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Personal Branding of Anggi Arando Siregar in the 2024 Legislative Election for the DKI Jakarta Regional House of Representatives (DPRD) Electoral District II

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ABSTRACT

This study aimed to analyze Anggi Arando Siregar's personal branding through social media activities and face-to-face interactions in political communication during the 2024 Legislative Election for the DKI Jakarta Regional House of Representatives (DPRD) in Electoral District II. This study employed a descriptive qualitative method. The research involved eight informants, consisting of one key informant, three campaign team members, and four constituents selected through purposive sampling. Data were collected through in-depth interviews, observation, and documentation and analyzed using an interactive model involving data condensation, data display, and conclusion drawing and verification. The findings showed that Anggi Arando Siregar's personal branding was developed through eight characteristics: specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill. These characteristics were reflected in behavioral consistency, concern for education and health issues, a simple communication style, a down-to-earth appearance, active community engagement, and continuous public service. Instagram functioned as a platform for documenting activities, disseminating information, and maintaining communication with the public. Symbolic interactions through language, appearance, actions, and direct experiences contributed to the construction of positive perceptions of Anggi Arando Siregar as a caring, approachable, and service-oriented political figure. Social proximity developed through direct interactions and community assistance further strengthened political trust and support among constituents. This study concluded that Anggi Arando Siregar's personal branding was developed through the integration of digital communication and face-to-face interactions, as well as consistency between the image communicated to the public and his actual actions.

INTRODUCTION

Legislative elections constitute an arena of political competition in which candidates increasingly compete on the basis of their individual political identities. Indonesia's open-list proportional electoral system encourages candidates to rely not only on party strength but also on building distinctive identities and public images that differentiate them from other candidates, including those from the same party. This reflects a broader shift from party-centered toward candidate-centered politics, in which electoral competition increasingly involves candidates' personal branding and relationships with voters. Lees-Marshment (2019) notes that open-list systems can intensify competition not only between parties but also among candidates within the same party. Under such conditions, a strong public image, consistent

relationships with constituents, and clear differentiation from competitors become important elements of candidates' political communication strategies.

Dominika and Susilo (2024) define personal branding as the process of consistently identifying and communicating an individual's distinctive attributes to a relevant audience so that the individual becomes associated with particular valued qualities. In the political context, personal branding involves not only image management but also the construction of leadership narratives, the articulation of values relevant to constituents, and the development of trust as an important component of electoral relationships. Kesuma and Yuningsih (2025) argue that, within contemporary political marketing, candidates can be understood as political brands that must be communicated in distinctive and memorable ways. Their findings highlight perceived authenticity—the extent to which voters perceive candidates as genuinely reflecting the values and characteristics they communicate—as an important dimension of personal branding associated with voting behavior. Such perceptions may develop through consistency between communicated messages and observable conduct rather than through image management alone.

One of the most significant transformations in political communication over the past decade has been the growing role of social media as a campaign platform. McNair (2018) emphasizes that contemporary political communication requires candidates to manage the messages and symbols representing their identities across multiple communication arenas. These platforms enable candidates to communicate directly with voters, reduce their dependence on traditional mass-media gatekeepers, cultivate online communities of supporters, and present personal dimensions of their identities that may strengthen perceived closeness with constituents. Kurniasih and Setianti (2024) similarly find that candidates' activity on digital platforms is associated with electoral performance, although effective communication depends not only on the intensity of their presence but also on content quality and their ability to establish meaningful interactions with voters. These findings indicate the relevance of integrating digital communication with sustained face-to-face engagement within constituent communities. Indonesian studies of political personal branding on Instagram have examined figures such as Anies Baswedan (Al-Furqon & Febriana, 2025; Hidayati, 2024), Pramono Anung (Andriza & Marsyedi, 2025), and Rano Karno (Cahyaningrum & Zamzamy, 2025), while research on legislative candidates has addressed demographic factors and political trust (Aribowo, 2025), self-image in digital media (Ariwibowo, 2025), and campaign billboards (Chumaeson et al., 2025).

Social proximity complements the analysis of personal branding because voters' perceptions of candidates may be shaped not only by political messages but also by interactive experiences through which candidates are perceived as understanding or sharing constituents' values, experiences, and concerns. In this context, social proximity provides a useful perspective for examining how personal branding is experienced through direct and digitally mediated interactions.

This study focuses on Anggi Arando Siregar, a legislative candidate nominated by the Gerindra Party for DKI Jakarta Electoral District II, encompassing Cilincing, Koja, Kelapa Gading, and the Thousand Islands, in the 2024 legislative election. As a young political figure who founded the Pustaka Garuda reading community before entering electoral politics, Anggi Arando progressed through Gerindra's grassroots cadre process and contested the election as

a first-time legislative candidate without an established electoral base in the district. Gerindra had secured only one legislative seat in the district in the 2019 election. Pre-election surveys also recorded Gerindra among the parties receiving substantial national support (Median, December 2023: 22.3%; Indikator Politik, January 2024: 18.1%; see Detik.com, 2023; Kompas.com, 2024). Gerindra's communication in the run-up to the 2024 election has also been examined in terms of the adaptation of social media logic (Gunawan, 2024). Against this political context, Anggi Arando sought to benefit from the party's electoral momentum while competing with more established candidates in the district. A Jayakarta Survey Center poll conducted between December 27, 2023, and January 2, 2024, recorded his personal top-of-mind electability at 3.51% amid competition among 160 candidates for nine seats. He subsequently received 13,775 votes and secured a seat in the DKI Jakarta Regional House of Representatives (DPRD). The difference between his pre-election survey result and final vote total provides an empirical context for examining how his personal branding and constituent engagement developed during the electoral process.

This context raises an important question regarding how political meanings and perceptions were constructed through interactions between a political newcomer and constituents in a district where established candidates also competed for support. As a young political actor who entered the district without an established sociological base, Anggi Arando's case provides an opportunity to examine whether and how social proximity was constructed through sustained political communication. Whereas previous studies such as Mujani et al. (2018) have examined voter behavior through broader variables such as party identification and political leadership, this study adopts a micro-interactional perspective. Drawing on symbolic interactionism, the study examines political communication as a dynamic process in which meanings are constructed and negotiated through interaction and feedback. Accordingly, Anggi Arando's communication is examined through the messages, symbols, and interactions used to interpret constituents' concerns and communicate responsiveness. This study therefore seeks to deepen understanding of personal branding in legislative political communication in DKI Jakarta Electoral District II and to examine the role of social proximity in candidate–constituent interactions.

Drawing on Peter Montoya's personal branding framework, symbolic interactionism, and the concept of social proximity, this study seeks to answer three research questions: how Anggi Arando Siregar built his personal branding through Instagram and face-to-face interactions in the context of the 2024 legislative election in DKI Jakarta Electoral District II; what messages and symbols he used in constructing his personal branding across these communication channels; and how he developed social proximity with constituents in Electoral District II through communication that integrated digital and community-based interactions.

In line with these research questions, this study aims to examine how Anggi Arando Siregar built his personal branding through Instagram and face-to-face interactions during the 2024 legislative election in DKI Jakarta Electoral District II, identify the messages and symbols used in constructing his personal branding across both communication channels, and examine how he developed social proximity with constituents through a communication strategy integrating digital and community-based interactions.

This study contributes to political communication scholarship by extending the application of symbolic interactionism, originally developed within microsociological traditions, to the study of local legislative candidates' political communication in Indonesia, an area in which its application remains relatively limited. Specifically, the study examines how symbolic-interactionist concepts such as meaning, shared meaning-making, and identity can be applied to understand contextual processes of political communication. It also addresses a gap in Indonesian political communication literature, which has frequently focused on executive-level electoral contests (Ismail & Sofyan, 2023) and the use of mass and social media in political campaigns, by examining legislative-level political communication and face-to-face interaction strategies in an urban electoral setting. Methodologically, the study employs a qualitative interpretive case study design using in-depth interviews, participant observation, and document analysis to examine the interaction between digital communication, face-to-face engagement, personal branding, and social proximity.

Practically, this study provides an empirical reference for understanding how legislative candidates manage symbolic resources and establish relationships across socially heterogeneous electoral constituencies. By examining Anggi Arando's role-taking processes and interactions with constituents, the study illustrates how perceived political presence and social proximity can be constructed through repeated digital and face-to-face communication. It also provides insights into micro-level political communication strategies by examining how shared values, symbols, and two-way interactions can contribute to candidate–constituent relationships. For political parties, the findings may inform candidate development and communication training, particularly regarding the importance of maintaining alignment between party identity and locally responsive communication. Finally, the study may contribute to political communication literacy by helping voters critically examine how political actors use symbols, personal images, and interpersonal proximity to construct political identities and relationships during electoral campaigns.

METHOD

Research Paradigm and Approach

This study adopted a constructivist paradigm to understand the experiences, perspectives, and meanings constructed by informants regarding Anggi Arando Siregar's personal branding during the 2024 DKI Jakarta Regional House of Representatives (DPRD) Legislative Election in Electoral District II. Knowledge was generated through interactions between the researcher and informants, with interpretations grounded in their accounts and experiences. This paradigm was consistent with symbolic interactionism, which guided the examination of how constituents constructed meanings and perceptions of Anggi Arando through his communication, behavior, expressions of concern, and actions during the campaign.

This study employed a qualitative approach to explore and interpret the meanings that individuals and groups attributed to their social experiences (Creswell & Creswell, 2023; Creswell & Poth, 2024). The approach enabled an in-depth examination of how informants interpreted Anggi Arando's personal branding and interactions with constituents within the context of the 2024 legislative election.

Informant Selection

Informants were selected using purposive sampling, targeting parties with direct or indirect knowledge, experience, and involvement in Anggi Arando Siregar's political communication and personal-branding process. Selection criteria included: (1) direct involvement in Anggi Arando's campaign communication activities; (2) knowledge of the planning, implementation, or strategy of his communication and personal branding; (3) community members/constituents who had interacted with, followed, or were aware of his political communication activities; and (4) willingness to provide information relevant to the research focus. A total of eight informants were selected: one Key Informant, three supporting informants from the campaign team, and four community/constituent informants, as summarized in Table 1 below.

Table 1. Research Informants

No.	Informant	Status	Description
1	Anggi Arando Siregar	Key Informant	Main research subject
2	Raja Deddy	Campaign Team	Involved in campaign strategy formulation
3	Erwin Anugrah	Campaign Team	Involved in campaign implementation
4	Adam Mahendra	Campaign Team	Involved in field activities and community communication
5	Panca Dharma	Constituent/Public	Voter in Electoral District II, DKI Jakarta
6	Hendra Gunawan	Constituent/Public	Voter in Electoral District II, DKI Jakarta
7	Benny Suryanto	Constituent/Public	Voter in Electoral District II, DKI Jakarta
8	Rudi Prasetyo	Constituent/Public	Voter in Electoral District II, DKI Jakarta

Source: Primary data, 2026

Data Collection Technique

a) Primary Data

Obtained through in-depth, semi-structured interviews with the Key Informant and supporting informants regarding personal branding, political communication activities, social media use, and community interaction; and through observation of Anggi Arando's political communication activities, both direct community interaction and social media activity, to complement and contextualize the interview data.

b) Secondary Data

Obtained through documentation of campaign activities (photos, recordings, documents); documentation of social media activity, particularly Instagram (photos, videos, captions, reels, stories, and digital interactions); and supporting literature and documents on personal branding (Aldapratiwi & Wahyono, 2024; Dominika & Susilo, 2024), Symbolic Interaction Theory (Blumer, 1969), political communication, and the Legislative Election.

Data Analysis Technique

Data analysis followed Creswell and Poth's (2024) interactive analysis model, comprising data condensation, data display, and conclusion drawing and verification,

conducted continuously and iteratively from data collection through conclusion-drawing so that data from multiple sources could be connected and understood in relation to the research focus. Conclusions were not treated as final results but were repeatedly verified by cross-checking interview, observation, and documentation data to ensure adequate empirical support.

Data Validity

Data validity was established through triangulation of source, technique, and time (Sugiyono, 2019). Source triangulation compared and cross-checked information across multiple informants and against supporting documentation (activity records, social media posts, campaign documents, media coverage), rather than relying on a single informant's account. Technique triangulation compared data obtained through interviews, observation, and documentation to ensure convergence across different collection methods. Time triangulation involved re-checking information at different points in time, since the timing of data collection can affect the credibility of informants' accounts under differing conditions and situations.

RESULTS AND DISCUSSION

Overview of the Research Object

Anggi Arando Siregar is a young legislative candidate who contested the 2024 DPRD Legislative Election in Electoral District II, DKI Jakarta (North Jakarta), building his political communication through a combination of direct community engagement ("blusukan"/grassroots visits) and Instagram-based digital communication. This study examines how his personal branding was constructed through the integration of digital and interpersonal communication during the campaign period.

Personal Branding Dimensions

Drawing on observation, interviews, and documentation, the study finds that Anggi Arando Siregar's personal branding was constructed through the integrated application of Peter Montoya's eight personal-branding characteristics: specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill. Key findings for each dimension are summarized below.

1) **Specialization**

   Reflected in Anggi Arando's focus on issues of primary public concern - particularly education, health, and public services - forming a central part of the political identity he sought to build.

2) **Leadership**

   Reflected in his willingness to take responsibility, respond to community problems, become directly involved in resolving issues, and provide direction to his team.

3) **Personality**

   Reflected in his character as simple, friendly, open, and close to the community - displayed not only in political communication but also in direct interaction, reinforcing the impression that his public image matched his authentic character.

4) **Distinctiveness**

Reflected in what differentiated him from other legislative candidates, particularly his direct presence among the community, responsiveness to residents' concerns, and emphasis on concrete action over mere political promises.

5) **Visibility**

Built through the combination of Instagram presence and direct involvement in community activities; grassroots visits, resident interactions, and activity documentation were used as digital communication content, meaning visibility was built through both social media frequency and directly felt physical presence.

6) **Unity**

Reflected in the alignment between the identity displayed on Instagram and his actual behavior in the field - his image as simple, friendly, and close to the community was confirmed through residents' direct interaction experiences, not only through social media content.

7) **Persistence**

Reflected in his steadfastness in maintaining his identity, issue focus, communication pattern, and community relationships over time, with education and health remaining consistent priorities and closeness with the community sustained through repeated activities and interaction.

8) **Goodwill**

Reflected in various forms of care and service to the community, such as helping resolve education, health, and other community needs - building the perception that Anggi sought not only political support but also genuinely cared for community needs, thereby building trust and positive relationships.

Overall, these eight interrelated characteristics jointly shaped Anggi Arando's image as a political figure close to the community, responsive to residents' concerns, and oriented toward concrete action - rather than being built through Instagram communication alone.

Instagram as a Personal Branding Medium

Instagram played an important supporting role in personal branding through content (photos, videos, activity documentation) that informed the public of Anggi Arando's activities, programs, and commitments; self-representation, in which published content functioned not merely as information but as a representation of political identity emphasizing closeness to the community; and engagement, in which interaction on Instagram reinforced communication between Anggi Arando and constituents, allowing relationships built through face-to-face activities to be sustained in digital space.

Symbolic Interaction in Meaning-Making

Using Herbert Blumer's Symbolic Interaction Theory, the study examined how political language, meaning-making, perception, and social proximity shaped the public's understanding of Anggi Arando Siregar. The public's perception was found to form not instantly but through a series of experiences accumulated during interaction, with each act of communication, behavior, and action shown by the candidate becoming the basis for the community's judgment of his character, care, and credibility. A change in modes of address - from the formal “Pak” (“sir”) to the familiar “Abang” (“brother”) - and residents' spontaneous gestures of hospitality were identified as key symbolic indicators of a shift from formal

candidate-voter relations toward personal relationships grounded in trust and emotional closeness.

"Genuine acceptance from residents can be felt through small, sincere things. For example, when residents no longer stiffly call me ‘Pak,’ but already call me ‘Abang.’ Or when mothers voluntarily offer their cooking while I'm out walking around. What people see is sincerity, and what comes back - sincere prayers and unconditional support - is proof that my efforts have touched their hearts." (Interview with Anggi Arando Siregar, 2026)

"We know residents have accepted Mas Anggi from how they address him. Now they no longer use formal terms - they call him very familiarly. They're no longer shy about confiding in him or just greeting him when they meet him on the street. That's the clearest sign that residents already consider him one of their own." (Interview with Raja Deddy, 2026)

The study also found that positive perception evolved into symbolic public support, as residents voluntarily wore campaign attire and shared positive accounts of Anggi Arando with neighbors and relatives - interpreted, within a symbolic-interaction framework, as an act of meaning reproduction through inter-resident communication.

"Our strategy worked when residents started calling out Mas Anggi's name warmly whenever he passed by. The response was very positive - many residents voluntarily told their neighbors and relatives about his good deeds. When residents proudly wear our shirts or attributes in daily activities, that's a sign they've truly accepted and trust the good image we've built together." (Interview with Adam Mahendra, 2026)

Social Proximity, Acceptance, and Sustainable Relationship

The study found that social proximity in Anggi Arando's personal branding was not built on shared ethnic identity or regional origin, but through cultural adaptation, intensity of presence, warm interpersonal communication, and demonstrated care for community needs - producing social symbols interpreted by residents as representing closeness, such that Anggi Arando came to be seen not as an outsider but as part of the community. Community acceptance was evident in his welcome by diverse groups (community leaders, neighborhood/RT-RW officials, religious study groups, youth communities, and small-business actors) and in residents' willingness to actively voice their aspirations and concerns to him, reflecting trust that he could provide attention and solutions.

"The two main keys that made people trust me are consistency and quick proof. Residents are tired of promises that only appear once every five years. When they saw me really helping arrange an ambulance for a sick resident, or resolving a school-related issue for their child before the election even took place, that's where trust took firm root. They saw me as someone who works with the heart, not just with words." (Interview with Anggi Arando Siregar, 2026)

Regarding sustainability, informants emphasized that Anggi Arando's success stemmed from the synergy of concrete fieldwork, digital media as a personal-branding tool, open political communication, emotional closeness with the community, and campaign-team cohesion. Community members also expressed hope that his demonstrated character would be sustained after taking office.

"There was one event I'll never forget - the Senam Gemoy (exercise event) in Electoral District II. The atmosphere was electric! The field was packed, women in blue shirts all danced

along enthusiastically with Mas Anggi. It didn't feel like a stiff campaign event, but like a genuine community celebration." (Interview with Raja Deddy, 2026)

"My only hope is that Mas Anggi stays consistent like this and never changes, even once his responsibilities grow bigger. I really want to see him keep visiting these alleyways just to ask how we're doing, even after becoming an official. Just keep succeeding, Mas Anggi - never forget the struggles of ordinary people like us." (Interview with Panca Dharma, 2026)

Discussion

Synthesis of Personal Branding Strategy

The public's perception of a political candidate does not form instantly but develops through a series of experiences accumulated during interaction; every act of communication, behavior, and action becomes the basis on which the community judges character, care, and credibility. This study confirms that Anggi Arando's personal branding operated as an integrated system in which the eight Montoya dimensions functioned interdependently rather than in isolation - his focus on education and health (specialization) was reinforced by direct, responsive leadership in resolving community problems, expressed through a simple, approachable personality, and made distinctive through his emphasis on concrete action over political rhetoric, all made visible through combined digital presence and physical grassroots engagement (visibility), consistently aligned between online and offline behavior (unity), sustained over time (persistence), and grounded in genuine community service (goodwill).

Symbolic Interaction in the Formation of Political Meaning

Consistent with Herbert Blumer's Symbolic Interaction Theory, this study found that community acceptance is the result of individuals' interpretation of symbols, actions, and experiences accumulated through interaction, such that a candidate's acceptance is not built through political narrative alone but develops from lived experience that generates trust and social legitimacy. The shift from formal to familiar modes of address, spontaneous gestures of care from residents, and the voluntary adoption and circulation of campaign symbols by the community itself all represent the reproduction of meaning through everyday inter-resident communication - evidence that Anggi Arando's image had been internalized as part of the community's own social identity, rather than remaining an externally imposed campaign narrative.

Social Proximity as the Foundation of Political Trust

The study demonstrates that social proximity functioned as the foundation upon which political trust was built, constructed not through shared ethnic or regional identity but through cultural adaptation, intensity and consistency of presence, warm interpersonal communication, and concrete demonstrations of care preceding the election itself - actions residents interpreted as evidence of sincerity rather than transactional political promising. This proximity translated concrete service (such as assistance with an ambulance or a child's school document) into durable social trust, positioning Anggi Arando as an accepted member of the community's social fabric rather than an external political actor seeking votes.

Integration of Personal Branding Strategy in the 2024 Legislative Election Victory

The study concludes that Anggi Arando's electoral success in the 2024 Legislative Election resulted from the synergistic integration of concrete fieldwork, digital media as a personal-branding tool, open political communication, emotional closeness with the community, and the cohesion of a closely bonded campaign team. These factors did not

operate independently: fieldwork generated authentic experiences that were then amplified and sustained through Instagram; digital and interpersonal communication reinforced a single consistent identity; and this consistency, sustained over time, produced not only increased electability but durable public trust translating into strong electoral support in Electoral District II, North Jakarta.

CONCLUSION

This study concluded that Anggi Arando Siregar's personal branding during the 2024 DKI Jakarta Regional House of Representatives (DPRD) Legislative Election in Electoral District II was constructed through the integration of digital communication, direct interaction with constituents, consistent political symbolism, and sustained social relationships. These elements contributed to perceptions of an authentic political image and strengthened trust among the participants examined in this study. The findings showed that the personal branding process was not limited to image construction on social media but was reinforced by constituents' direct experiences of interacting with Anggi. The integration of online and offline activities created mutually reinforcing communication experiences through which his communicated image was perceived as consistent with his actual behavior.

More specifically, the study found that Anggi's personal branding reflected Peter Montoya's eight characteristics of personal branding: specialization, demonstrated through his focus on education, health, and public service issues; leadership, reflected in his willingness to assume responsibility and engage with community problems; personality, expressed through a simple, friendly, and approachable communication style; distinctiveness, demonstrated through direct engagement and concrete actions that differentiated his political communication; visibility, maintained through an active presence on Instagram and in community activities; unity, reflected in the alignment between his social media image and actual behavior; persistence, demonstrated through consistency in identity, issue focus, and community relationships; and goodwill, expressed through various forms of concern and public service. Collectively, these characteristics contributed to the construction of his political identity as an approachable, responsive, unpretentious, and service-oriented figure.

The study further found that symbolic interaction contributed to the construction of positive meanings surrounding Anggi's personal branding. Symbols such as simple clothing, accessible language, an informal interaction style, and concrete acts of community assistance were interpreted by informants as representing simplicity, concern, hard work, and social proximity. These meanings were constructed through processes of interaction and interpretation based on both direct experiences and representations on Instagram. Social proximity also emerged as an important element associated with political trust. It was developed through repeated interactions, willingness to listen to constituents' aspirations, informal communication, and involvement in community issues. Informants' experiences of assistance related to education, health, administrative services, and other social concerns contributed to their positive perceptions of Anggi. Overall, the findings indicate that political personal branding can be constructed through the integration of digital communication, interpersonal interaction, concrete action, and sustained social relationships. In this context, personal branding extended beyond image construction to encompass the development of political identity through social experience, symbolic interaction, and behavioral consistency.

This study contributes to personal branding scholarship within political communication by demonstrating that personal branding can be understood not only as the construction and communication of identity through media but also as a process reinforced by constituents' direct experiences of a candidate's actions. Anggi's personal branding, reflected in specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill, demonstrated how these characteristics could operate in combination and be reinforced through direct interaction with constituents. The study also supports the relevance of symbolic interactionism for understanding political image formation by showing how meanings associated with a candidate were constructed through informants' interpretations of symbols, language, behavior, and actions during interactions. Simple clothing, accessible language, relatable messages, and concrete acts of assistance were interpreted as signs of concern, hard work, and service orientation. In addition, the study highlights social proximity as an important element connecting personal branding with political trust. Such proximity was developed not merely through communication frequency but also through willingness to listen, engage with community concerns, and maintain relationships, illustrating how digital communication and community interaction can complement each other in reducing perceived social distance between a candidate and constituents.

Practically, this study provides insights for legislative candidates, politicians, campaign teams, and political communication practitioners regarding the importance of developing personal branding grounded in identity, behavior, and constituents' experiences rather than relying exclusively on image construction. Political communication strategies should therefore maintain consistency between messages communicated through media and candidates' observable behavior. Social media, particularly Instagram, can support personal branding by documenting activities, disseminating information, facilitating public communication, and maintaining interactions with constituents. However, digital communication should complement rather than replace direct community engagement. The findings suggest that integrating digital communication with face-to-face interaction can strengthen the consistency between a candidate's mediated representation and constituents' direct experiences. For campaign teams, this underscores the importance of integrating message management, community engagement, and digital communication so that political communication extends beyond increasing candidate visibility to developing sustained relationships with constituents.

Academically, this study contributes to political communication scholarship, particularly research on political personal branding in Indonesian legislative elections, by connecting political identity construction, social media use, symbolic interaction, and social proximity within a single analytical framework. The findings may provide a reference for future research examining how political candidates construct identities and relationships with constituents through combinations of digital communication and direct interaction. The integration of personal branding, symbolic interactionism, and social proximity may also be examined in other political contexts, including legislative elections, regional elections, and other electoral contests. Future studies could compare multiple candidates, electoral districts, or social media platforms to provide a broader understanding of variations in political personal branding strategies. Research could also examine voters' perspectives, changes in political

perceptions over time, and the sustainability of personal branding after candidates assume public office.

This study had several limitations. First, it employed a qualitative approach involving eight informants—one key informant, three campaign team members, and four constituents. Consequently, the findings were intended to provide an in-depth understanding of participants' experiences and interpretations rather than statistical generalization to the entire population of DKI Jakarta Electoral District II. Second, the study focused specifically on Anggi Arando Siregar's personal branding during the 2024 DKI Jakarta DPRD Legislative Election and did not directly compare his communication strategies with those of other candidates from either the same or different political parties. The study therefore could not establish the comparative effectiveness of his strategy. Third, the analysis focused primarily on Instagram and face-to-face interactions and did not comprehensively examine other communication platforms through which constituents might have formed perceptions of the candidate. Fourth, the findings relied partly on informants' experiences, recollections, and interpretations. Although the data were cross-checked through interviews, observation, and documentation, differences in participants' perspectives remained inherent to the qualitative research process. Fifth, the study examined the personal branding process and its relationship with political communication rather than quantitatively estimating the effects of individual strategies on electoral outcomes. It therefore could not determine the numerical contribution of social media communication, face-to-face interaction, social proximity, or specific personal branding characteristics to Anggi Arando Siregar's electoral performance.

Future research should further examine political personal branding by integrating perspectives from political communication, personal branding, and symbolic interactionism across different electoral contexts. Mixed-methods research could examine statistical relationships among personal branding, political trust, and voting behavior while qualitatively exploring the processes through which these relationships develop. Future studies could also extend the analysis to other social media platforms, such as TikTok, Facebook, YouTube, and X, to identify platform-specific characteristics of political personal branding. Comparative studies involving multiple legislative or regional election candidates and different electoral districts could further contribute to the development of a more comprehensive understanding of political personal branding in the Indonesian electoral context.

For politicians and legislative candidates, the findings suggest the importance of maintaining consistency between identities communicated through social media and observable behavior during direct interactions with constituents. Social media can function not only as a channel for publicizing activities but also as a space for two-way communication through which constituents can express concerns, obtain information, and interact with political representatives. Political communication teams should therefore integrate digital strategies with face-to-face community engagement so that social media reinforces documented activities rather than substitutes for direct interaction. Continued engagement with constituents after an election may also help maintain relationships and provide opportunities to demonstrate consistency between campaign communication and subsequent public service. For political parties, the findings provide insights into candidate communication strategies emphasizing behavioral consistency, public service, social

proximity, and the integration of digital communication with sustained community engagement.

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AUTHOR CONTRIBUTIONS

All authors contributed to the study design, methodology development, data collection and analysis, manuscript drafting, and manuscript revision. All authors have read and approved the final version of the manuscript.

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The author(s) declared that generative AI was used in the creation of this manuscript. The author(s) wish to acknowledge the use of Generative AI for refining the language clarity and grammatical structure of this manuscript. This application was conducted in adherence to established ethical guidelines regarding the use and disclosure of generative AI in scholarly research. Each author has provided substantial intellectual contributions to the work, which has been rigorously vetted for accuracy, and the author(s) assume full responsibility for the integrity and final contentofthemanuscript.

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