

ABSTRAK

Krisis *political branding* Ridwan Kamil pasca Pilkada Jakarta 2024 menjadi salah satu fenomena penting dalam dinamika komunikasi politik digital di Indonesia. Penelitian ini bertujuan untuk menganalisis bagaimana krisis *political branding* tersebut terbentuk, dimaknai, dan direproduksi melalui aktivitas komunikasi di Instagram serta bagaimana identitas politik Ridwan Kamil direfleksikan melalui elemen-elemen *Brand identity prism*. Penelitian menggunakan pendekatan kualitatif dengan metode analisis Miles, Huberman, dan Saldaña yang meliputi tiga tahap utama: reduksi data, penyajian data, dan penarikan/verifikasi kesimpulan. Data diperoleh dari unggahan Instagram Ridwan Kamil pasca Pilkada 2024 dan komentar publik yang menyertainya. Hasil penelitian menunjukkan bahwa krisis *political branding* Ridwan Kamil muncul melalui perubahan persepsi publik terkait kredibilitas, konsistensi pesan politik, serta ketidaksesuaian antara citra ideal yang dibangun dengan respons publik pasca kekalahan Pilkada. Melalui analisis *Brand identity prism*, ditemukan bahwa ketidakseimbangan antara dimensi *personality*, *reflection*, dan *public image* memperkuat konstruksi krisis identitas politik. Sementara itu, analisis terhadap komentar publik menunjukkan pola framing krisis yang didominasi oleh sorotan terhadap penurunan kepercayaan, kritik terhadap strategi komunikasi digital, serta evaluasi ulang terhadap kapabilitas kepemimpinan. Penelitian ini menyimpulkan bahwa krisis *political branding* Ridwan Kamil pasca Pilkada Jakarta 2024 tidak hanya muncul dari faktor elektoral, tetapi juga dari dinamika interaksi publik di Instagram yang mempercepat pembentukan opini negatif dan memengaruhi stabilitas identitas politiknya. Temuan ini diharapkan dapat memberikan kontribusi pada kajian komunikasi politik digital terutama terkait konstruksi citra dan manajemen krisis melalui media sosial.

Kata Kunci : krisis *political branding*, Ridwan Kamil, Pilkada Jakarta 2024, Instagram, *Brand identity prism*.

ABSTRACT

Ridwan Kamil's political branding crisis following the 2024 Jakarta gubernatorial election has become a significant phenomenon in the dynamics of digital political communication in Indonesia. This study aims to analyze how this political branding crisis is formed, interpreted, and reproduced through communication activities on Instagram, and how Ridwan Kamil's political identity is reflected through elements of the Brand identity prism. The study uses a qualitative approach with the Miles, Huberman, and Saldaña analysis method, which includes three main stages: data reduction, data presentation, and drawing/verifying conclusions. Data were obtained from Ridwan Kamil's Instagram posts after the 2024 Jakarta gubernatorial election and accompanying public comments. The results show that Ridwan Kamil's political branding crisis emerged through changes in public perception regarding credibility, consistency of political messages, and a mismatch between the ideal image he built and the public response following his election defeat. Through the Brand identity prism analysis, it was found that the imbalance between the dimensions of personality, reflection, and public image strengthened the construction of the political identity crisis. Meanwhile, an analysis of public comments reveals a crisis framing pattern dominated by a focus on declining trust, criticism of digital communication strategies, and a re-evaluation of leadership capabilities. This study concludes that Ridwan Kamil's political branding crisis following the 2024 Jakarta gubernatorial election arose not only from electoral factors but also from the dynamics of public interaction on Instagram, which accelerated the formation of negative opinions and affected the stability of his political identity. These findings are expected to contribute to the study of digital political communication, particularly regarding image construction and crisis management through social media.

Keywords: *political branding crisis, Ridwan Kamil, 2024 Jakarta gubernatorial election, Instagram, Brand identity prism.*