

ABSTRAK

Pemilihan umum merupakan momen krusial bagi partai politik untuk membangun dan mempertahankan citra di hadapan publik. Dalam konteks ini, *political branding* menjadi strategi penting untuk membedakan diri dari partai lain dan membentuk kedekatan emosional dengan pemilih. Penelitian ini mengkaji bagaimana DPC Partai Gerindra Kota Tasikmalaya membentuk identitas merek politiknya dalam Pemilu Legislatif 2024. Fokus utama penelitian ini adalah pada enam elemen identitas merek dalam kerangka teori Brand Identity Prism dari Jean-Noël Kapferer, yaitu fisik(*physique*), kepribadian (*personality*), budaya (*culture*), hubungan (*relationship*), refleksi (*reflection*), dan citra diri (*self-image*).

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Data diperoleh melalui wawancara mendalam dengan pengurus partai, pengamat politik, dan masyarakat, serta dokumentasi dan observasi langsung. Informan dipilih melalui teknik purposive dan snowball sampling. Analisis data dilakukan dengan membandingkan narasi identitas yang dibentuk oleh partai dengan persepsi masyarakat sebagai pemilih, untuk melihat sejauh mana kesesuaian antara strategi branding dan respons publik.

Hasil penelitian menunjukkan bahwa DPC Partai Gerindra Kota Tasikmalaya membangun identitas politik melalui kombinasi antara simbol nasionalisme, nilai religius dan kerakyatan, serta pendekatan langsung kepada masyarakat. Namun, prosesnya sepenuhnya mengikuti arahan pusat sehingga DPC hanya berperan pada tahap implementasi tanpa memiliki ide branding sendiri. Selain itu, kuatnya politik pragmatis dan hubungan yang cenderung transaksional membuat identitas yang dibangun lebih dipersepsikan sebagai strategi elektoral sesaat daripada komitmen jangka panjang yang mampu menumbuhkan loyalitas dan kesadaran politik masyarakat.

Kata Kunci: Partai Gerindra, Pemilu, *Political Branding*

ABSTRACT

Elections are a crucial moment for political parties to build and maintain their public image. In this context, political branding becomes an important strategy to differentiate themselves from other parties and to foster an emotional connection with voters. This study examines how the Branch Leadership Council (DPC) of the Gerindra Party in Tasikmalaya City shaped its political brand identity during the 2024 Legislative Election. The main focus of this research is on the six elements of brand identity within Jean-Noël Kapferer's Brand Identity Prism framework, namely physique, personality, culture, relationship, reflection, and self-image.

This study employs a qualitative method with a case study approach. Data were obtained through in-depth interviews with party officials, political observers, and the public, as well as documentation and direct observation. Informants were selected using purposive and snowball sampling techniques. Data analysis was carried out by comparing the identity narrative constructed by the party with public perceptions as voters, in order to see the extent of alignment between branding strategies and public responses.

The findings reveal that the DPC Gerindra Party of Tasikmalaya City built its political identity through a combination of nationalist symbols, religious and populist values, and direct engagement with the community. However, the process fully followed the directives of the central leadership, leaving the DPC only with a technical implementation role without developing its own branding ideas. Moreover, the prevalence of pragmatic politics and transactional relationships caused the constructed identity to be perceived more as a temporary electoral strategy rather than a long-term commitment capable of fostering voter loyalty and political awareness

Keywords: Gerindra Party, Election, Political Branding