic pre-campaign activities. Meetings with former Governors of Jakarta and national figures constitute meaningful components of their political communication strategy. From a

branding perspective, such engagements establish symbolic associations between the candidates and experienced, legitimate figures (Ferreira & van Eyk, 2023). This type of brand association can enhance positive voter perceptions of candidate credibility. These activities are not merely interpreted as political courtesy visits but as deliberate efforts to construct a leadership narrative rooted in experience and learning from the past. In political communication, symbolic legitimacy plays a significant role in shaping public trust. Consequently, this strategy forms an integral part of the Pramono–Rano political branding framework.

Political communication theory emphasizes that campaigns are communicative activities designed to influence public attitudes, perceptions, and political behavior (Cangara in Efriza, 2012). Within this framework, personal branding serves as a primary vehicle for conveying credible and relevant political messages. Pramono Anung and Rano Karno demonstrate efforts to build political communication grounded not merely in slogans but in narratives of experience and tangible capacity. Substantive communication approaches are considered more effective in fostering public trust than excessive rhetoric. This aligns with the relatively critical and rational character of Jakarta’s electorate. Therefore, consistency between image, message, and action represents the central challenge in political branding. Without such consistency, branding risks being perceived as superficial imagery.

Based on the foregoing discussion, the 2024 Jakarta Regional Election represents an important case study for understanding the role of political branding in contemporary political communication. The personal branding of Pramono Anung and Rano Karno reflects not only a campaign strategy but also the construction of long-term political identity. The combination of technocracy and popularity offers a symbolic balance between elite governance and mass appeal in Jakarta’s leadership (Aminuddin, 2025). However, personal branding does not automatically guarantee political support without honest and relevant communication. It is therefore essential to analyze how political branding is employed as an effort to construct the public image of this candidate pair. This study is relevant for examining the mechanisms through which public perception is shaped in the era of mediatized democracy. Accordingly, this research focuses on political branding as an effort to build the public image of Pramono Anung and Rano Karno in the 2024 Jakarta Regional Election campaign.

LITERATURE REVIEW

Brand Identity Prism

The Brand Identity Prism is a conceptual model developed by Kapferer (2008) which positions a brand not merely as a commercial product, but as a comprehensive and multidimensional identity entity. Kapferer asserts that a brand’s identity is formed through the integration of various interrelated aspects that collectively generate holistic meaning, encompassing visual dimensions, character, values, relationships, and public image. Accordingly, a brand is understood as a living identity construct that interacts dynamically with its audience, rather than merely serving as a marketing symbol or label.

In the political context, the concept of branding can be applied to candidates as a form of “personal political brand.” Political brand analysis extends beyond policy platforms or campaign promises to include character identity, promoted values, reputation, and emotional attachment to the public. This approach enables candidates to be understood as symbolic

figures whose identities are strategically constructed through sustained political communication.

The Brand Identity Prism maps brand identity into six primary pillars: physique, personality, culture, relationship, reflection, and self-image. These six pillars assist audiences—in political contexts, voters—in recognizing, remembering, and developing affinity with a candidate. Thus, candidates are perceived not merely as political actors, but as “personal brands” that are relevant, consistent, and meaningful in the public mind.

Within the framework of personal political branding, this concept emphasizes that branding is not merely an act of self-promotion, but a process of constructing a consistent public identity. Such identity is reflected in how candidates present themselves visually, how they behave and interact with society, and the political values and visions they communicate. Therefore, the Brand Identity Prism serves as an effective analytical tool for examining how candidate identity is strategically constructed and communicated.

Classical political communication theory further reinforces the understanding that candidate personal branding forms part of a broader political communication process. When a candidate builds a political brand, they are effectively conveying a particular identity, narrative, and image through various communication channels to shape public perception. McNair (2011) emphasizes that political communication encompasses strategic processes of delivering political messages, both symbolically and narratively.

Moreover, the narrative approach in political communication highlights that the public responds not only to facts or programs, but also to stories and identity constructions. Fisher (1984), through the narrative paradigm, argues that individuals are more likely to accept messages presented in narratives that are logical, coherent, and relevant to their lived experiences. In this context, the Brand Identity Prism strengthens the narrative dimension of personal political branding through the aspects of personality, culture, relationship, reflection, and self-image, all of which collectively shape the candidate’s identity story in the public sphere.

Political Communication

Political communication constitutes a fundamental concept for understanding how political messages are produced, transmitted, and received within a political system. McQuail (as cited in Pawito, 2009) defines political communication as the entire process of transmission, exchange, and acquisition of information—including facts, opinions, and beliefs—conducted by actors within institutionalized political activities. This definition underscores that political communication concerns not only messages, but also the structures and political systems within which such communication occurs.

From this perspective, political institutions and systems represent essential elements in the communication process. Political messages do not emerge in isolation; rather, they are produced and disseminated through institutions such as political parties, government bodies, mass media, and civil society organizations. Consequently, political communication is inherently connected to relations of power, legitimacy, and influence within the public sphere.

Brian McNair (2011) further explains that political communication involves three primary elements: political organizations, media, and society. These elements interact within a continuous communication cycle in which political messages are produced, mediated, interpreted, and responded to by the public. The media function as a principal intermediary, framing political messages and influencing how they are interpreted by society.

Brand Identity Prism in Personal Political Branding

Kapferer (2008) assumes that brand identity consists of six interconnected aspects that cannot be separated from one another. Brand identity is constructed not only through visual attributes, but also through character, values, relationships with audiences, and the audience’s self-perception when engaging with the brand. This assumption underpins the use of the Brand Identity Prism as an analytical framework for examining candidates’ personal political branding.

1. Physique

Physique refers to the physical aspects and visual attributes of a brand that are readily recognizable. In the political context, this dimension includes candidates’ appearance, such as clothing style, gestures, facial expressions, campaign symbols, and visual materials displayed on billboards and digital media. Physique functions as a first impression that enables the public to quickly identify and associate with a candidate.

2. Personality

Personality describes the character and communication style of a brand. In politics, personality is reflected in speaking style, body language, interaction with the public, and social media activities. This dimension shapes a distinctive political persona—such as firm, approachable, humble, or competent—that differentiates the candidate from competitors.

3. Culture

Culture represents the values, principles, and philosophy underlying brand identity. For political candidates, this dimension relates to the political values they promote, such as justice, transparency, public service, and social inclusivity. Culture serves as the substantive foundation that distinguishes candidates ideologically.

4. Relationship

Relationship reflects the pattern of interaction between the brand and its audience. In politics, this dimension is evident in how candidates build connections with the public through face-to-face campaigns, community dialogues, field visits, and two-way communication on social media. Relationship aims to cultivate trust, loyalty, and emotional closeness.

5. Reflection

Reflection refers to the ideal voter image targeted by the candidate. In political contexts, reflection relates to the voter segments a candidate seeks to represent, such as urban voters, youth, or the middle class. This dimension demonstrates how candidates position themselves as representatives of particular group aspirations.

6. Self-Image

Self-image concerns how voters perceive themselves when supporting a candidate. Political support is not purely rational, but also identity-based, whereby voters feel that their choice reflects their personal values and aspirations—such as perceiving themselves as progressive, modern, or agents of change.

Sumarno (as cited in Pureklolon, 2016) categorizes the elements of political communication into three main components: the political suprastructure, political

infrastructure, and communicators and audiences. The suprastructure includes executive, legislative, and judicial institutions, while the infrastructure comprises political parties, civil society organizations, pressure groups, and professional associations. Communicators and audiences constitute key elements that determine the form, content, and effectiveness of political messages.

McNair (2011) expands this framework by emphasizing the roles of political organizations, media, and society within the political communication cycle. Political messages are produced by political organizations, mediated by the media, and responded to by society through various forms of participation, such as public opinion, polling, and citizen journalism. In this context, political candidates strategically utilize media platforms to construct personal branding and communicate their political identity to the broader public.

RESEARCH METHOD

This study employs a descriptive qualitative approach with the objective of gaining an in-depth understanding of candidates’ personal political branding strategies through the perspective of the Brand Identity Prism within the context of political communication. The qualitative approach was selected because the research focuses on meaning, symbols, narratives, and the construction of political identity as developed and communicated to the public, rather than on the quantitative measurement of variables. This method enables the researcher to explore how candidate identity is represented, interpreted, and received by society through various channels of political communication.

Data collection techniques were conducted through document analysis and content analysis, encompassing political campaign materials, mass media coverage, official candidate social media posts, campaign visual documentation, and relevant public statements. Data were collected purposively, taking into consideration their relevance to the six dimensions of the Brand Identity Prism: physique, personality, culture, relationship, reflection, and self-image. In addition, supporting data were obtained from scholarly literature, academic journals, and official documents related to political communication and personal branding in order to strengthen the theoretical analysis.

Data analysis was carried out using an interactive analytical model consisting of data reduction, data display, and conclusion drawing. The collected data were classified and coded according to the theoretical categories of the Brand Identity Prism and elements of political communication. Subsequently, the findings were interpreted in relation to the theoretical framework employed to obtain a comprehensive understanding of the candidates’ branding strategies. The validity of the data was ensured through source and theoretical triangulation to maintain the consistency and credibility of the research findings.

RESULTS AND DISCUSSION

1. Personal Political Branding in the 2024 Jakarta Regional Election

The Jakarta Regional Election has consistently attracted public and national media attention due to its strategic position as the nation’s capital and a barometer of national politics. Political contestation in Jakarta reflects not only competition among candidates, but also the dynamics of political parties, governing elites, and the aspirations of a heterogeneous and politically critical urban society. In this context, Jakarta’s electorate tends to possess a relatively high level of political literacy and information exposure, rendering campaign strategies that rely solely on policy programs and political promises

increasingly insufficient. The development of mass media and social media has further accelerated the shift in political communication patterns toward more personalized, symbolic, and image-based approaches. This condition positions personal political branding as a crucial element in shaping public perception of candidates. Personal branding enables candidates to construct a political identity that is recognizable, memorable, and distinguishable from competitors. Therefore, the 2024 Jakarta Regional Election provides a strategic arena for examining how personal branding is utilized as an instrument of contemporary political communication.

The findings of this study demonstrate that personal political branding plays a pivotal role in simplifying complex political realities into symbolic narratives that are more easily understood by voters. This supports the argument of Lilleker (2019) that modern political communication is increasingly image-driven, where emotional resonance and symbolic clarity often outweigh technical policy explanations. In this context, the Pramono Anung–Rano Karno pair successfully positioned themselves through a hybrid identity that combines bureaucratic competence and popular appeal. This combination is not incidental but strategically constructed to address the diverse expectations of Jakarta's heterogeneous electorate.

In the 2024 Jakarta Regional Election, the phenomenon of personal political branding is clearly evident in the candidacy of Pramono Anung and Rano Karno. This pair presents a distinctive combination of bureaucratic capital and public popularity. Pramono Anung is widely recognized as an experienced politician with an extensive track record in central government, whereas Rano Karno possesses strong appeal as a public figure from the entertainment industry with close ties to the community. The strengths of this pair derive not only from political background or party support, but also from their capacity to construct a consistent and communicative public image. Social media, media coverage, public engagements, and face-to-face campaigns are strategically employed to project their political identity. Through these channels, the public becomes acquainted not only with their vision and programs, but also with the personality, values, and leadership style they seek to convey.

In the context of digital communication, the effectiveness of such strategies is strongly influenced by the quality of content and the strength of brand image constructed through consistent messaging and relevant narratives. High-quality and authentic content has been shown to reinforce positive brand perception and enhance promotional effectiveness among audiences (Sanjani & Karmila, 2025). This indicates that personal branding is not merely about visibility, but about the consistency, authenticity, and relevance of messages delivered across communication platforms.

This phenomenon reflects a broader shift in contemporary political strategy in Jakarta, where political contestation is no longer grounded solely in policy proposals but also in the management of candidate image and identity. Political identity is constructed through a combination of visual representation, communication style, social interaction, and values that are consistently communicated to the public. The political communication strategy that integrates persuasive rhetoric with the utilization of digital media has been shown to play a significant role in the process of constructing the image and legitimacy of political actors in the public sphere. Consequently, political branding is shaped not only through formal messages, but also through media framing and public interaction within digital spaces (Rizky et al., 2025). Personal branding functions as a mechanism

for simplifying political complexity into an image that is easily understood and emotionally perceived by voters. In this context, the Jakarta Regional Election is not merely an electoral competition, but also an arena for the construction of political meaning and public perception. Consequently, personal branding emerges as a strategic force capable of significantly influencing voter preferences and decisions.

2. Analysis of the Personal Branding of Pramono Anung and Rano Karno Based on the Brand Identity Prism

Physique: Visual Appearance and Symbolic Identity of the Candidates

The physique dimension within the Brand Identity Prism refers to the visual and symbolic elements that shape initial impressions of a brand, including political figures. Kapferer (2018) emphasizes that visual dimensions serve as the primary entry point for identity recognition, as they operate rapidly in forming public cognitive associations. In the context of modern political communication, candidate visualization—through attire, gestures, facial expressions, and campaign design—functions as a principal differentiation tool amid the saturation of political information (Lilleker, 2019).

The findings indicate that Pramono Anung and Rano Karno strategically employ visual contrast as a strength of their identity construction. Pramono presents a professional and formal image representing bureaucratic competence, while Rano projects a popular and approachable persona. This combination enhances voters’ visual recall and establishes a recognizable symbolic identity. Such a visual strategy aligns with Enli’s (2017) findings that candidate visual consistency strengthens clarity of political identity in the eyes of voters.

From a political marketing perspective, a candidate’s visual representation may be positioned as a “living logo” that carries specific symbolic meanings (Needham & Smith, 2019). In highly competitive electoral contexts, visual attributes function as distinguishing markers that assist voters in simplifying political choices. Research by Scammell (2018) demonstrates that urban voters tend to respond quickly to symbols and visual cues reflecting professionalism and social proximity.

These findings indicate that the visual contrast between Pramono and Rano is not merely aesthetic but strategically designed to produce cognitive differentiation among voters. Such visual cues function as heuristic shortcuts that reduce information complexity and enhance candidate memorability. Moreover, the combination of professionalism and approachability reflects an effort to bridge technocratic leadership with populist appeal, which is particularly relevant in urban political contexts.

Personality: Character and Political Communication Style

The personality dimension concerns the character, communication style, and emotional image associated with a political brand. According to Kapferer (2018), personality enables a brand to be perceived as a human-like entity endowed with traits that audiences can experience and relate to. In politics, a candidate’s personality is reflected in speaking style, body language, responsiveness to public issues, and social interaction. The findings reveal that Pramono Anung projects the personality of an experienced, rational, and firm politician, whereas Rano Karno embodies a warm, empathetic, and communicative character. This combination produces a balanced political persona that integrates

competence with emotional proximity. Loader and Chadwick (2020) argue that contemporary voters tend to respond more favorably to candidates who demonstrate authenticity and character consistency. Therefore, personality emerges as a key factor in cultivating public trust.

Within political branding studies, a candidate’s personality functions as an emotional bridge between political actors and voters (Bennett & Pfetsch, 2018). A consistent communication style enables voters not only to recognize candidates rationally but also to “feel” their character. Stromer-Galley (2019) finds that direct interaction and personalized communication styles enhance perceptions of closeness and credibility. In the context of the 2024 Jakarta Regional Election, the personality attributes of the Pramono–Rano pair facilitate engagement with diverse voter segments. Rational voters may be drawn to Pramono’s image of competence, while voters who prioritize empathy may feel connected to Rano’s persona. This reinforces the argument that personality constitutes an essential element of personal political branding. Consequently, personality not only strengthens candidate identity but also enhances electoral appeal.

Culture: Values, Principles, and Ideological Foundations of the Candidates

The culture dimension within the Brand Identity Prism reflects the values, principles, and philosophical foundations underpinning a brand’s identity. Kapferer (2018) emphasizes that culture constitutes the “soul” of a brand, distinguishing superficial imagery from meaningful identity. In politics, culture is manifested through candidates’ vision, mission, and commitments to public issues. The findings indicate that the Pramono–Rano pair emphasize concern for Jakarta’s structural challenges, including public service delivery, transportation, and urban governance. These values are consistently communicated as integral components of a responsible leadership identity. Research by Lees-Marshment (2019) demonstrates that voters tend to grant greater legitimacy to candidates who articulate clear and coherent values. Therefore, culture serves as a fundamental foundation for building political trust.

In the context of political branding, culture functions as a substantive differentiator among candidates who may share similar levels of popularity (Needham, 2020). Candidates capable of clearly articulating their values are more likely to establish long-term legitimacy. A study by Kim and Lee (2021) confirms that values aligned with public needs enhance perceptions of candidate credibility. In the Jakarta Regional Election, the culture dimension of the Pramono–Rano pair reinforces their image as leaders who are not only recognizable but also possess a clear policy direction. This is particularly significant amid public skepticism toward rhetorical political promises. With a strong cultural foundation, personal branding extends beyond mere popularity and evolves into a coherent leadership identity. Accordingly, the culture dimension plays a strategic role in strengthening the political legitimacy of the candidate pair.

Relationship: Interaction and Proximity to the Public

The relationship aspect emphasizes the quality of interaction between candidates and voters through sustained engagement. Kapferer (2018) explains that relationship reflects how a brand “behaves” toward its audience. In politics, relationships are cultivated through public dialogue, face-to-face campaigning, and digital interaction. The findings reveal that the Pramono–Rano pair actively foster two-way communication through

community meetings and social media platforms. This strategy enables voters to feel acknowledged and heard. Research by Kruijkemeier (2018) demonstrates that direct candidate–citizen interaction enhances political trust and engagement. Consequently, relationship emerges as a vital element of personal political branding.

Within the literature on digital political communication, strong relational engagement contributes to voter loyalty (Chadwick & Stromer-Galley, 2019). Voters are no longer passive audiences but active participants in political communication processes. A study by Vaccari and Valeriani (2021) indicates that emotional engagement fostered through interaction increases the likelihood of sustained support. In the context of the Jakarta Regional Election, the relationship dimension of the Pramono–Rano pair strengthens perceptions of social proximity within the complex dynamics of urban society. This underscores that personal branding cannot be separated from the quality of candidates’ relationships with the public. Thus, relationship constitutes a key pillar in building sustainable electoral support.

Reflection: Voter Representation and Audience Segmentation

The reflection dimension refers to the image of the ideal voter represented by the brand. Kapferer (2018) states that reflection enables audiences to perceive “who they are” within the brand. In political contexts, reflection relates to voter segmentation and the representation of social aspirations. The findings suggest that the Pramono–Rano pair target urban, middle-class, and millennial voters concerned with urban quality of life. Their political messaging is tailored to the needs and lived experiences of these segments. Research by Hameleers (2020) demonstrates that voters respond more positively to candidates who reflect their social identities. Therefore, reflection functions as a mechanism of social identification within personal branding.

In political marketing, reflection assists candidates in cultivating a sense of collective representation (Lees-Marshment, 2019). Voters perceive the candidate not merely as a political actor but as a representative of their aspirations and identity. Aalberg et al. (2021) show that symbolic representation enhances political engagement among specific voter groups. In the Jakarta Regional Election, the reflection dimension of the Pramono–Rano pair strengthens the connection between the candidates and their targeted voter segments. This clarifies that personal branding is not solely about individual image but also about the social identity represented. Accordingly, reflection becomes a strategic element in constructing representation-based political support.

Self-Image: Identity Resonance and Psychological Bonding with Voters

The self-image dimension concerns how voters perceive themselves when supporting a particular candidate. Kapferer (2018) emphasizes that self-image reflects the internalization of brand identity by the audience. In politics, voters do not merely select candidates; they affirm their own identity and the values they uphold. The findings indicate that the personal branding of the Pramono–Rano pair encourages voters to perceive themselves as participants in urban transformation and improvement. Narratives of reform and social concern reinforce voters’ collective identity. Research by Smith and French (2020) demonstrates that a positive self-image enhances political loyalty. Thus, self-image becomes a critical factor in sustaining political support.

In political psychology, identification with a candidate strengthens emotional bonds and political participation (Iyengar et al., 2019). Voters who perceive their identities as reflected in a candidate are more likely to demonstrate active and consistent support. Laclau and Mouffe (2018) emphasize the importance of collective identity formation in political mobilization. In the context of the Jakarta Regional Election, the self-image dimension of the Pramono–Rano pair reinforces the psychological bond between candidates and voters. This indicates that personal branding operates not only at the level of communication strategy but also at the level of political identity formation. Therefore, self-image constitutes a crucial dimension in explaining candidates’ electoral appeal.

3. Social Media Content Analysis as Reinforcement of Personal Political Branding

The findings of this study were reinforced through content analysis of the official social media accounts of Pramono Anung and Rano Karno during the 2024 Jakarta Regional Election campaign period. Social media platforms, particularly Instagram and X (Twitter), were utilized not only as channels for delivering political information but also as strategic instruments for constructing the candidates’ political identity. Enli (2017) explains that digital political communication enables candidates to build authentic images through visual narratives and direct interaction with the public. Several campaign posts consistently displayed visual identities that strengthened the personal political branding of the Pramono–Rano pair within digital spaces.

In the physique dimension, Pramono Anung frequently appeared wearing formal white shirts and official-style jackets representing professionalism and bureaucratic experience. In contrast, Rano Karno often wore a black peci and more casual attire while interacting with communities, reinforcing his image of social closeness and local cultural identity. Furthermore, the dominant use of white and blue colors in campaign posters and Instagram feeds conveyed impressions of cleanliness, calmness, and inclusiveness. Lilleker (2019) argues that visual symbols in digital campaigns function as cognitive shortcuts that help voters quickly recognize candidates’ political identities.

Within the personality and relationship dimensions, the communication style reflected in social media captions demonstrated a combination of rationality and emotional proximity. Several of Pramono’s posts emphasized urban governance, public services, and policy solutions, whereas Rano Karno’s uploads highlighted warm interaction with citizens through persuasive and communicative language. High levels of public engagement in the form of likes, comments, and reposts indicated that two-way communication successfully fostered emotional relationships with voters. This finding supports Vaccari and Valeriani’s (2021) argument that consistent digital interaction significantly enhances political engagement and voter loyalty in modern campaigns.

Meanwhile, the culture, reflection, and self-image dimensions were reflected through representations of urban communities, younger generations, and narratives concerning a more inclusive Jakarta transformation. Campaign content portraying public transportation activities, community discussions, and social engagement created the perception that the Pramono–Rano pair represented the aspirations of modern urban citizens. Smith and French (2020) emphasize that political branding becomes more effective when voters perceive their social identity and personal values as reflected in the supported candidates. Therefore, social media played a significant role in strengthening the personal political

branding of the Pramono–Rano pair through symbolic visualization, interactive communication, and political identity formation in digital spaces.

CONCLUSION

The 2024 Jakarta Regional Election demonstrates that personal political branding constitutes a crucial political communication strategy in shaping voter perceptions, appeal, and trust, particularly within complex urban political environments. The Pramono Anung–Rano Karno pair successfully constructed a complementary personal branding strategy by integrating bureaucratic credibility with public popularity, resulting in a strong and recognizable candidate image.

The analysis using the Brand Identity Prism framework confirms that political identity is constructed holistically through interconnected dimensions, including physique, personality, culture, relationship, reflection, and self-image. These dimensions collectively contribute to strengthening public recognition, legitimacy, and emotional proximity between candidates and voters.

The findings indicate that effective political branding requires consistency across visual representation, communication style, value articulation, and relational engagement. Direct interaction and participatory communication—both offline and through digital media—play a significant role in fostering emotional bonds and sustaining voter support.

Overall, this study confirms that personal political branding extends beyond a short-term campaign instrument and functions as a strategic mechanism for constructing political meaning, legitimacy, and long-term voter attachment within contemporary political contestation.

REFERENCES

- Aminuddin, A., Nasution, R. D., & Pia, A. (2025). Political branding as an instrument of political communication in the digital era.
- Anholt, S. (2018). *Competitive identity: The new brand management for nations, cities and regions*. London: Palgrave Macmillan.
- Bossetta, M. (2020). Scandalous design: How social media platforms’ responses to scandal influence political campaigning. *Information, Communication & Society*, 23(2), 1–18.
- Cangara, P. H. (2016). *Political communication: Concepts, theories, and strategies*. Depok, Indonesia: PT Rajagrafindo Persada.
- Chadwick, A. (2021). *The hybrid media system: Politics and power* (2nd ed.). Oxford University Press.
- Chadwick, A., & Vaccari, C. (2022). News sharing on UK social media: Misinformation, disinformation and correction. *New Media & Society*, 24(8), 1879–1899.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). Thousand Oaks, CA: Sage Publications.
- Davis, J. J., & Smith, B. A. (2019). Political brand personality and voter behavior in contemporary democracies. *Journal of Political Marketing*, 18(2), 115–134. <https://doi.org/10.1080/15377857.2018.1437405>

- Dillard, J. P., & Shen, L. (2012). *The SAGE handbook of persuasion: Developments in theory and practice*. Thousand Oaks, CA: SAGE Publications.
- Efriza, F. (2012). *Political communication: Theory and practice in Indonesia*. Jakarta: Prenadamedia Group.
- Enli, G. (2017). *Mediated authenticity: How the media constructs reality*. Peter Lang.
- Garzia, D., Ferreira da Silva, F., & De Angelis, A. (2021). Partisan dealignment and the personalization of politics in Western democracies. *West European Politics*, 44(4), 909–935.
- Haro-de-Rosario, A., Sáez-Martín, A., & del Carmen Caba-Pérez, M. (2018). Using social media to enhance citizen engagement with local government: Twitter or Facebook? *New Media & Society*, 20(1), 29–49. <https://doi.org/10.1177/1461444816645652>
- Kapferer, J.-N. (2012). *The new strategic brand management: Advanced insights and strategic thinking* (5th ed.). London: Kogan Page.
- Keller, K. L. (2019). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). New York: Pearson Education.
- Klinger, U., & Svensson, J. (2020). The end of media logics? On algorithms and agency. *New Media & Society*, 22(12), 2234–2251.
- Lilleker, D. G., & Vedel, T. (2019). Political communication and social media: Theories and practices. *Political Studies Review*, 17(2), 147–162. <https://doi.org/10.1177/1478929919834606>
- Maarek, P. J. (2018). *Political marketing and communication* (2nd ed.). London: Routledge.
- McNair, B. (2011). *An introduction to political communication*. New York: Routledge.
- Muslim, E. J., & Fadlia, F. (2019). Analysis of the political personal branding strategy of politician Irpannusir in the 2019 general election. *Jurnal Ilmiah Mahasiswa Fakultas Ilmu Sosial & Ilmu Politik*.
- Nurhaliza. (2024). These are the campaign strategies of Pramono–Rano in the 2024 Jakarta regional election. Retrieved from <https://www.antaranews.com/berita/4348003/ini-strategi-pramono-rano-saat-kampanye-pilkada-jakarta-2024>
- Petty, R. E., & Cacioppo, J. T. (1984). The effects of involvement on responses to argument quantity and quality: Central and peripheral routes to persuasion. *Journal of Personality and Social Psychology*, 46, 69–81.
- Pratiwi, E. (2024). Entrepreneurs’ political communication strategies in regional head elections: The role of branding and personal branding. *TOPLAMA Journal*. <https://doi.org/10.61397/tla.v2i1.220>
- Rizky, A. M., Izar, M. S., Wulandari, N., & Roisatunnisa. (2025). Analysis of Puan Maharani’s political communication strategy as the chairman of the house of representing public criticism on reporting on MediaIndonesia.com. *Buana Komunikasi: Jurnal Penelitian dan Studi Ilmu Komunikasi*, 6(3), 340–346.
- Sanjani, A. A. F. S., & Karmila, L. (2025). Pengaruh kualitas konten, brand image, dan brand trust terhadap efektivitas promosi produk di akun Instagram Kriya Sriwijaya. *Buana Komunikasi: Jurnal Penelitian dan Studi Ilmu Komunikasi*, 6(3).
- Scammell, M. (2020). Political brands and consumer citizens: The rebranding of politics. *Journal of Political Marketing*, 19(3), 193–204. <https://doi.org/10.1080/15377857.2020.1763524>
- Schouten, A. P., et al. (2017). Politicians’ personal branding: Effects of online personalized communication on voting intentions.
- Smith, G., & French, A. (2020). The political brand: A consumer perspective. *Journal of Marketing Management*, 36(11–12), 1085–1104. <https://doi.org/10.1080/0267257X.2020.1751145>

- Stier, S., Bleier, A., Lietz, H., & Strohmaier, M. (2020). Election campaigning on social media: Politicians, audiences, and the mediation of political communication. *Political Communication*, 37(1), 50–74.
- Strömbäck, J., & Kioussis, S. (2020). Strategic political communication in election campaigns. *Political Communication*, 37(4), 591–610. <https://doi.org/10.1080/10584609.2020.1793841>
- Theocharis, Y., Barberá, P., Fazekas, Z., Popa, S. A., & Parnet, O. (2021). A bad workman blames his tweets: The consequences of citizens' uncivil Twitter use when interacting with party candidates. *Journal of Communication*, 71(3), 1–24.
- Vaccari, C., & Valeriani, A. (2021). *Outside the bubble: Social media and political participation*. Oxford University Press.
- Widodo, J., & Qodir, Z. (2021). Social media and political personal branding in Indonesia's digital democracy. *Jurnal Ilmu Sosial dan Ilmu Politik*, 25(2), 123–137. <https://doi.org/10.22146/jsp.63472>
- Yasa, I. K. W. P. (2024). Personal branding of politicians through social media as political communication in attracting Generation Z. *Jurnal Pewarta Indonesia*.