

## **Political Communication Strategy of Golongan Karya Party (Golkar) in the 2024 General Election in West Java Province**

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### **Abstract**

*The Golongan Karya Party (Golkar) constitutes one of three major political parties that have sustained their existence for approximately six decades. As a party with extensive participation in general elections, Golkar has renewed its political communication strategies to align with contemporary developments. In the 2024 General Election, Golkar Party did not extensively engage in party exposure as popular representation, but rather emphasized individuals or figures as party representatives who could serve as bridges between the populace and political leadership. Ridwan Kamil was selected as a figure deemed capable of representing the values upheld by Golkar Party to society, particularly the media-literate millennial generation. The utilization of social media as a campaign medium became the preferred choice for both Golkar Party and Ridwan Kamil to convey the impression that no barriers exist for citizens in communicating their aspirations to leaders and political parties. This article examines the communication strategies employed by Golkar Party and Ridwan Kamil in their 2024 election campaign through social media platforms. This research employs a qualitative methodology utilizing a constructivist paradigm. The findings reveal that Ridwan Kamil's political communication strategy demonstrates strong characteristics of a hybrid approach: integrating conventional political party methodologies with personalization narratives characteristic of digital communication. Furthermore, this research also found that there are weaknesses in this strategy, where local issues remain the most significant challenge, particularly when this strategy was implemented in the 2024 Jakarta gubernatorial election.*

**Keywords:** *General Election, Golkar, Political Communication, West Java*

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## **INTRODUCTION**

Social media has now evolved beyond merely serving as a platform for social interaction; it has developed into an effective political communication tool. One example of successful political communication through social media is the campaign of Joko Widodo and Basuki Tjahaja Purnama in the 2012 Jakarta Gubernatorial Election. Their campaign utilized various platforms such as Facebook, Twitter, and YouTube to build direct interaction with the public (Habibi et al., 2020). This use of social media reflects a shift from traditional top-down political communication to more interactive and participatory communication (Lestari et al., 2018).

One political figure who actively utilizes social media in his political communication strategy is Ridwan Kamil, former Mayor of Bandung and Governor of West Java. Ridwan Kamil employs platforms such as Instagram (@ridwankamil) and TikTok (@ridwankamil.official) to build closer communication with the public. His political communication strategy focuses on information transparency, humor, and approaches that are relevant to the characteristics of digital audiences, particularly young people. Through social media, he not only conveys policies and work programs but also builds personal branding as a leader who is close to the people (Junda, 2023; Nur Fitriyani, 2023).

According to Brian McNair (2003), political communication is a symbolic process that encompasses the production, dissemination, and exchange of political messages in the context of power struggle. Political communication involves not only the delivery of information but also persuasion, mobilization, image management, and scrutiny of power. In this context, social media becomes a channel that enables all these political communication functions to be executed simultaneously, rapidly, and bidirectionally.

Ridwan Kamil demonstrates how these political communication functions are applied in the digital context. He regularly conveys information related to Golkar party programs, uses visual and narrative approaches to persuade audiences, and shapes a self-image that aligns with the party's image. Furthermore, two-way communication through comment sections and direct replies shows efforts to build trust and capture public aspirations, a form of engagement that strengthens political legitimacy. Ridwan Kamil targets young voter groups who dominated the 2024 General Election with 55% of total voters (General Election Commission, 2024). His light narrative approach, attractive visuals, and direct interaction with followers become key elements in building a positive political image. His success in building social media-based political communication becomes an attraction for the Golkar Party, which seeks to restore its glory in West Java since its last victory in the 2004 General Election (Lestari, Pebrianti, & Syaifullah, 2018).

Ridwan Kamil has demonstrated that the appropriate utilization of communication technology can serve as an effective instrument in strengthening the relationship between government and society while enhancing active political participation (Husna, 2018; Lestari et al., 2018). Therefore, political communication in the digital era not only involves delivering messages but also building meaningful interactions to create more substantial political engagement. Political communication strategies through social media function not only as tools for building relationships with society but also strengthen transparency and accountability of public officials to their constituents. From a digital communication perspective, social media becomes a discursive space that enables broader and more democratic public participation.

Effective political communication on social media depends on more than just posting frequently, it requires meaningful engagement and messages that connect with what people actually want and need. The crucial factor for maintaining public trust over time is ensuring that online messaging matches real-world policy actions. When politicians' digital communications align with their actual governance decisions, they build authentic credibility that last (Ahmad et al., 2024). Additionally, the digital presence of politicians also opens space for more intimate political personalization. Posts about daily life, family, and activities outside the formal governmental context enable the formation of stronger emotional connections with constituents.

In today's electoral landscape, social media has fundamentally accelerated and destabilized the political news environment. Content can go viral and dramatically shift public opinion in a matter of hours, requiring campaign teams to maintain highly flexible crisis management systems. As Nur Fitriyani (2023) notes, continuous monitoring of online sentiment and real-time analysis have become essential tools for tracking changes in public mood and rapidly adapting messaging strategies accordingly.

This digital transformation means political communication has evolved beyond simple message broadcasting to focus on fostering genuine dialogue and engagement. Modern communication technologies enable more interactive and collaborative approaches to leadership, where politicians can build direct relationships with constituents. Leaders who effectively harness these digital opportunities develop stronger social capital, which enhances their ability to implement policy changes and maintain long-term public support through authentic, two-way communication rather than traditional top-down messaging.

## RESEARCH METHODS

The approach employed in this research is a qualitative approach with a constructivist paradigm. This approach was selected because it is capable of describing and understanding political communication phenomena comprehensively through interpretation of meanings, symbols, and narratives constructed in social media content. According to Egon Guba and

Norman Denzin, this approach is well-founded. Researchers seek to understand the experience of research participants in order to discover the participants' subjective truth or perceptions, which aligns perfectly with analyzing how political messages are interpreted and constructed in social media contexts (Fotoh et al., 2023; Sugiyono, 2021) . This research is descriptive-explanatory in nature with a case study design, aimed at analyzing in detail Ridwan Kamil's political communication strategy in supporting the Golkar Party's victory in the 2024 General Election in West Java through Instagram and TikTok platforms.

## RESULT AND DISCUSSION

### The 2024 General Election in West Java

In the political dynamics of West Java Province from the independence era to the reform period, regional leadership at the provincial level reflects fluctuations in national political forces that directly influence the configuration of power at the local level. Since 1945, the Governors of West Java have experienced various transitions both in terms of political ideology and party affiliation. During the Old Order to New Order periods, there was a tendency for West Java Governors to come from military circles or figures close to central power. From the 1970s to the early 2000s, the dominance of the Golongan Karya Party (Golkar) was strongly felt, where figures such as Solihin G.P., Aang Kunaefi, Yogie Suardi Memet, and Danny Setiawan originated from Golkar and led West Java for considerable periods (Setiawan, 2024).

However, this constellation began to shift after the 1998 reform. In two consecutive periods (2008–2018), the provincial leadership was held by Ahmad Heryawan, who was supported by the Prosperous Justice Party (PKS), successfully establishing PKS's position as a major political force in West Java for a decade. Subsequently, Ridwan Kamil, a non-party (independent) figure who later joined the Golongan Karya Party (Golkar) in 2023, led West Java for one period (2018–2023) with his deputy from the United Development Party (PPP), marking a cross-party coalition based on figures and personal electability (West Java Provincial General Election Commission, 2024).

Most recently, following the 2024 Regional Election, the Dedi Mulyadi-Erwan Setiawan pair from the Gerindra Party-Golkar Party Coalition was elected as Governor of West Java since February 2025, strengthening Gerindra and Golkar's position in West Java's local power map after previously being key actors at the legislative and executive levels. This fact demonstrates that the political constellation in West Java is highly dynamic, characterized by power shifts among major parties such as Golkar, PKS, PPP, and now Gerindra. This pattern shows that no single party can dominantly maintain power in the long term without adaptive strategies toward changes in voter behavior and national political dynamics (Kompas, 2024).

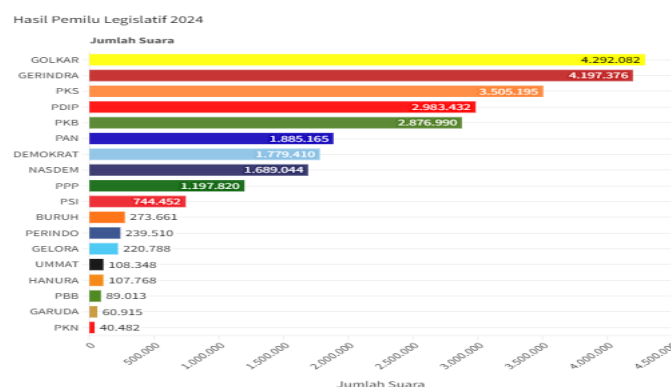


Figure 1. Number of DPR RI Votes from West Java Province  
(Source : Komisi Pemilihan Umum, 2024)

Based on the vote recapitulation results of the 2024 Legislative Election for the Indonesian House of Representatives (DPR RI), the Golongan Karya Party (Golkar) demonstrated significant achievements in West Java Province. The party successfully obtained 17 DPR RI seats, an increase from the 14 seats obtained in the 2019 Election. This achievement not only shows a positive electoral trend but also reflects the success of Golkar's political strategy in reclaiming its dominance in this province, after being dominated by the Gerindra Party in the previous election.

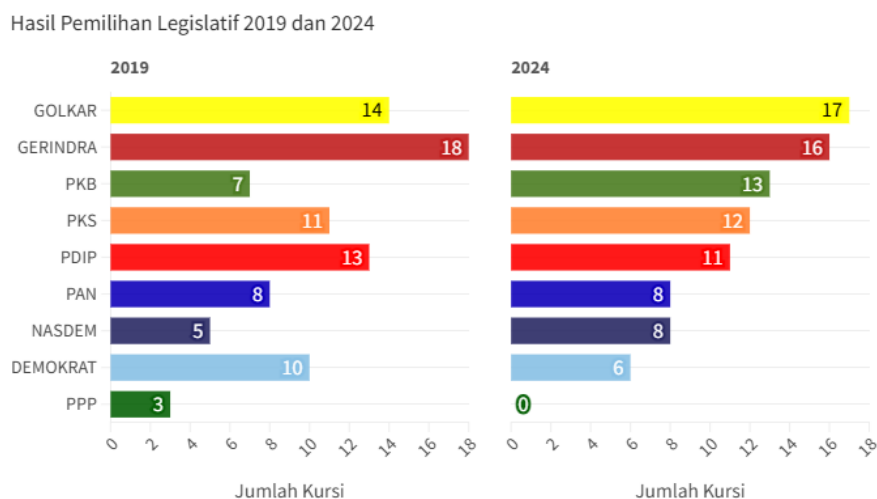


Figure 2. Comparison of Political Party Seat Acquisition in West Java  
(Source : Komisi Pemilihan Umum, 2024)

The Gerindra Party ranked second with 16 seats, followed by the National Awakening Party (PKB) with 13 seats, the Prosperous Justice Party (PKS) with 12 seats, and the Indonesian Democratic Party of Struggle (PDIP) with 11 seats. Meanwhile, the NasDem Party and the National Mandate Party (PAN) each obtained 8 seats, and the Democratic Party secured 6 seats (Kompas, 2024). Golkar Party's dominance in six electoral districts (dapil) indicates an even distribution of electoral base and consistency in effective campaign strategies across various strategic regions in West Java. Furthermore, the vote acquisition data confirms the role of parliamentary threshold as a crucial element that can alter the constellation of party representation in parliament, particularly for medium and small parties experiencing difficulties in maintaining consistency of electoral support amid increasingly competitive competition.

### **Golkar Party's Political Communication Strategy**

The political strength map of a party is closely related to its strategic positioning and political bargaining position within the electoral competition landscape, both at national and regional levels. In the context of West Java Province, which constitutes one of the largest national vote banks, the Golkar Party continues to conduct various strategic maneuvers and consolidation efforts to maintain while expanding its political support base ahead of the 2024 Legislative Election. A party's political strength is determined not only by internal structure and institutional networks but also by external factors such as public figures with high legitimacy and popularity, one of whom is Ridwan Kamil.

In the context of political communication theory, Brian McNair states that political communication is an important process that connects political actors, institutions, media, and society in information exchange and public opinion formation (Cangara, 2014). McNair argues that a party's position in the political system will greatly depend on its ability to build strategic communication encompassing five main elements: political communicators, political messages,

political media, political audiences, and communication effects. In this regard, Ridwan Kamil acts as a political communicator capable of shaping party narratives, while social media becomes a vital instrument in reaching political audiences extensively and dynamically. Meanwhile, in implementing political communication strategies, according to Thompson in O'Connor (2020), there are three key aspects: clear and consistent organizational vision, communication planning based on field findings (fact-finding), and communication tactics that are adaptive to socio-political dynamics.

As a "mature" and established party, fluctuations in vote acquisition in electoral contestation are common experiences for political parties. In this regard, Golkar addresses these vote fluctuations by continuously maximizing performance within the party's internal structure, optimally operationalizing its political machinery, and continuously pursuing cadre development for all members, including at the West Java Provincial Golkar Regional Leadership Council (DPD). Golkar's position as a senior party capable of maintaining its existence until now cannot be separated from the ups and downs of its existence as a party often within the circle of power. Although post-reform, the political atmosphere changed and showed resistance against the New Order and Golkar, which was considered synonymous with the New Order. There are three factors causing Golkar's current positioning outside the power circle post-New Order: first, the stigma of Golkar as a party identical to the New Order is deeply embedded in society, making the community's resistance spirit toward Golkar's existence quite high. Second, during the New Order era, Golkar was not categorized as a modern party because it was still centered on the central figure of its chairman, namely Harmoko. Therefore, in the Reform era, many new parties emerged as forms of resistance to Golkar's existence. These emerging new parties obtained significant vote shares and managed to fragment public votes from Golkar. Consequently, Golkar was abandoned by its best cadres who established new parties and relatively succeeded in gaining public sympathy and vote support. This caused a decline in Golkar's vote acquisition. Third, Golkar is a party that has never been in opposition from the beginning; it has never been outside the circle of power.

Based on research findings, there is a tendency for Golkar to be a clientalistic party based on work ideology. Golkar's typology as a clientalistic party can be seen from how they fight for collective interests and constituents in their electoral districts through patron and client systems in society. This aligns with the concept of political party typology proposed by Herbert Kitschelt, which focuses on party types and characteristics as foundations for parties to operate according to their characteristics and party orientations (Arifin, 2011). Additionally, the ideological function of parties and electoral contestation motivated by characteristics possessed by legislative candidates or candidates in playing their roles increasingly add variation to electoral competition (Heriyanto, 2011).

Golkar, as a clientalistic party, has a long and deep-rooted track record. Since its initial formation as an organization during the Old Order, New Order, and metamorphosis into a political party in the reform era, Golkar has successfully proven and maintained its existence until now by participating in various electoral contestations and entering the top five vote acquisition rankings among participating political parties.

As a party identical to its clientalistic type, Golkar has grown and developed alongside the needs and political developments in the country. In terms of political patronage, Golkar has become one of the mature parties implementing patron-client relationships in its party organization and serving as a reference for other parties in conducting their political activities, as stated by the Secretary of the Central Golkar Election Victory Agency (Bapilu): "In the context of political parties, patronage cannot be avoided and actually becomes an important part of internal dynamics. Specifically in Golkar, the patronage pattern has been very structured and stable because it has been formed for a long time, through various regime phases and national political changes. This long experience makes the patronage system in Golkar no longer centered

on individuals alone, but supports the party institution as a whole. Cadre development in Golkar runs relatively more systematically because the formed patron networks support each other rather than dominating each other. This is precisely what makes Golkar strong as an institution—because what is strengthened is the party, not individuals."

The Secretary of Golkar Bapilu states that Golkar is also among the system-based parties, in addition to its clientelistic characteristics; it is not figure-based, regardless of who leads Golkar. Golkar's political activities and lessons that can be learned from Golkar's experience as a senior party with mature age in Indonesian politics are how it remains capable of managing its party system. Proven until now, the party governance system implemented by Golkar continues to function well. This also impacts the democratization governance within the party. As a comparative example, in the blue flag party (Democratic Party) led by Agus Harimurti Yudhoyono, every decision and policy line becomes the foundation and party agenda that must be obeyed by all administrators, cadres, and members. Every decision concerning the party depends entirely on AHY's (Agus Harimurti Yudhoyono) decision. Or for example, the Gerindra party, where every policy line and party decision refers to Prabowo Subianto's decision, so when Gerindra decides someone to advance in legislative elections or regional elections, it is not through regional conference mechanisms but based on direct appointment by Prabowo. This occurs because such parties are figure-based (figure-centric). This does not apply to Golkar because it can organize itself with a system that has been steady and established.

Additionally, Golkar's other political character is implementing a "reward and punishment" mechanism in disciplinary efforts and maintaining internal party solidarity. Like other parties, Golkar also has an open recruitment pattern to select members who will become party cadres. However, Golkar also has strict mechanisms and processes in selecting its cadres to minimize potential conflicts and small ripples within the party.

Golkar contributes to the implementation of development and governance policy processes in West Java Province. This is demonstrated by the role of Golkar fractions in the legislature that formulate budget policies together with the West Java Provincial government. Through this budget policy process, policies are ultimately born that have positive impacts on society, such as infrastructure development, vocational school buildings, road construction, irrigation, and others.

If Golkar cannot think out of the box regarding its positioning in the political constellation, it will not be able to regain public sympathy in elections. Golkar, through the Election Victory Agency (Bapilu), has clearly begun to abandon campaign strategies that make the party the center of representation and move toward individual, figure, or community leader representation considered capable of representing the millennial generation. There are four factors determining Golkar's positioning in West Java Province related to the political communication process they implement: first, figures who develop within Golkar so they become populist figures. For example, Ace Hasan as a populist Golkar figure in West Java Province, because he started and pioneered from the bottom, beginning from branch children, AMPI wing organizations to the district DPD level. Like Ace Hasan in Golkar, Ridwan Kamil is also a populist figure in West Java. His persona reflects Golkar's modern face, close to the people, and possessing broad electoral appeal, particularly among young and urban voters. Second, political communication implemented by Golkar in West Java Province is influenced by figures and internal party actors. Third, media arrangement that influences their position in government. Fourth, the labeling attached to Golkar as a "senior" party in society that is very strong and persistent.

### **Figure Representation on Social Media as Golkar Party's Winning Strategy**

The dynamics surrounding the emergence of Ridwan Kamil's name in discussions regarding the 2024 political year can be understood through a series of preceding political events. One notable development that became a subject of intense discussion occurred when RK marked

a new chapter in his political journey by officially joining Golkar Party on January 18, 2023. His membership in the party led by Airlangga Hartarto was not taken lightly, as Ridwan Kamil was given the mandate to serve as Deputy General Chairman for Voter Mobilization as well as Co-Chair of the Election Winning Board (Bappilu) of Golkar Party's Central Executive Board. The positioning of RK as Deputy General Chairman for Voter Mobilization was certainly not without reason. Ridwan Kamil was considered capable of becoming a magnet for potential voters for Golkar Party, given his successful leadership of Bandung and West Java. Furthermore, this political actor, known for his closeness to younger demographics, was able to engage various segments of society by leveraging the development of social media in Indonesia.

The phenomenon of social media usage by national political actors as an instrument of political communication is not without purpose. Beyond serving documentation and publication functions as a means of visual accountability delivered by public officials to society, the aforementioned prominent political figures certainly recognize the importance of forming a positive image in the public eye, particularly in anticipation of the 2024 political year. This can be interpreted as tactical steps in the communication strategy of political actors in building their personal branding within society. Ridwan Kamil, for instance, constructed his personal branding as an intellectual, accomplished regional leader with a youthful appeal. With 21.7 million Instagram followers (Ridwan Kamil [@ridwankamil], n.d.), during his tenure, he actively shared his activities as Governor of West Java as well as his personal activities, packaged in accessible language with touches of humor that made them easily comprehensible to the general public.



Figure 3. Ridwan Kamil's Campaign Methods  
(Source : Instagram @golkarpedia)

On this platform, Ridwan Kamil not only conveyed political messages but also shared light, educational, and inspirational content capable of attracting young voters' attention. This became part of a soft campaign approach, where the constructed narrative was humanistic, touching citizens' daily lives, and not merely elitist or formalistic.

The utilization of TikTok and Instagram in Ridwan Kamil's campaign was strategic. Based on data from the Central Statistics Agency and APJII, approximately 70% of West Java's population is internet-literate, and from this figure, the majority access social media as their daily information source. West Java also has a very large number of active TikTok and Instagram users, particularly from the 17-35 age group, which represents the base of first-time and millennial voters.

TikTok, as a short-video platform emphasizing visual, audio, and fast, entertaining communication styles, proved highly effective for conveying political messages in simple yet

engaging formats. This platform enabled Ridwan Kamil to package his campaign messages in ways that were more accessible and closer to people's daily lives, especially younger generations who tend to avoid overly formal and rigid political content. Through TikTok, he successfully created more personal relationships with potential voters while still incorporating his vision and mission as a politician.

Meanwhile, Instagram was utilized to display consistent personal branding through features such as Stories, Reels, and Live, which enabled direct interaction between Ridwan Kamil and his followers. This approach helped build an image as an open, modern leader responsive to public aspirations. Instagram also served as an effective medium for communicating achievements and political programs with more structured and aesthetic visuals, making them easily understood and accepted by broader audiences.

In practice, Ridwan Kamil leveraged TikTok to upload various content including casual clarifications of political issues, reaction videos to social issues and public policies, as well as humor gimmicks and life hacks packaged in light formats. This strategy enabled him to respond to important issues without appearing preachy or distant from society. With a more accessible approach, his political messages were actually more easily absorbed and remembered by voters.

On Instagram, he emphasized content comprising party program infographics, documentation of grassroots political activities, digital campaign posters and voting appeals, as well as Live Q&A sessions that bridged two-way communication with society. Through this platform, Ridwan Kamil could demonstrate his political activities more comprehensively and organizedly, while building consistent narratives about his leadership vision. The Live Q&A feature also provided him opportunities to interact directly with followers, answer questions, and respond to criticism or input in real-time.

The approach adopted by Ridwan Kamil aligns with McNair's political communication theory, which states that politicians in the digital era need to master media management and political marketing capabilities to maintain connectivity with voters. In this context, the ability to manage various social media platforms according to their respective characteristics and target audiences becomes key to successful political communication. Ridwan Kamil demonstrated good understanding of how to optimize each platform to convey his political messages in ways that were relevant and attractive to voters, particularly younger generations who constitute the majority of active social media users.

The use of social media in Ridwan Kamil's political communication strategy proved effective in consolidating Golkar Party votes in urban areas such as Bandung, Bekasi, Depok, Bogor, and Cirebon. In these regions with high internet penetration rates, Ridwan Kamil was able to build a strong vote base through digital communication approaches adaptive to urban lifestyles and local issues relevant to local communities. Campaign messages were delivered through narratives close to young and urban voters' daily lives, packaged in attractive visual formats that were easily shareable. Active social media users' engagement in spreading campaign content also strengthened viral effects that organically expanded political message reach. This strategy positioned voters as part of political communication, not merely information recipients, but also message-spreading agents who indirectly strengthened the political identity and existence of both Ridwan Kamil and Golkar Party in digital spaces.

However, this digital prowess failed to translate into electoral victory in Jakarta, revealing the limitations of purely technological approaches to political communication when confronted with deeply rooted cultural identity markers. Despite receiving full support from both President Joko Widodo and President Prabowo Subianto, along with a broad coalition, Ridwan Kamil's campaign suffered from being perceived as externally imposed rather than organically rooted in Jakarta's cultural landscape. His identity as a successful West Java governor, while demonstrating competence, simultaneously positioned him as an outsider to Jakarta's specific cultural dynamics. Ridwan Kamil's defeat in the 2024 Jakarta gubernatorial election illustrates the enduring

supremacy of authentic local identity representation over technologically sophisticated political communication strategies. While his digital campaign demonstrated exceptional innovation in voter engagement and personal branding, it could not overcome the cultural resonance of Rano Karno's "Si Doel" identity, which provided immediate recognition, emotional connection, and perceived authenticity among Jakarta's electorate (Cahyaningrum & Zamzamy, 2025). This case demonstrates that in contexts where cultural identity remains paramount, political success requires not merely effective communication techniques, but genuine cultural embeddedness and authentic representation of local values and traditions. The victory of Pramono Anung and Rano Karno suggests that voters prioritized cultural authenticity and local belonging over external political endorsements and digital sophistication.

## CONCLUSION

Based on the research findings obtained through qualitative content analysis methods of the @ridwankamil social media account, as well as in-depth interviews with strategic actors within the Golkar Party environment, it is concluded that Ridwan Kamil's political communication strategy demonstrates strong characteristics as a hybrid strategy: combining conventional political party approaches with distinctive personalization narratives in digital communication.

First, in terms of communication form, Ridwan Kamil's strategy is not unidirectional (top-down) as typically found in conventional political communication, but rather dialogical and participatory. Top-down communication is reflected in the delivery of political messages related to Golkar Party programs, development achievements, and appeals to vote for Golkar through structured content that is creatively packaged. Meanwhile, bottom-up communication is evident from how Ridwan Kamil involves his social media followers in discussions, responds to comments, reposts content from citizens, and raises public aspirations through social media features such as polling, Q&A, and other interactive content. This creates a digital political communication ecosystem that is more open, fluid, and adaptive.

Second, the political communication strategy employed by Ridwan Kamil directly supports the Golkar Party's electoral consolidation efforts in West Java. As a figure with high public credibility and strong influence in the digital realm, Ridwan Kamil has successfully become a political influencer capable of attracting attention, shaping opinions, and building positive political narratives toward the party he supports. In this regard, Ridwan Kamil's position as a political communicator is central in bringing the Golkar Party's agenda and identity closer to society, particularly young voters who are active social media users. The political communication conducted by Ridwan Kamil operates synergistically yet remains separate from the Golkar Party's official communication structure. This is evident from the existence of Ridwan Kamil's social media team that is independent and organizationally separate from Golkar's communication structure. This team focuses on creative content production, visual storytelling, and digital engagement management, while maintaining Ridwan Kamil's distinctive personal and authentic style. This strategy strengthens the closeness effect toward the public without losing the party's collective narrative.

Third, the Golkar Party has institutionally built a formal structure in implementing its political communication strategy through the Election Victory Agency (Bappilu), which plays a strategic role in mapping voter targets and formulating communication approaches that align with the demographic and geographic characteristics of electoral districts. Under Bappilu, there is a specialized unit called MPO (Media Penggalangan Opini/Opinion Mobilization Media) responsible for designing the party's digital communication strategy. MPO is tasked with managing content for program socialization, building party image, and mobilizing public opinion

through social media, mass media, and other digital channels. The existence of MPO demonstrates that the Golkar Party recognizes the importance of mastering digital space as a modern campaign battlefield. MPO serves as the party's strategic communication channel to the public while functioning as a platform for delivering political messages effectively and massively.

As a political communicator, Ridwan Kamil not only serves as a message deliverer but also as a creator of political meaning through a communication style that is casual, humorous, yet substantial. His strong and positive personal image is strategically utilized to enhance the Golkar Party's attractiveness in the public eye. In terms of political messaging, the narratives constructed are delivered in simple forms, attractive visuals, and strong storytelling, covering issues surrounding regional development, education, culture, and national politics. This approach strengthens audience retention and builds positive emotions toward the party. Meanwhile, the targeted political audience consists of young voters, urban voters, and rational and critical voters in the West Java region. Through active interaction on social media, not only electoral support is built, but also loyalty and emotional closeness. However, Ridwan Kamil's defeat in the 2024 Jakarta gubernatorial election highlights the limits of digital political strategies when lacking cultural rootedness. Despite backing from Presidents Jokowi and Prabowo, his campaign was seen as externally imposed and disconnected from Jakarta's cultural identity. His success in West Java made him appear as an outsider, unable to rival Rano Karno's deep local resonance through his iconic "Si Doel" identity. The victory of Pramono Anung and Rano Karno shows that in Jakarta, cultural authenticity and local belonging outweighed technological prowess and elite endorsements.

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