

ABSTRAK

Lana Jiyadatul Labibah. Branding Politik Perempuan Partai Demokrasi Indonesia Perjuangan PDIP Dalam Meningkatkan Kemenangan Pemilu 2024 di Kota Makassar (dibimbing oleh Nuryanti Mustari dan Hardianto Hawing)

Penelitian ini bertujuan untuk menganalisis strategi *branding* politik perempuan yang diterapkan oleh Partai Demokrasi Indonesia Perjuangan (PDIP) di Kota Makassar dalam upaya meningkatkan kemenangan pada Pemilu 2024. Fokus kajian diarahkan pada empat indikator *branding* politik menurut Needham & Smith, yaitu *brand as party*, *brand as politician*, *brand as message*, dan *brand as experience*. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif, mengandalkan data primer dari hasil wawancara mendalam dengan pengurus partai, calon legislatif perempuan, tim sukses, serta masyarakat, dan data sekunder berupa hasil pemilu, serta literatur terkait. Hasil penelitian menunjukkan bahwa PDIP Kota Makassar berhasil membangun citra positif kader perempuannya melalui penguatan pembentukan citra kandidat yang merakyat, penyampaian pesan politik yang relevan, serta pengalaman langsung masyarakat dengan kandidat. Strategi ini berkontribusi signifikan terhadap keberhasilan PDIP meraih dua kursi legislatif yang diwakili oleh perempuan pada Pemilu 2024 di DPRD Kota Makassar. Temuan ini menegaskan bahwa *branding* politik yang terstruktur dan berbasis nilai ideologis dapat meningkatkan elektabilitas kandidat perempuan sekaligus memperkuat posisi partai dalam kompetisi politik lokal.

Kata kunci: *Branding politik, Caleg Perempuan, PDIP, Pemilu 2024, Kota Makassar.*

ABSTRACT

Lana Jiyadatul Labibah. *Political Branding of Female Politicians of the Indonesian Democratic Party of Struggle (PDIP) in Enhancing Electoral Victory in the 2024 Election in Makassar City* (supervised by Nuryanti Mustari and Hardianto Hawing)

This study examines the political branding strategies of female candidates implemented by the Indonesian Democratic Party of Struggle (PDIP) in Makassar City to enhance electoral success in the 2024 General Election. The research focuses on four political branding indicators proposed by Needham & Smith: *brand as party*, *brand as politician*, *brand as message*, and *brand as experience*. Using a qualitative descriptive approach, the study draws on primary data from in-depth interviews with party officials, female legislative candidates, campaign teams, and the community, as well as secondary data from official party documents, election results, and relevant literature. The findings reveal that PDIP Makassar successfully built a positive image of its female cadres through strengthening party identity, developing grassroots-oriented candidate profiles, delivering relevant political messages, and fostering direct engagement between candidates and the public. These strategies significantly contributed to PDIP's achievement of securing two legislative seats occupied by women in the 2024 Makassar City DPRD. The results highlight that well-structured political branding rooted in ideological values can increase the electability of female candidates while reinforcing the party's position in local political competition.

Keywords: *Political Branding, Female Legislative Candidates, PDIP, 2024 General Election, Makassar City.*