

## Photographing Ganjar Pranowo's Efforts to Build Personal Branding Through a Multi-Platform Strategy Perspective on Social Media

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### Abstract

This study seeks to describe the use of the multi-platform strategy concept used by Ganjar Pranowo in building his personal branding. The method used in this study is a literature study with data sources in the form of screenshots from Ganjar Pranowo (Ganjar) official account uploads on social media as primary data and textbooks, journals, scientific articles, literature reviews containing the concepts studied as secondary data. Ganjar's efforts in building his personal branding will be dissected first using the concept of Brand Archetypes and then discussed based on three points of view to see the multi-platform strategy applied. Based on the analysis that has been done, it can be concluded that Ganjar uses at least 2 main strategies in building his personal branding. The first is to choose and build his persona as a regional leader as well as a public servant who has the archetype characters of The Care Giver, The Jester and The Regular Guy. Second, these three archetypes appear consistently through multi-platforms on social media using Facebook, Twitter, Instagram and Youtube.

### Abstrak

Penelitian ini berupaya untuk mendeskripsikan pemanfaatan konsep strategi multi platform yang digunakan Ganjar Pranowo dalam membangun personal brandingnya. Metode yang digunakan dalam penelitian ini adalah studi literatur dengan sumber data berupa tangkapan layar dari unggahan akun resmi Ganjar Pranowo (Ganjar) di media sosial sebagai data primer dan textbook, journal, artikel ilmiah, literature review yang berisikan tentang konsep yang diteliti sebagai data sekundernya. Upaya Ganjar dalam membangun personal brandingnya ini akan dibedah terlebih dahulu dengan menggunakan konsep Arketipe Merek lalu kemudian dibahas berdasarkan tiga sudut pandang untuk melihat strategi multi-platform yang diterapkan. Berdasarkan analisis yang telah dilakukan, dapat disimpulkan bahwa Ganjar menggunakan setidaknya 2 strategi utama dalam membangun personal brandingnya. Yang pertama adalah dengan memilih serta membangun personanya sebagai seorang pemimpin daerah sekaligus pelayan masyarakat yang memiliki karakter arketipe The Care Giver, The Jester dan The Regular Guy. Kedua, ketiga arketipe ini dimunculkan secara konsisten lewat multi-platform di media sosial dengan menggunakan Facebook, Twitter, Instagram dan Youtube.

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### Keywords

*Brand Archetypes, Ganjar Pranowo, General Election, Multi-platform Strategy, Social Media*

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## Introduction

The Indonesian political stage began to feel more and more stretched. Getting closer to the moment of the 2024 democratic party, prospective political contestants are increasingly active in building their image by trying to create positive public opinion. It is predicted that the political battle in the election will be colored not only by old names such as Prabowo Subianto and Anies Baswedan, but also by the emergence of "new names" such as Ridwan Kamil and Ganjar Pranowo

(Ganjar). The escalation of the activities of political actors is even more lively seen in various media.

Currently, various research data have begun to appear which mentions several names that are considered to have a high chance of winning. According to data released based on the results of a survey by the Center for Strategic And International Studies (CSIS) by Katadata.co.id, some of these names include the Governor of Central Java Ganjar Pranowo, Minister of Defense Prabowo Subianto, and Governor of DKI Jakarta Anies Baswedan. CSIS also revealed that Ganjar won the support of 25.9% of the respondents' votes, ahead of his competitors, namely Prabowo Subianto with 19.2% and Anies Baswedan with 18.1%. The CSIS survey was conducted on 8-13 August 2022 involving 1,200 respondents who are in the age range of 17-39 years. The sample collection used the multistage random sampling method with a margin of error (+/-) 2.84% and a 95% confidence level and the samples taken were spread across 34 provinces in Indonesia. This is interesting because Ganjar himself has not yet received the approval of the PDIP to run for office. Ganjar, who is a member of the PDIP, still has to deal with his one-party rival, Puan Maharani. Even so, Ganjar's popularity was able to increase his electability among prospective voters.

Ganjar's own success cannot be separated from his personal branding strategy and approach to prospective voters through various social media platforms. The development of communication technology in the digital world, especially social media, is currently a great opportunity for various parties to build image and engagement with the public. The advantages of various social media platforms are in fact being able to make the communicator build the image he wants while conveying various persuasive messages more massively, and gaining popularity more easily. Not only that, the capabilities of various digital platforms such as social media are also able to open two-way communication channels so that they can be used to build trust with the audience.

The use of social media platforms is something foreign. Since the advent of Twitter and Facebook, political actors have used these platforms to build their image and increase their electability. In Indonesia itself, the election of Joko Widodo (Jokowi) for two terms from 2014 to 2024 is an example of the successful use of social media. The expertise of Jokowi's campaign team in utilizing various social media through gamification strategies, for example, proved to be able to win over the voices of millennials, who at that time were first-time voters.

Manoharan & Singh (2017) in their research, *Personal Branding Through Social Media: A Review and Research Agenda*, revealed that there are several research areas related to personal branding and social media that need further research. Some of these areas include the effectiveness of social media in building personal brands, the influence of various types of social media platforms on personal brand image, and the impact of using social media on one's career. However, beforehand it is also necessary to examine how strategies can be carried out in order to build strong personal branding on social media.

Rahman (2021), in his research related to Ganjar Pranowo's personal branding to build political communication on the Instagram platform, has revealed that Ganjar Pranowo's efforts to build personal branding through social media brought results that affected Ganjar Pranowo's image in the eyes of the public, as evidenced by the election of Ganjar Pranowo as the Governor of Java. Middle during the previous two periods. Through the four strategies he implemented on

the platform, Ganjar Pranowo was able to build close interactions by displaying the self he had formed.

Meanwhile, this research will discuss what kind of figure he tries to build, present, and communicate through the multi-platforms he uses, namely Facebook, Twitter, Instagram and Youtube. Ganjar's efforts in building his personal branding will be dissected first by using the concept of Brand Archetypes and then discussed from three perspectives to see the multi-platform strategy implemented. The first point of view is the platform as a tool, the second point of view is the visual content (including photos and videos) and the third is the caption content which becomes the narrative of the uploaded visual content.

## Theoretical Framework

### Concept of Brand Archetypes in Building Personal Branding

Brand archetypes are systems used to create brand identities. With the existence of brand archetypes, it can make it easier to determine brand positioning in the minds of the audience and how to communicate with them later. Brand archetypes can help to describe a brand with a human-like persona. This will make it easier for brands to build emotion and establish rapport with their audience. Nenycz-Thiel & Romaniuk (2021) states, brands with stronger and consistent archetypes will have a more distinctive positioning from their competitors, compared to brands with weaker or inconsistent archetypes. Brands that use a mix of archetypes in an innovative and consistent way have a more distinctive brand position. The role of brand archetypes is important in creating a strong positioning, and can become insights and recommendations in developing an effective brand strategy.

There are at least twelve brand archetypes that are described like the character of a human being. These twelve characters must later become a reference for communicating with the audience of the brand itself. The more relevant the archetypes formed by the brand with its audience, the greater the potential for engagement to occur. Singh & Sonnenburg (2018) stated that brand personality can affect customer engagement with brands through several channels, including its influence on consumers' emotions and attitudes towards brands, as well as consumer identification with brands.

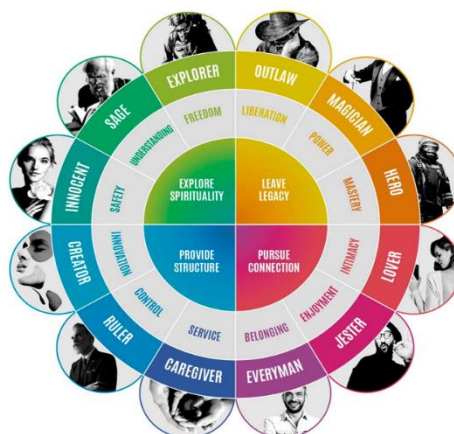


Figure 1: Brand Archetypes Diagram

Source: [iconicfox.com.au](http://iconicfox.com.au)

As an illustration, the largest number of prospective voters who will be involved in the 2024 election will come from the Millennial and Z generations. These two generations are the largest population in Indonesia, which in 2024 will enter the demographic bonus phase. Based on data from the Directorate General of Population and Civil Registration (Dukcapil) of the Ministry of Home Affairs on di.co.id, out of 275.36 million people in June 2022 there were 190.83 million people (69.3%) of Indonesia's population who were in the productive age category (15-64 years).

Millennials in Indonesia themselves have unique characteristics that are influenced by life values, culture and developing trends. Quoting Martikasari, (2019) in Brandstory and Indigenous Value For Millennials, there are at least seven distinctive characteristics or also known as archetypes that they have. If they successfully understand and utilize these seven archetypes, it will be easy for brands to enter and be accepted by them because there is a feeling of proximity. The seven archetypes are:

**Table 1:** Archetype of Phi Generation

Communally, they have a great intention to be accepted in social groups but at the same time also want to be known as having uniqueness and expertise, and not be considered mainstream.
They follow trends, quickly adapt to new things, but still adhere to values that are local wisdom and religious beliefs.
They have a high tolerance for differences but are sensitive to issues related to local wisdom values and the religion they adhere to.
They are independent but family oriented, holding them responsible for the happiness of the family, especially their parents, and ultimately being indicators of success in social groups.
They want to contribute and actively voice various social issues that are relevant to them. This desire appears either to actually voice what concerns them or simply to be accepted and approved by their social group.
They are creative in utilizing and optimizing technology, especially social media to be able to continue to be connected with their social groups, but also feel that hanging out is an effort to reinforce their existence.
Have the passion and ability to move the environment and society for the better but are often premature in understanding an idea or innovation.

In the perspective of personal branding, this brand archetype can also be adopted to identify what kind of persona the actor wants to build. Through clear and detailed identification of brand archetypes, it will be easier for actors to formulate ways and patterns of communication used to build their image. Manon, Kruikemeier, & Lecheler (2020), in previous research, revealed that the use of a more emotional and personal communication style can be a tool that has a beneficial impact on politicians' impression management. Uploading content that contains emotional and personal elements on the social media platform Facebook has a positive effect on audience engagement, and shows the audience's demand for a more intimate and emotional impression.

Personal branding itself is an important element in political marketing. Personal branding can be an asset and provision to fight in the political arena. Political actors need to realize the importance of building personal branding from the start because then it will be easier for them to increase their electability and chances of being elected.

Building your own personal branding certainly requires the right strategy and adjusting the profile of the target voters. Social media is a tool that can be maximized to gain popularity and electability. It's just that the use of social media needs to be accompanied by the implementation of the right strategy so that the business carried out and the capital spent can be effective and efficient.

### **Social Media in Political Marketing**

Basically, the concept of political marketing is not much different from the concept of marketing in general. The elements of Product, Price, Place and Promotion are the foundation for strategic planning for winning political candidates. Technological developments, especially in the field of communication in the form of social media, have opened up many opportunities for political marketing. Social media can be a tool to build and strengthen the personal branding of political actors (products). Utilization of social media has also been proven to reduce promotion costs. Another advantage is that social media is also capable of creating alternative public spaces as well as being used as a tool to shape public opinion. The various features possessed by each platform allow political actors to quickly build popularity. Of course, this affects the electability of those concerned.

The strength of this social media has made it increasingly loved by political actors and has recently become their main media for campaigning. Social media is able to provide an inclusive stage that can be used and enjoyed by many people. Anyone can express ideas, carry out campaigns and even criticize any issue. As long as they can understand the rules of the game and what kind of character the audience faces in the existing virtual public space, social media can be a playground full of opportunities to be kidnapped.

Arief (2019) in his research on Political Marketing in the Digital Age: A Case Study for the 2019 Presidential Election, revealed that the presidential and vice-presidential candidate pairs used social media to increase brand awareness, emotional appeal, personal branding, and image building. However, the use of social media in the 2019 presidential election campaign had both positive and negative impacts on society. These impacts include increased political participation, political polarization, the spread of hoaxes to political violence. Therefore, the Government and NGOs need to control and monitor the use of social media in political campaigns to prevent negative

impacts from arising. This finding was also reinforced by Boase & Kwon (2019) which revealed that there was a positive relationship between social media users and political participation. However, these results may vary depending on the type of participation being measured.

Interestingly, the character of the audience of social media users is very diverse. What stands out the most is that they are not typical passive audiences who only receive messages without being able to reject or filter them. Social media audiences have an active character and tend to be critical, although some of them prefer to be spectators of the "commotion" that occurs in the virtual public space. This is where it is important to prepare the right political marketing strategy to be able to capture the opportunities that exist to the fullest.

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### **Multi-Platform Strategy Concept in Social Media & Political Marketing**

As previously discussed, the flexible existence of social media can be used as a tool capable of being integrated into various elements of political marketing. To be able to maximize the potential of this social media, a mature strategy is needed. Push, pull and pass marketing are several strategies that are quite familiar and are applied in marketing concepts both in general and in the political context. However, in social media there are also other strategies that can be applied, such as a multi-platform strategy. The multi-platform strategy itself is a series of cross-platform activities on social media that prioritize consistency and suitability of the meaning of the message you want to build.

In the digital context, a multi-platform strategy means efforts to integrate and optimize various existing channels and platforms in order to convey messages for information needs, promotional education, increasing brand visibility to branding activities. To be able to integrate and optimize various existing channels and platforms, it is important to understand the profile and preferences of each audience. This is because each of these channels and platforms has various characteristics that accompany the various features it has. Various platforms that can be used include websites, social media, mobile applications and others.

Nugroho & Syaifudin (2021), in their research, revealed that Covid-19 forced various political parties to adapt and use social media for campaigning. In this effort, the use of social media platforms such as Facebook Live, Instagram Stories and YouTube Live Streaming is used to conduct public debates, panel discussions and interviews with candidates, as well as provide information about political party programs and policies. Ma'aruf & Putra (2019), in his research on the effectiveness of the use of social media on Joko Widodo's 2019 personal branding, found that the use of Instagram as a communication medium proved effective in forming the character's personal branding among first-time voters. As many as 70.6% of the respondents felt that with various uploads about Joko Widodo's activities on the platform, he was able to show himself as

having a populist personality, being simple, and having a positive impression. This is also reinforced by the findings of Kurniawan & Kurniawan (2019), the use of social media platforms such as Instagram, Facebook, Twitter and YouTube is used to reach various segments of voters and increase voter participation. However, implementing a multi-platform strategy on social media requires a campaign team that is reliable and skilled in managing various social media platforms.

### **Personal Branding & Self Presentation in Social Media**

The majority of people pay attention to the image they want to present to others. They will think about and prepare how they act, what to say, even how to convey it. As Goffman put it in his book *The Presentation of Self in Everyday Life*: "Our existence in society is like a theater. In the theater there is a "stage" (stage). There is an audience. It is on the stage that we perform. Thousands of spectator eyes are on us. Every performance is graded. And, that assessment forms a self-image as well as a social-image" (Rongrong, 2018: 121)

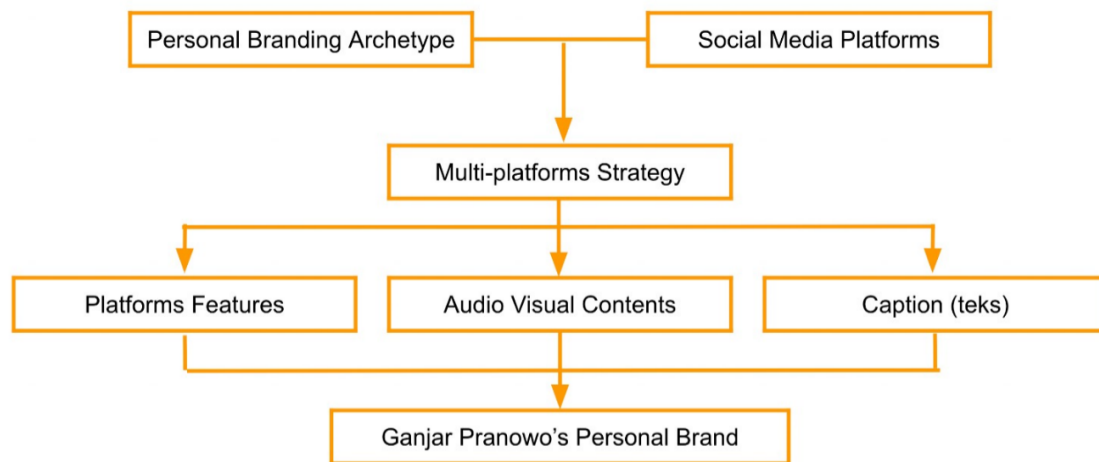
This self presentation is done in order to build a positive perception to get a good image. Self presentation on social media itself can be shown through uploads to how to interact with its followers. As revealed by Kim & Kim (2019) in *Exploring the Effects of Social Media on Personal Brand Image and Celebrity Brand Image*, the use of social media can help strengthen personal brand images and celebrity brand images. However, there are differences in the effect of social media on the two types of brand image. Meanwhile Abimanyu and Pratiwi (2020), explained that social media is now increasingly being used as a personal branding medium for several content creators such as KIFLYF which presents its content with certain themes. In this study it was stated that KIFLYF builds its personal branding with self-presentation on the Youtube platform through four strategies, namely ingratiation, self-promotion, exemplification, and supplication.

Departing from Goffman's opinion, we can see social media as a stage where the account owner is the actor and other platform users who are exposed to content from the actor are the audience. The concept of audience here is very broad because the features possessed by social media allow someone to be exposed to or even intentionally access the content of an account even though they are not followers (followers/subscribers). Social media is also an easier stage and has great potential to be used in order to form the image that the actor wants. By maximizing the use of the features provided by each platform, actors can arrange what things they want to display for the audience in order to form their social identity.

Machmiyah (2019), stated that in utilizing social media, users try to "decorate" content that is created and shared with others according to their respective goals. This is inseparable from everyone's branding efforts on social media because everyone wants to show their best parts to others, including in cyberspace. Even though self-representation on social media cannot be completely true or close to reality, it is not wrong if we represent ourselves on social media by giving a good and positive impression. By uploading and creating good content, a cool and peaceful narrative will be created on social media.

## Methods

The method used in this research is content analysis with a qualitative approach. The data used in this study are primary and secondary data. Primary data comes from Ganjar's official account on the Facebook, Twitter, Instagram and Youtube platforms, in the form of screenshots of uploads on these accounts. The secondary data used comes from textbooks, journals, scientific articles, literature reviews which contain the concepts studied. To make it easier for the reader to understand the plot, it can be seen from the following framework:



**Figure 2:** Research Thinking Framework  
Source: Processed by the Author

## Result and Discussion

### Self Presentation of Ganjar Pranowo in Social Media

The majority of people pay attention to the image they want to present to others. They will think about and prepare how they act, what to say, even how to convey it. As Goffman put it in his book *The Presentation of Self in Everyday Life*: "Our existence in society is like a theater. In the theater there is a "stage" (stage). There is an audience. It is on the stage that we perform. Thousands of spectator eyes are on us. Every performance is graded. And, that assessment forms a self-image as well as a social-image" (Rongrong, 2018: 121)

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The use of social media as a political communication tool aims to build public trust. One political figure who is active in using social media, such as Instagram, to communicate and interact in two directions is Ganjar Pranowo. By using social media, Ganjar Pranowo succeeded in getting closer to the community so that he was successfully elected as Governor of Central Java for two terms. Rahman (2021), in a previous study, revealed that Ganjar Pranowo's success was partly due to the four personal branding strategies he carried out. The four strategies are determine who you are, determine what you do, position yourself, and manage your brand. Thanks to these four strategies, Ganjar Pranowo became closer to the people and more easily accepted. Social media provides an opportunity for Ganjar Pranowo to present himself and build a good image in the eyes of the public.

Social media as a stage requires strong and consistent self-presentation to be displayed. Self presentation itself is an effort made by someone to show or present themselves in a certain way to their audience. Self Presentation as part of efforts to build personal branding is very important to be designed and prepared as carefully as possible. Appropriate, strong and consistent self-presentation will be indispensable in building brand trust and perceived attractiveness. This is reinforced by the findings of Rosyada (2018) in his research which shows that personal branding has an important role in increasing the electability of a politician. This is also in accordance with the findings of Kim and Lee (2019) in their research Self-presentation on Instagram: The Influence on Perceived Attractiveness and Brand Trust, which shows that self-presentation has a positive effect on perceived attractiveness and brand trust. In addition, the type and frequency of content posted also affects the level of perceived attractiveness and brand trust given by Instagram users.

### **Brand Archetype Ganjar Pranowo on Multi-Platform Social Media**

Along with the development of technology, political actors use their personal social media accounts as a channel of communication in a political context. In this effort, if they succeed in obtaining a positive response from the public, this can have an impact on increasing their popularity and electability on the national political stage. Hidayati (2021), in her research on political communication and branding of political leaders through social media, revealed that several political leaders who have become the object of her research use social media optimally to communicate with their citizens. They use digital content as a means to gain public support and trust, as well as build their image as political leaders who are populist, professional, humane and responsible.

When linked in the context of a brand, self presentation must be guided by the relevant brand archetypes. Based on the concept of brand archetypes developed by Step Change in Pearson (2017: 2), there are at least twelve types that can be models in branding. The twelve types are the Ruler, the Sage, the Hero, the Explorer, the Outlaw, the Regular, the Creator, the Caregiver, the Innocent, the Lover, the Jester, and the Magician. Wulandari (2019), in his research, revealed that the three politicians he studied used Instagram in different ways. Anies Baswedan and Joko Widodo mostly uploaded photos showing their activities on various occasions, while Prabowo Subianto mostly uploaded photos showing himself in a strong and authoritative position.

The application of archetypes to brands creates an emotional impact on the audience. This happens because they recognize these traits in themselves and ultimately feel more relevant and connected to the brand. At a certain level, the audience's perceived relevance and connection to

the brand can increase their chances of becoming loyalists and even evangelists for the brand because they feel more emotionally connected. Based on the identification of Ganjar's activities on his social media accounts, it appears that he has consistently built his personal branding. This consistency can be seen from the selection of messages and how the messages are conveyed. Based on the profile displayed and various uploads on all social media platforms, it can be said that Ganjar is trying to build his persona with three brand archetypes, namely as a Caregiver, Jester, as well as The Regular Guy. Here is the explanation:

- a. The Caregiver or the nanny is an archetype model who shows a caring and caring character to her audience. Brands with this type of archetype tend to be committed to values such as caring, empathy, cooperation and support. Ganjar shows this character through his activities on social media including uploads related to his daily activities as a public servant in accordance with his responsibilities as a governor.
- b. The Jester or the comedian describes the characteristics of a brand that is fun, creative, and passionate. This brand has a tendency to be lighthearted, mischievous, and often employs innovative and creative marketing techniques out of the ordinary. In social media activities, Ganjar shows this character through his speaking style in answering comments and some of the captions on his uploads. Uploads in the form of videos of his daily activities also often feature the figure of Ganjar who likes to convey messages or answer questions with jokes inserted.
- c. The Regular Guy usually displays a simple character, honest and easy to approach. These characters also make an effort to show that they understand their audience. Ganjar consistently displays his figure as a regular guy through his style of speaking to his candid way of dressing in each of his uploads.

### **Ganjar's Multi-Platform Strategy on Social Media**

Appropriate, strong and accepted personal branding by the audience can help political actors to increase their popularity and electability. Ganjar's own success cannot be separated from his personal branding strategy and approach to prospective voters through various social media platforms.

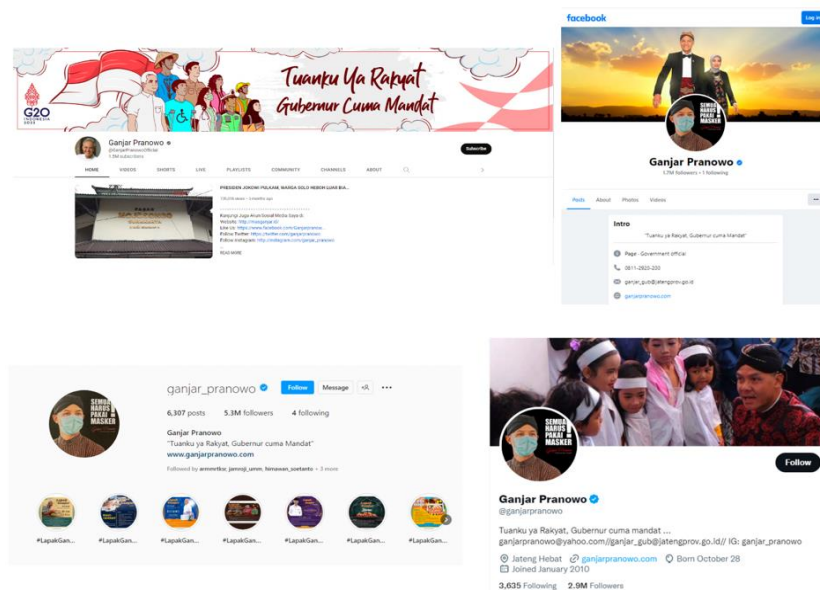
When described in more detail, we can see the multi-platform strategy implemented by Ganjar on his social media from three perspectives. The first point of view is the platform as a tool, the second point of view is the visual content (including photos and videos) and the third is the caption content which becomes the narrative of the uploaded visual content.

Based on Ganjar's social media activities, it can be mapped out the strategies used are as follows:

**Table 2:** Ganjar Social Media Activity Identification Map

<i>PLATFORM FEATURES</i>		<b>AUDIO &amp; VISUAL CONTENT</b>	<b>CAPTION</b>
<b>FACEBOOK</b>	<i>Like, Comment, Share, Posting (Video, Foto)</i>	<ul style="list-style-type: none"> <li>- Using vlog style</li> <li>- Pieces of activity documentation</li> <li>- Repost posters or activity information</li> </ul>	<ul style="list-style-type: none"> <li>- Using storytelling style</li> <li>- Point of Views yourself,</li> <li>- straightforward,</li> <li>- contains clear information,</li> <li>- insert humor in some content,</li> <li>- use familiar terms</li> </ul>
<b>TWITTER</b>	<i>Tweet, Replies, Retweet, Likes, Share, Thread, Explore (Hashtag), Pinned</i>		
<b>INSTAGRAM</b>	<i>Feed, Reels, Story, Repost, Live, Pinned Post, Highlights</i>		
<b>YOUTUBE</b>	<i>Like, Comment, Subscribe, Share, Live Streaming, Video Upload, Premiere, Shorts</i>		

The use of social media can fill the void in the aspect of "real-time interaction" which is not owned by other mainstream media. However, the use of social media for personal branding purposes cannot be done partially. Especially if what you want to achieve is the success of building a strong and relevant personal branding that even becomes top of mind in the minds of prospective voters.



**Figure 3:** Display of Ganjar Pranowo's Youtube, Facebook, Instagram and Twitter profiles  
 Source: Ganjar Pranowo's Youtube, Facebook, Instagram and Twitter account pages

The concept of a Multi-Platform Strategy in Social Media has indeed been implemented by Ganjar. It's just that the implementation strategy is still standard, namely by posting the same content on all social media platforms used. If you look further, of course, the various audience profile descriptions from each social media platform used clearly have different characteristics. Ganjar Pranowo himself has tried to adapt his content and communication style to this.

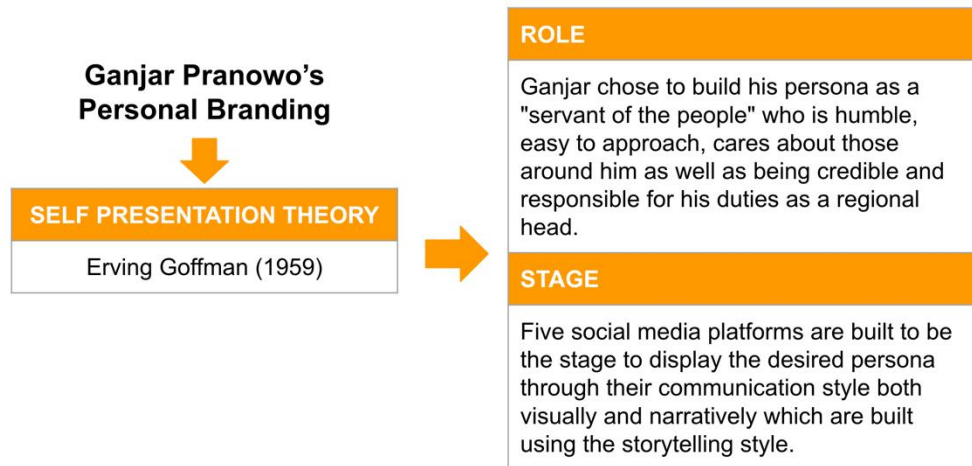


**Figure 4:** Example of Ganjar Pranowo's Activities Content on Youtube  
Source: Ganjar Pranowo's YouTube account



**Figure 5:** Example of Ganjar Pranowo's Activities Content on Twitter  
Source: Ganjar Pranowo's Twitter account

In the political context, the success team and even the political actor himself must understand that the different characters of each character also have implications for the different characters of the audience they face. It is also the character of this audience that should determine how content is created, how to interact on each platform to how the campaign is suitable for integrating the various platforms used.



**Figure 6:** Picture of Ganjar Pranowo's Self Presentation on Social Media  
Source: Processed by the Author

## Conclusion

Social media as a tool can provide many benefits when we understand what its characteristics are and how to maximize the various features it offers. Social media is no longer an alternative media for building personal branding. Its growing existence can actually become the main platform used besides the mainstream media.

Borrowing from the perspective of Goffman's Self-Presentation theory, Ganjar chose to build his persona as a "servant of the people" who is humble, easy to approach, cares for those around him as well as credible and responsible for his duties as a regional head. Social media is built to be his stage to display this persona through his consistent communication style both visually and narratively which is built using his storytelling style. How Ganjar maximizes the use and consistency of his social media performance will be able to help him build a strong persona. The multi-platform strategy that is used by considering the profile of followers and target candidates becomes a medium that further strengthens its positioning in the eyes of prospective voters.

Thus based on the reviews that have been done, it can be concluded that Ganjar uses at least 2 main strategies in building his personal branding. The first is to choose and build his persona as a regional leader as well as a public servant who has the archetype characters of The Care Giver, The Jester and The Regular Guy. Second, these three archetypes appear consistently through multi-platforms on social media using Facebook, Twitter, Instagram and Youtube.

Going forward, the political battle in 2024 will bring up many interesting new potentials and perspectives for research. Some research opportunities that can be followed up include looking at receptions from Ganjar Pranowo's audience on various platforms regarding his uploads. Thus

it will complete the perspective as well as evaluate how the performance of Ganjar Pranowo's personal branding strategy in strengthening his image as a regional leader as well as a public servant who is what he is.

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