PUAN MAHARANI'S PERSONAL BRANDING IN POLITICAL COMMUNICATION THROUGH SOCIAL MEDIA

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Abstract

The power of social media is currently widely used by political actors to build an image in society. Like Puan Maharani, a female politician who heads the House of Representatives of the Republic of Indonesia (DPR RI) who uses social media as a communication tool for her branding. This study aims to find out how a female politician creates an image of her political personality through messages on her social media. The analysis used in this study is based on Hubert Rampersad's eleven Authentic Personal Branding Techniques and Stuart Hall's Representational Theory. The method used in this study is a qualitative method of textual analysis of Puan Maharani's social media accounts (Facebook, Instagram, and Twitter). The results of this study indicate that through her social media, Puan Maharani tries to show a positive image as a female politician who has a comprehensive role as a leader who cares and acts in the context of contemporary politics, ideological, cultural, and female-specific political issues. The characteristic of Puan Maharani's social media has the same general idea about her political activities expressed by verbal symbol, iconic or photograph, and audiovisual or video. The characteristic feature of the three accounts used is that there is no interaction forum provided by social media designers as political communicators who receive feedback from their political audiences.

Keywords: Puan Maharani, Political Communication, Personal Branding, Representation, Woman Political Leader.

INTRODUCTION

Social media is developing rapidly as a response to the growth and ease of access to information through the power of communication technology. Social media is very influential in political communication in Indonesia. Quoted from Media Indonesia.com said that the We Are Social and Meltwater reports entitled "Digital 2023", the number of internet users (Warganet) in Indonesia will grow to 212.9 million in January 2023. This number is 10 million, or an increase of 5% from 202 million users in 2022, The use of social media for election campaigns by political leaders tends to increase popularity and voter turnout due to social media branding. Research conducted

by Rahmah (2021) explained that social media is a medium for socializing, people rely on information conveyed through social media so that it has the power to influence society more quickly. Quoted from the data portal (datareportal.com), it was found that in January 2023, social media users have now reached 167 million users. At that time social media users were 46.8% female and 53.2% male.

The power of social media is utilized by political actors to build public trust and build a public image. Political actors learn what the public wants and needs by sharing it on social media and communicating with the public by influencing, inviting, and informing them. This communication is called political communication. Political communication is a field of political activism, the purpose of which is to convey to political targets the messages of a political nature conveyed by politicians. Political parties usually communicate more quickly during election campaigns. Campaign strategies are usually implemented through large meetings and personal visits, but can also be implemented through media such as billboards, posters, flags, print and electronic mass media, and even internet media (Anshori, 2018).

Several studies have shown that political figures around the world have used social media to build relationships with voters, participate in political debates, and have direct dialogue with the public (Anshari, 2013). Burke (2000: 380), in Rahmah (2021), states that political communication networks formed using social media encourage contributions, feedback, and explains that practical reasons can encourage participation that requires openness to strengthen discussion. This growing political communication is called branding, or the process and method of building a brand to build perception. In general terms, consciously or unconsciously, all human beings have branded themselves. In Haroen (2014:5-6) Montoya states that "your personal branding leaves a strong and clear image in the minds of your customers".

Social media is the best and easiest way to establish your personal identity, build a good reputation and gain visibility in certain industries. Therefore, as Dalla-Camina (2016) explains in The Huffington Post, anyone can create an account, promote their work to gain more followers and be seen online with minimal effort. methods can be created (Petruca, 2016). Hence, users can take advantage of social media to build their personal branding and reach a wider audience with minimal effort. Personal branding by politicians on social media shapes people's self-image and facilitates political

communication by politicians. Al-Ries (1982) and Boush (1991) note in Rahmah (2021) that everyone has a different brand philosophy and as a result, everyone has different uniqueness and personal characteristics (Rangkuti, 2013: 5). When forming your personal branding, you can fulfill eleven personal branding criteria according to Rampersad, namely 1) authenticity, 2) integrity, 3) consistency, 4) specialization, 5) authority, 6) privilege, 7) relevance, 8) visibility, 9) perseverance, 10) good deeds, 11) performance.

Women have the same authority and opportunities as men in terms of choosing their career paths, even in terms of promotion to management positions. Quoted in Fitriani (2015) Women are sometimes underestimated by the public. Many women are now finding themselves and realizing their potential and opportunities to become leaders. The image of women as leaders who are democratic and have a high sense of caring. Puan Maharani is a politician who currently serves as chairman of the DPR RI for the period 2019 – 2024 and she is the first female chairman of the DPR RI and has also served as the first female Coordinating Minister for Human Development and Culture (PMK). Puan Maharani is a politician who actively posts political activities on her social media, namely Facebook, Instagram, and Twitter. The chairman of the DPR RI already has 3 million followers on his Instagram account (@puanmaharaniri) that account Puan Maharani in managing her reputation, style, attitude, and skills with Instagram content which is not only about politics but also other activities such as social activities to sports. Apart from Instagram, Puan Maharani uses her social media, Facebook and Twitter. On Facebook, Puan Maharani has 34 thousand followers, while Twitter has 21.4 thousand followers.

Some of the features that Puan Maharani displays on her Twitter and Instagram social media profiles are the words "Ojo Pedhot Oyot", a slogan pinned by Puan Maharani on her Instagram bio which means "don't break your roots" which meant be loyal to your sources, don't forget your roots. your history. Where this understanding on social media brings personal branding of himself as the Soekarno breed which is the son of Megawati Soekarno Putri. Puan Maharani uses social media as a medium to facilitate two-way communication with the public, bringing out her character and shaping her self-image, which facilitates political communication. The importance of social media in personal branding is best explained by Jason Demers. If the content is the fuel for

your personal brand, social media is the engine (Petruca, 2016).

There is power created in social media, these benefits are widely used by various politicians to build their self-image. Good personal branding makes it easier for someone to influence other people because other people trust them (Vandehey, 2006:41). Like building a brand for a product, people must have value. Value is built over time and marketed to keep others interested and their needs and wants to be met. Personal branding can convey messages about how a brand is formed and what it means to other people. Consistency is the key to strong personal branding. Inconsistency damages individual branding and ultimately destroys the beliefs and memories of others (McNally and Speke, 2002:13). In this study, the researcher used Hubert Rampersad's personal branding theory to state that your personal branding must be authentic, which means that it must always reflect your true character, and must be built on your dreams, life goals, unique values, genius, passion, specialization, characteristics, and what things you enjoy doing. Personal branding is a synthesis of all the expectations, images, and perceptions it creates in the minds of others when they see or hear your name.

LITERATURE REVIEW

Social media is developing rapidly as a response to the growth and ease of access to information through the power of communication technology. The power of social media is utilized by political actors to build public trust and build a public image. There is power created in social media, these benefits are widely used by various politicians to build their self-image. Good personal branding makes it easier for someone to influence other people because other people trust them (Vandehey, 2006:41). used Hubert Rampersad's personal branding theory to state that your personal branding must be authentic, which means that it must always reflect your true character, and must be built on your dreams, life goals, unique values, genius, passion, specialization, characteristics, and what things you enjoy doing. Personal branding is a synthesis of all the expectations, images, and perceptions it creates in the minds of others when they see or hear your name. McNally stated that each person's brand is a reflection of what that person does and what that person believes is realized through what that person does and how that person does it. With repeated contact with other people, the brand will become stronger and formed in the perceptions of others (McNally & Speak, 2012) in (Imawati, 2016: 177).

Representation Personal branding is displayed to a politician consistently on social media According to Hall in his book Representation: Cultural Representation and Signifying Practices: "Representation connects meaning and language to culture...Representation is an essential part of process by which meaning is produced and exchanged between members of culture". Through representation, meaning is produced and exchanged between members of society. So in simple terms, it can be concluded that according to Stuart Hall, representation is the production of meaning through language. (Hall, 2003) in (Arindita, 2018: 135). In representation, there are three main theories, namely: Reflective representation is language or various symbols that reflect meaning. Intentional representation is how language or symbols embody the speaker's personal intentions. While constructionist representation is how meaning is reconstructed 'in' and 'through' language.

RESEARCH METHODS

This research article uses a qualitative textual analysis approach using concepts based on Hubert Rampersad's Eleven Authentic Personal Branding Techniques in which the personal branding theory includes 11 personal branding characteristics, including Authenticity, integrity, consistency, specialization, authority, distinctiveness, relevance, visibility, persistence, goodwill, performance and using Stuart Hall's Representation Theory. According to research Maella et al, (2019) Textual analysis is used as a method to explore and interpret interests that exist outside the text media. In this research, textual analysis is used to make descriptions and also to find narratives on visual and audiovisual images created by politicians on social media accounts. Qualitative methods allow you to explore in detail, provide descriptive data, and understand issues relevant to your research question. Qualitative research was originally used in cultural anthropological research and is therefore an ethnographic technique. The data collected and data analysis is somewhat qualitative in nature, therefore they are called qualitative techniques (Sugiyono 2017: 7-8). This study uses a qualitative approach, and the method of analysis used is textual analysis.

According to Stuart Hall (2005:18-20), representation is the ability to describe or imagine something. Representation is important considering that culture is always shaped by meaning and language. In this case, language is a form of symbol or form of expression. In Nugroho (2020) explains Hall (1997:15) classifies representation into

three forms. (1) reflective representation, (2) intentional representation, (3) constructivist representation. Reflective representation is language and various symbols that reflect meaning. Intentional or intentional representation is how language or symbols embody the speaker's personal intent. The constructivist account, on the other hand, is about how meaning is reconstructed 'in' and 'through' language.

The qualitative descriptive approach is in line with the aim of this article to explore the phenomenon of the use of social media by political actors to build personal branding to facilitate the practice of political communication. Research data was collected through observation of Puan Maharani's uploads on her social media (Facebook, Instagram, Twitter) and a literature review of the research topic. Then the authors use qualitative techniques to analyze the data and draw conclusions by explaining the results of the data obtained.

RESULTS AND DISCUSSION

The characteristic of Puan Maharani's social media has the same general idea about her political activities that express by verbal symbol, iconic or photograph, and audiovisual or video. With her three social media accounts, Puan tries to transmit her political messages to the public. With these messages, of course, he tries to display a positive political character. Political representation both in terms of meaning or reflection, is intentional and constructed with markers and signifieds arranged. The researcher will elaborate on the criteria for the personal branding message.

Authencity (keaslian)

According to Hubert K. Rampersad "Be yourself" is a criterion for effective authentic personal branding. Personal branding must be original (authentic), meaning that it always reflects true character. Your personal branding should be based on your dreams, life goals, values, and personality and should be accompanied by what it is you want to do. In Rampersad (2008: 19), and according to research Arindita (2019), personal branding is the authenticity of being yourself, built on individual vision, values, and personality, consistent with institutional ambitions. Individuals need to express their true authenticity, which begins with determining their ambitions. Politician Puan Maharani's vision is contained in her Instagram Reels and Facebook posts that women have the nature of being a wife and a mother besides that women can show expertise and contribute greatly to the nation.

Instagram   Facebook

Figure 1.

With this vision seen on Instagram, Facebook, and Twitter social media, Puan Maharani also contributed to the country with her concern for the community for polio prevention by holding National Level Inactivated Poliovirus Vaccine (IPV2) Immunization in Klaten and Sukoharjo, Central Java.

Facebook   Instagram   Twitter

Figure 2.

When someone is present as a user of social media and expresses himself in everyday life, it builds trust among people who care about certain issues. In this case, Puan Maharani reflects someone who has an identity and is bound by morals and actions that are determined as a vision to be achieved through a constructed mission. The balance between ambition and action is a stable foundation for gaining the trust of others (Rampersad, 2008).

Building a real identity on social media is an important part of the personal branding process. When a person exists as the person they portray in everyday life, trust, especially with honesty, is built in the minds of others, which is highly valued by society. So when someone makes a mistake that weakens other people's trust in him, it creates a negative judgment in the minds of other people, which has a negative impact on that person's personal brand.

Integritas (Integrity)

Honesty is a moral code that describes the application of an actor's behavior to the audience. "We must adhere to a code of ethics and act in line with our personal ambitions." (Rampersad,2008: 19) (Arindita, 2019). Criteria for effective authentic personal branding. Compliance with morals and behavior determined by personal ambition and desire is what personal branding should do. Honesty goes hand in hand with credibility. An honest person must have integrity. Honesty is a trait, state or condition that expresses perfect disclosure with the potential and ability to radiate authority. Honesty (taken from http://kbbi.web.id/integritas). Puan Maharani is reflected in her photos on her social media (Facebook, Instagram, Twitter).

It can be seen in several of Puan Maharani's social media posts that care about women, some of these posts show concern for mothers and children. As quoted from dpr.go.id the importance of the Draft Bill on Mother and Child Welfare (RUU MCH). In his Instagram posts and Instagram reels he invites the prevention of the dangers of stunting in children on National Awakening Day, besides that at the BKKBN event she also educates the public about stunting.

Figure 3.
Source : Instagram Reels @puanmaharaniri

Effective personal branding really requires the integrity of the people who build the personal branding. This adds its own value to the values built in other people,

especially their own minds. Because integrity exists when no one sees what we do. Puan Maharani showed that she upholds hard work and high discipline to achieve her goals.

Consistence

Consistency requires courage and can be in the form of messages that are communicated continuously by individual branding agents who upload the same content to social media. In addition, it can continue to be taught and correct behavior for himself." You have to be consistent in your behavior. This takes courage. Can other people always depend and rely on you? Are you going to go over the relevant stuff again, and again, and again?" (Rampersad, 2008: 19). Consistency is essential for an effective personal branding process. Presenting content consistently on social media is a top priority on social media, information spreads endlessly.

Consistency in research Franzia (2018) states that consistency is the type and visual style in representing the character and capabilities of the social media account holder. In terms of Puan Maharani's consistency, what she does is on her social media she uploads content of social life, politics, as the message tagline on her Instagram and Twitter "Ojo Pedhot Oyot" is the campaign slogan of the PDIP party (Indonesian Democratic Party of Struggle) pinned by Puan Maharani in her Instagram and Twitter, which means don't break your roots, as meant by being loyal to your sources, "don't forget your historical roots". Where from this understanding on social media brings personal branding himself as the Soekarno breed which is the daughter of Megawati Soekarno Putri.

Figure 4.
Source : Instagram Reels @puanmaharaniri

The topics raised and the information shared through statuses posted by Puan

Maharani on her social media accounts Facebook, Instagram and Twitter are inseparable from her work as a political actor as a female leader, as a female leader who served as Chair of the Indonesian Parliament. He always posts statuses accompanied by photos related to his activities in building this nation with concern for women.
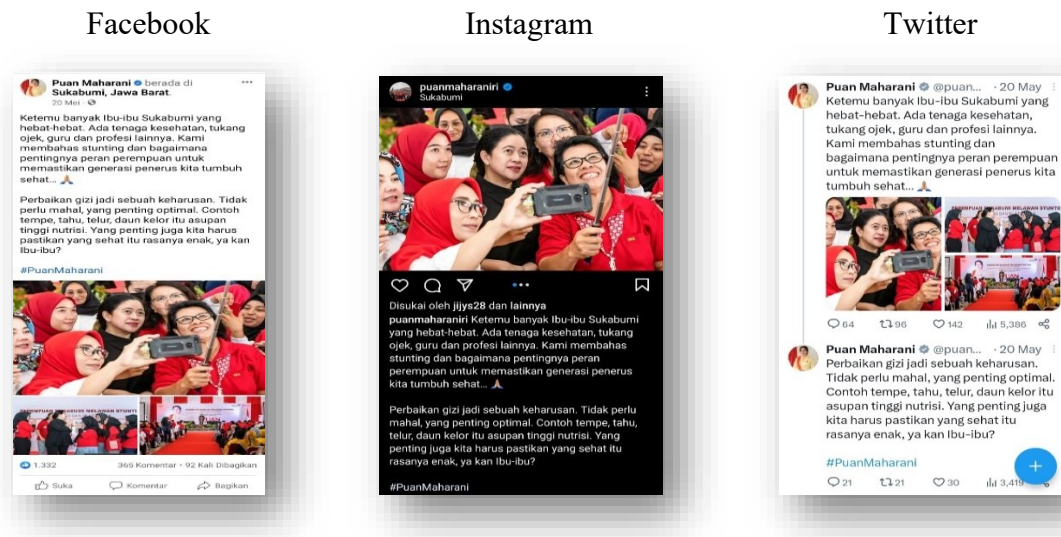
| Facebook | Instagram | Twitter |

Figure 5.
Source : Media sosial Puan Maharani

Personal branding through social media accounts requires courage to consistently post topics for the audience who read them. Thus, the persistence is imprinted in the viewer's memory, making it an unforgettable brand. Researchers believe that the continuity of Puan Maharani's personal branding process reflects problems surrounding her performance as Chair of the Indonesian Parliament.

Spesialization

Specialization means focusing on one area of talent or ability only. If you specialize in personal branding, you will need to focus on the area where you live. Personal branding should be focused or concentrated on core talent in their unique skills. Because a generalist who has no special skills, abilities or talents means that their personal branding is not unique, special or different "Focus on one area of specialization. Precisely, concentrated on a single core talent or unique skill. Being a generalist without any special skills, abilities or talents will not make you unique, special and different." (Rampersad, 2008:19). This point describes Puan Maharani, namely having the ability to do work in a coordinative manner. He is skilled in lobbying, which is a weapon for carrying out his three main tasks, namely coordination,

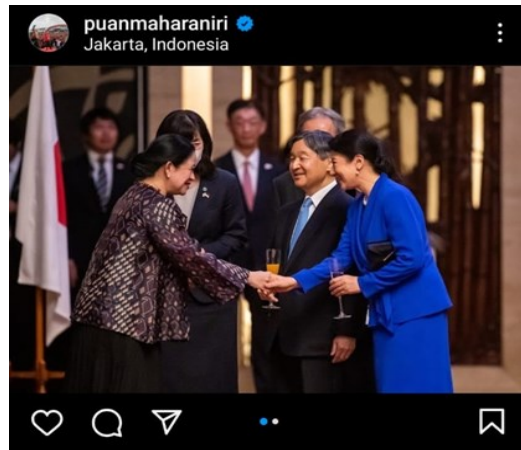synchronization, and policy control. Have a strong work ethic and commitment.

Figure 6.

In this post, Puan Maharani as Chair of the Indonesian Parliament also supports the strength of bilateral relations between Indonesia and Japan. This collaboration creates a better future for Indonesia.

Authority

Authority or power is recognized in certain fields and recognized by those who have experience in individual branding in that field. "Authorities must be seen as recognized experts in certain fields, highly talented, highly experienced, and perceived as effective leaders." Rampersad (2008: 19) As explained by Hubert, Puan Maharani's authority as a woman leader is shown in her consistency in posting posts about women and children, for example, in one of the posts, she discussed the role of women in ensuring that the next generation grows healthy by improving nutrition in children.

| Facebook | Instagram | Twitter |

Figure 7.

The form of leadership style and performance in Puan Maharani's leadership that she wants to convey to followers on her social media is a form of leadership as a female leader. Consistency in content builds authority regarding the specific domains controlled by the leader.

Differentiation

Differentiation based on brand and identity in personal branding practices is one of the personal branding criteria related to points of differentiation. Unlike most people with special traits, being special can hold the attention of your audience. Of course, this is supported by the person's personality that can be displayed in public. "Distinguish yourself based on your brand, it needs to be expressed in a unique way that is different from the competition and needs to add value to others, it needs to be clearly defined so the audience can quickly understand what it means." (Rampersad, 2008: 19). What makes Puan Maharani with other politicians, namely Puan Maharani, is an aspirational figure for women in Indonesia as a woman leader where she speaks in the video she uploaded on her social media that the woman works twice as much to be able to prove that she is capable and have capacity and capability. Where is the meaning of the message in the video as women must hone their skills with strong determination.

Relevant

The message on your brand must be relevant to what is important to your audience. "What you stand for must be connected to what your target audience considers important." (Rampersad, 2008: 19). Effective personal branding must be relevant if the topics discussed are relevant to the interests of this target group with regard to the integrity of the personal branding entity. Relevance to Puan Maharani where she always cares about women and children and her consistency in taking action on health problems in children such as stunting and polio. In politics Puan Maharani never forgets to always convey, women must show their contribution to building the Indonesian nation, Puan Maharani instills the principle said by Soekarno, Indonesia's first president that women are the pillars of the State, if she is good then the State will be good and if it is damaged then the country is damaged . Her contribution and concern for women and children who are the nation's successor in Indonesia, she is always involved in taking action on health problems in children such as stunting and polio, and

provides the role of women to care about the health nutrition of the nation's successor.

Visibility

According to Rampersad in Personal Branding Criteria (2008:19), personal branding that is repeated, continuous, consistent and repeated is visibility. "It must be broadcast repeatedly, continuously, consistently and repeatedly, until it is embedded in the minds of the audience. It's about repetition and long-term exposure." - Hubert K. Rampersad, Criteria for Effective Authentic Personal Branding. Messages must be sent multiple times to meet the viewability criteria. In addition to repetition, the message you convey must be coherent so that it sticks in the minds of readers. As Puan Maharani does on her social media, through social media, she expresses her ideas, imagination and thoughts in order to achieve the vision she wants to achieve in the future for the nation.

Figure 8.
Source: Instagraam Reels @puanmaharaniri

In Puan Maharani's social media posts, she always conveys messages over and over again, such as the vision of the leader of President Soekarno, which creates a just society and a prosperous society. Apart from that, he also cares about women and children, as evidenced by his posts, namely educating mothers as parents about stunting in children in Sukabumi to reduce stunting rates in the city by providing education.

Persistance

The criteria for the longevity of a personal brand are the continuity of the Personal Brand that appears, does not change direction, is loyal, never gives up, is confident and focuses on one area. Design brands must develop organically and time

demands increase. "Your brand takes time to develop. It must be developed organically. You have to stick with it, don't give up, believe in yourself, and be patient." (Rampersad, 2008: 19) On Puan Maharani's persistence in posting video interviews on Instagram reels in her struggle to become candidate 14 from 2009 until now she has become Chair of the Indonesian Parliament. Apart from that, along with the development of Puan Maharani's political career, the demand to maintain existence among the public is getting higher. He attended various offline political activities such as meeting with cadres of his political parties, to cooperation activities between countries.

Goodwill

Good relationships related to things that are positive and useful so as to produce good and more sustainable results are an explanation of the good assessment criteria from Rampersad (2008:20). "People do business with people they like. Your personal brand will produce better results and last longer if you are perceived in a positive way. You have to be associated with values that are recognized as something positive and valuable." Personal branding is formed in the minds of the public and persists when a person is associated with positive values endorsed by the personal branding entity. Quoted in Puan Maharani's first post on her social media Instagram and Facebook Puan said that using social media is used as a unifying tool for the nation by strengthening a positive and creative culture of achievement. When building personal branding, it is necessary to show goodwill to maintain close ties with followers on social media. A lot of Puan Maharani's social media content is very positive, from politics, social, to sports activities. However, it is very unfortunate that the comments on social media, both Facebook, Instagram and Twitter, both positive and negative, did not get any response from Puan Maharani.

Performance

According to Rampersad (2008: 20), appearance (performance) is the most important thing after the actor's brand is known. Otherwise, self-development will come something fake. "Performance is the most important element after your brand has been recognized. If you don't perform, and improve yourself constantly, personal branding will be fake." Personal Branding. Personal branding through social media is nothing new for anyone who uses Social Media, Facebook, Twitter, Instagram. Through these

three social media can lead to relationships and interactions with followers. Communication on social media can lead to good relations if there is two-way communication. The importance of two-way communication can solve problems in order to achieve goals, besides that two-way communication plays a very important role in improving the performance of both individuals and organizations. Many politicians provide opportunities for the public to convey various aspirations, both positive and negative through comments on social media accounts. However, it is very unfortunate that the comments on social media, both Facebook, Instagram and Twitter, both positive and negative, did not get any response from Puan Maharani.

In brief, a political messages of Puan Maharani on her social media (Instagram, Twitter and Facebook) can be described in diagram bellow :

Reflective Representation	Intentional Representation	Constructivism representation
Puan show herself as a woman politician that holds nationalism ideology as her basic political activity. On her Instagram, Twitter, and Facebook she posted videos of Soekarno's speech about the national principal the main tagline of her social media is "ojo pedhot oyot" ("don't break the roots") roots in the tagline means nationalism as ideology.	Puan wants to show that she is a credible and capable woman politician to solve the social problem of Indonesia in her social media she posted a message about solving gender discrimination (emancipatory issues). Photograph on handling the program of stunting. Show that she cares about agricultural product and cultural issues such as Indonesian culinary and fashion.	Syntagmatic aspec of her social media show that Puan Maharani always participate on big events, Both international and national events. Her late post shows her participation in International Parlement Union in Bali. In national events, she participated in Bulan Bung Karno (month of Bung Karno) commemorate the birth of Pancasila, that describes the historiography of the role of Soekarno in developing Pancasila as ideology. She was also watch the national sports even when Indonesia National Football team meet the world champion Argentina. A syntagmatic relation on her social media also show her relations with influential and popular political speaker like Jokowi, Ganjar Pranowo, and Kaesang in political and social event

CONCLUSION

Reflective, intentional, constructivist representations are always shaped by meaning and language, where language is a symbolic form or form of representation. As a political communicator, Puan Maharani tries to represent herself as a credible and capable politician in the sense of being able to provide solutions to problems faced by society. Her personal branding characteristic as a female politician is inseparable from

the tagline "Ojo Pedot Oyot" (Don't break your roots) showing that the bond of Nationalism is an ideological political line as well as the basis of bloodline or kinship. We know that Puan is the granddaughter of Soekarno, the pioneer of nationalism and Indonesia's first president. He is also the daughter of Megawati, Indonesia's 5th president and chairman of the Nationalism-based PDI Perjuangan Party.

In the context of intentionality, Puan wants her message to be interpreted as a female politician who cares about political issues that are unique to women. Indonesian women can show their skills and contribute greatly to the nation. With mutual cooperation, helping each other regardless of background and wherever women in Indonesia can definitely be, and besides that women also don't forget their nature as a mother and a wife.

There is a style of persistence of a female leader represented in Puan Maharani's three social media to reach the present as the parliamentary leader of the House of Representatives by consistently becoming a member of the Indonesian Parliament in 2009. Out of the eleven personal branding characteristics that stand out in this study are consistency, and persistence. There needs to be a development of the eleven characteristics of Puan Maharani's personal branding, namely performance and goodwill where through the last two techniques can determine the strength of personal branding.

In the constructivist representation, it appears that Puan wants to show herself always participating in major political events both in the domestic and international contexts. Current posts in the existing national context, for example his participation in the celebration of the Bung Karno Month, his presence in the football match between Argentina and Indonesia at Gelora Bung Karno. In international level events, for example, when he chaired an international parliamentary meeting in Bali. Syntagmatically constructionist, it is not only the relation of participation in the event that he shows but also the relationship with national political figures. In posts on her social media, Puan seems to be always with and close to national political figures such as Jokowi, Megawati, Ganjar Pranowo, Kaesang, AHY and so on, of course, in important events.

As an effort to transmit political communication messages that highlight personal branding, of course, interaction with the political public is needed. This is something that doesn't seem to exist on Puan Maharani's social media. Readings by the

public or political audiences which manifested in feedback in the form of comments in the response rubric received no response at all. Interaction with audiences is of course important to show that political figures have certain interactions and closeness with audiences. This of course will increase the value of a political figure.

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