

**STRATEGI DPD PARTAI GOLKAR SUMATERA
SELATAN DALAM MEMBENTUK *BRANDING*
POLITIK MELALUI MEDIA SOSIAL INSTAGRAM**



SKRIPSI

Disusun Oleh:

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**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS ILMU KOMUNIKASI
UNIVERSITAS SUMATERA SELATAN
2026**

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Diajukan Guna Melengkapi Salah Satu Syarat Mendapatkan Gelar (Strata-1)
Pada Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi
Universitas Sumatera Selatan

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PENGESAHAN

Skripsi dengan judul Strategi DPD Partai Golkar Sumatera Selatan Dalam Membentuk Branding Politik Melalui Media Sosial Instagram oleh Naufal Abiyyu Muflih telah dipertanyakan di depan Tim Penguji Skripsi Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi Universitas Sumatera Selatan.

Ujian Dilaksanakan Pada

Hari : Sabtu
Tanggal : 11 Juli 2026
Pukul : 09.00 WIB
Tempat : Kampus A Universitas Sumatera Selatan

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THE STRATEGY OF THE SOUTH SUMATRA GOLKAR PARTY REGIONAL LEADERSHIP COUNCIL (DPD) IN SHAPING POLITICAL BRANDING VIA INSTAGRAM

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ABSTRACT

This study aims to analyze the strategy employed by the South Sumatra Golkar Party Regional Leadership Council (DPD) to shape its political branding through Instagram. A qualitative research design utilizing a case study approach was adopted. The study population consisted of South Sumatra Golkar Party DPD officials, while the sample was selected purposively, comprising two officials active in social media management and two Instagram users. Data collection involved in-depth interviews and content analysis of the official South Sumatra Golkar Party DPD Instagram posts. The collected data were analyzed using thematic analysis to identify emerging patterns within the implemented political branding strategy.

The results indicate that the South Sumatra Golkar Party DPD has implemented several strategies to shape its political branding on Instagram, including the use of engaging visual content, active interaction with followers, and the delivery of clear, consistent political messages. Furthermore, the study found that the implemented strategies positively influenced the party's popularity and public image.

The study concludes that Instagram serves as an effective tool for the South Sumatra Golkar Party DPD in shaping political branding, particularly in reaching the younger generation. These findings imply that political parties need to optimally utilize social media to enhance engagement and strengthen their public image.

Keywords: *Political branding, social media, Golkar Party, Instagram, communication strategy.*