

GANJAR PRANOWO'S POLITICAL IMAGE IN ELECTABILITY AS 2024 PRESIDENTIAL CANDIDATE

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Abstract

This study aims to determine the political image of Ganjar Pranowo in electability as a 2024 presidential candidate. The research observation was conducted on the news of the cancellation of the 2023 u-20 world cup in online media Detik.com, Kompas.com, CNN Indonesia, and Tribunnews. *The theory used to examine the theory of political image Soleh Soemirat (2002). The method used in this research is a quantitative method using krippendorff content analysis. Based on the research that has been conducted, the result of this study is that from the four categories stated in Political Image Theory according to Soleh Soemirat, Ganjar Pranowo as a presidential candidate does not fulfill one of the Political Images precisely in the Motivation category. However, Ganjar Pranowo's electability remains good along with Ganjar Pranowo's Political Image which still fulfills the other three categories, namely Perception, Cognition, and Attitude.*

Keywords: Ganjar Pranowo, Political Image, Electability.

INTRODUCTION

New Media or commonly called new media emerged as a result of technological innovation. New media has a multi-directional nature, new media encourages and even accommodates responses and has a variety of forms and content (McQuail, 2011). This media refers to content that can be accessed anytime, anywhere, on loyal digital devices, and has the ability to interact between information providers and information recipients and allow creative participation from various parties. It seems very crowded

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