

ABSTRAK

Penelitian ini dilakukan seiring dengan momentum Pemilihan Umum 2024, yaitu pada Pilihan Presiden di masa kampanye. Kampanye dari salah satu pasangan calon presiden Prabowo Subianto dan calon wakil presiden Gibran Rakabuming Raka, yang menggunakan konsep Kampanye Riang Gembira. Dengan demikian penelitian menganalisa mengenai propaganda Kampanye Riang Gembira Prabowo-Gibran pada Pemilihan Umum 2024. Kajian propaganda menggunakan teori propaganda melalui 14 teknik propaganda yang dipaparkan oleh Mirza Shareza & Korry El Yana (2016). Sumber data primer pada penelitian ini adalah konten media sosial resmi Tim Kampanye Nasional (TKN) Prabowo-Gibran, video rekaman langsung dari Kampanye Akbar terakhir Prabowo-Gibran di Gelora Bung Karno (10/02/2024), serta video debat calon presiden dan calon wakil presiden. Sedangkan, sumber sekunder didukung oleh berita *online*, berbagai jurnal ilmiah, dan penunjang penelitian lainnya. Pembahasan penelitian dilakukan menggunakan teori propaganda politik dan teori komunikasi politik. Hasil penelitian ini menunjukkan adanya 10 teknik propaganda yang digunakan, yaitu *Glittering Generalities*, *Transfer*, *Testimonial*, *Plain Folks*, *Card Stacking*, *Bandwagon*, *Repetition*, *Assertion*, *Using All Form of Persuasion*, dan *Situation Tyrannized*. Kesimpulannya bahwa kampanye “Riang Gembira” Prabowo-Gibran tidak hanya untuk mendapatkan respon masyarakat yang bersifat “riang” dan “gembira”, melainkan juga menarik sisi simpati dan empati. Kandidat juga menekankan pada program kerja berkelanjutan dari masa pemerintahan sebelumnya, serta program kerja yang terfokus pada bidang kesehatan dan pertahanan bangsa.

Kata kunci: Pemilu 2024, Kampanye, Propaganda, Komunikasi Politik

ABSTRAC

This research was conducted in line with the momentum of the 2024 General Election, namely the Presidential Election during the campaign period. The campaign of one of the presidential candidate pairs Prabowo Subianto and vice presidential candidate Gibran Rakabuming Raka, who used the Riang Gembira Campaign concept. Thus, the research analyzes the propaganda of the Prabowo-Gibran Riang Gembira Campaign in the 2024 General Election. The propaganda study uses propaganda theory through 14 propaganda techniques explained by Mirza Shareza & Korry El Yana (2016). The primary data sources in this study are the official social media content of the Prabowo-Gibran National Campaign Team (TKN), live video recordings of the last Prabowo-Gibran Grand Campaign at the Bung Karno Stadium (10/02/2024), and videos of the presidential and vice presidential candidate debates. Meanwhile, secondary sources are supported by *newsonline*, various scientific journals, and other research supports. The discussion of the research was conducted using political propaganda theory and political communication theory. The results of this study indicate that there are 10 propaganda techniques used, namely *Glittering Generalities*, *Transfer*, *Testimonial*, *Plain Folks*, *Card Stacking*, *Bandwagon*, *Repetition*, *Assertion*, *Using All Form of Persuasion*, And *Situation Tyrannized*. The conclusion is that Prabowo-Gibran's "Riang Gembira" campaign is not only to get a "joyful" and "happy" public response, but also to attract sympathy and empathy. The candidate also emphasized the ongoing work program from the previous administration, as well as a work program that focuses on the health and defense of the nation.

Keywords:2024 Election, Campaign, Propaganda, Political Communication