

RINGKASAN

Pemilihan calon Gubernur Jawa Tengah tahun 2018 melibatkan dua kandidat, yakni Ganjar Pranowo dan Sudirman Said. Kedua kandidat berlomba-lomba memenangi kontestasi politik ini dengan berkampanye melalui berbagai media, salah satunya melalui media sosial *Instagram*. Penelitian ini bertujuan mendeskripsikan taktik *self-presentation* yang digunakan keduanya sebagaimana yang ditampilkan di *Instagram*.

Metode penelitian kuantitatif dengan varian analisis isi deskriptif digunakan dalam penelitian ini. Adapun bahan penelitiannya adalah unggahan pada akun media sosial *Instagram* milik Ganjar Pranowo @ganjar_pranowo dan Sudirman Said @sudirmansa1d selama masa kampanye Pemilihan Gubernur Jawa Tengah tahun 2018, yakni mulai tanggal 15 Februari sampai 23 Juni 2018. Teknik pengambilan sampel menggunakan metode *purposive sampling* atau sampel bertujuan. Analisis data menggunakan metode statistik deskriptif.

Hasil penelitian menunjukkan, bahwa saat berkampanye di media sosial *Instagram*, baik Ganjar Pranowo maupun Sudirman Said melakukan taktik presentasi diri (*self-presentation*) sebagai upaya membentuk kesan tertentu di hadapan calon pemilih agar sesuai harapan mereka. Taktik *assertive self-presentation*, yakni menciptakan atau mengembangkan identitas diri, paling banyak digunakan kedua kandidat dibandingkan dengan taktik *defensive self-presentation*, yakni upaya mengembalikan identitas yang kurang baik menjadi baik kembali. Baik Ganjar Pranowo maupun Sudirman Said paling banyak mengunggah taktik *ingratiation*, yakni tindakan yang didesain untuk membangkitkan daya tarik agar disukai orang lain. Namun terdapat perbedaan pada taktik kedua terbanyak yang digunakan mereka selama kampanye. Di samping taktik *ingratiation*, Ganjar Pranowo memilih menggunakan taktik *exemplification*, yakni menunjukkan dirinya bermoral dan memiliki integritas; sedangkan Sudirman Said memilih menggunakan taktik *enhancement* untuk menunjukkan bahwa dirinya memiliki kompetensi.

Penggunaan media sosial untuk berbagai tujuan semakin massif seiring dengan perkembangan teknologi digital. Bagi para politisi, hal ini merupakan peluang untuk menampilkan citra diri positif kepada calon pemilih secara mudah dan murah. Namun mengingat citra diri calon pemimpin yang digambarkan di media sosial tidak selalu koheren dengan realitas yang sesungguhnya, masyarakat calon pemilih harus lebih cerdas dan cermat dalam memilih calon pemimpin mereka. Bagi peneliti berikutnya, masih banyak tema penelitian lainnya tentang media sosial yang menarik untuk dikaji.

Kata kunci: *self-presentation*, *Instagram*, pemilihan gubernur

SUMMARY

The 2018 Central Java gubernational election involves two candidates, Ganjar Pranowo and Sudirman Said. Both candidates are competing to win this political contest by campaigning through various media, one of which is through the social media Instagram. This research aims to describe the self-presentation tactics used by both candidates as displayed on Instagram.

Quantitative research method with descriptive content analysis variant is used in this research. The research material is uploaded on Ganjar Pranowo's Instagram social media account @ganajr_pranowo and Sudirman Said @sudirmansa1d during the campaign period for the 2018 Central Java Governor Election, starting from February 15 to June 23, 2018. The sampling technique used purposive sampling method. Data analysis used descriptive statistical methods.

The results showed that when campaigning on Instagram social media, both Ganjar Pranowo and Sudirman Said used self-presentation tactics as an effort to form a certain impression in front of potential voters to match their expectations. Assertive self-presentation tactics, which create or develop self-identity, are used by both candidates more than defensive self-presentation tactics, which attempt to restore a bad identity to a good one. Both Ganjar Pranowo and Sudirman Said uploaded the most ingratiation tactics, which are actions designed to generate attractiveness to be liked by others. However, there are differences in the second most common tactic used by them during the campaign. In addition to ingratiation tactics, Ganjar Pranowo chose to use exemplification tactics, which shows that he is moral and has integrity; while Sudirman Said chose to use enhancement tactics to show that he has the competence.

The use of social media for various purposes is increasingly massive along with the development of digital technology. For politicians, this is an opportunity to present a positive self-image to potential voters easily and cheaply. However, considering that the self-image of prospective leaders portrayed in social media is not always coherent with the reality, prospective voters must be smarter and more careful in choosing their prospective leaders. For future researchers, there are many other research themes on social media that are interesting to study.

Keywords: Self-Presentation, Instagram, Governor Election