

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi kampanye politik yang dilakukan oleh Sudirman, atau yang dikenal sebagai Haji Uma, sebagai calon anggota legislatif Dewan Perwakilan Daerah (DPD) dari Aceh pada Pemilu tahun 2024, khususnya melalui platform media sosial Instagram. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis isi model Philipp Mayring (2000), serta teknik pengumpulan data melalui dokumentasi, observasi, dan wawancara. Kerangka berpikir penelitian mengacu pada teori Heryanto (2018), yang menyatakan bahwa strategi kampanye politik yang efektif mencakup tiga unsur utama, yaitu positioning, branding, dan segmenting. Objek penelitian berupa lima konten kampanye yang diunggah pada akun Instagram resmi @sudirmanhajiuma selama masa kampanye. Hasil analisis menunjukkan bahwa Haji Uma secara konsisten mengangkat isu-isu sosial yang relevan dengan kehidupan masyarakat Aceh, mencerminkan upaya membangun ikatan emosional dengan konstituen. Strategi konten yang digunakan juga menunjukkan penerapan unsur-unsur positioning, branding, dan segmenting secara terpadu. Temuan ini memberikan gambaran mengenai pemanfaatan media sosial sebagai sarana kampanye digital yang efektif dan berbasis kedekatan sosial oleh tokoh politik lokal

Kata Kunci : Strategi kampanye politik, media sosial, Haji Uma, , analisis isi.

ABSTRACT

This study aims to determine the political campaign strategy carried out by Sudirman, or known as Haji Uma, as a legislative candidate for the Regional Representative Council (DPD) from Aceh in the 2024 Election, especially through the Instagram social media platform. This study uses a qualitative approach with the Philipp Mayring (2000) model content analysis method, as well as data collection techniques through documentation, observation, and interviews. The research framework refers to Heryanto's theory (2018), which states that an effective political campaign strategy includes three main elements, namely positioning, branding, and segmenting. The object of the study was five campaign contents uploaded to the official Instagram account @sudirmanhajiuma during the campaign period. The results of the analysis show that Haji Uma consistently raises social issues that are relevant to the lives of the Acehnese people, reflecting efforts to build emotional bonds with constituents. The content strategy used also shows the application of positioning, branding, and segmenting elements in an integrated manner. These findings provide an overview of the use of social media as an effective digital campaign tool based on social proximity by local political figures

Keywords: Political campaign strategy, social media, Haji Uma, content analysis