

Potret Pemikiran

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Journal homepage: <https://journal.iain-manado.ac.id/index.php/PP>



From Solo to the Palace: The Anatomy of Political Communication in the Formation of Jokowi's Dynasty

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ABSTRACT

The issue of political dynasties has increasingly emerged in democratic systems, including in Indonesia. The political dynasty of Jokowi's family is interesting to analyze as it demonstrates how political communication can be strategically implemented in building a positive image and gaining broad public support. This research aims to examine how Jokowi's family's political communication shapes the image of their political dynasty. The theories used are political communication and framing. This research employs a qualitative descriptive approach to illustrate political communication in forming a positive image of Jokowi's family political dynasty. Data was obtained through literature studies utilizing various sources such as books, scientific journals, research reports, magazines, and other related research articles. The analysis used in this research is content analysis by analyzing textual, visual, or symbolic data to identify meaning. This research is limited to the period from the beginning of Jokowi's career as Mayor of Solo until the formation of his family's political influence at the national level, particularly approaching the 2024 Election. This research finds two main political communication strategies: through family political regeneration and consistent framing use. The researchers found that the political success of Jokowi's family demonstrates the effectiveness of planned and long-term-oriented political communication strategies. Through portraying themselves as a family close to the people, both through direct and symbolic messages, they have successfully built public trust, which became the key to consecutive victories in various elections, both by Jokowi himself and his family members.

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ARTICLE INFO

Article History:

Submitted/Received 12 Nov 2024

First Revised 27 Dec 2024

Accepted 27 Dec 2024

Publication Date 31 Dec 2024

Keyword:

Political communication,
Political dynasty,
Politics of framing,
Jokowi's family.

How to cite:

A, S. A., Nurfiadi, H., Az-Zahro, F. D., Najib, M., Hayat, A. M., & Abdurrasyied, M. H. (2024). From Solo to the Palace: The Anatomy of Political Communication in the Formation of Jokowi's Dynasty. *Potret Pemikiran*, 28(2), 308-320. <https://doi.org/10.30984/pp.v28i2.3327>



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1. INTRODUCTION

The practice of granting positions to family members in governmental structures is often known as political dynasty. Political dynasties have existed since Ancient Greece and continue to emerge in modern political terms. The existence of kinship politics or political dynasties represents a strategy to build and maintain leadership power, ensuring that power remains within family circles from generation to generation (Haboddin, 2017). Generally, the Asian Journal of Comparative Politics defines a political dynasty as a family with several relatives holding elected positions and wielding significant influence in politics at local, regional, or national levels (Teehankee et al., 2023). The phenomenon of political dynasties is an inevitable reality in democratic practice. Political dynasty systems tend to accommodate personal relationships, ultimately weakening ideal democratic foundations and potentially hindering the creation of meritocratic governance (A. Fitri, 2019). The presence of political dynasties through family regeneration can create inequality and potential power monopolies. This often conflicts with democratic principles that seek to build inclusive and merit-based governance, meaning providing opportunities to individuals based on their abilities and achievements.

Political dynasties are often considered to have superior access to various resources, both financial and social. Political dynasties are typically supported by strong social networks. Inter-family relationships and alliances with political parties and community groups can function to strengthen their position. This ease of access can be used as strength in conducting new member regeneration, gathering support, and implementing political campaigns effectively. These centralized resources also provide advantages in disseminating political messages and expanding influence among voters (Esponda & Kramer, 2021). The phenomenon of political dynasties is closely related to communication patterns, power relations, and public image formation strategies. Strategic political communication can strengthen influence and secure power positions by focusing on message delivery to maintain public trust and build kinship political legitimacy (McNair, 2017).

Although many studies have discussed political dynasties in Indonesia, there are still limited studies specifically analyzing the role of political communication in shaping the image of political dynasties, especially in the context of presidential families. Previous studies have focused more on structural aspects and the impact of political dynasties on democratic systems, as expressed by Haboddin (2017) and Adelia Fitri (2019), but have not deeply explored how political communication strategies are used to build and maintain political dynasty legitimacy in the digital era. Additionally, previous research tends to examine political dynasties at the regional level, while the phenomenon of political dynasties at the national level, particularly in the context of presidential families, still requires further study.

This research offers a new perspective in studying political dynasties by focusing analysis on President Jokowi's family's political communication strategy in shaping public image. The novelty of the research lies in using a framing approach to analyze how digital and conventional media are strategically utilized in building kinship political legitimacy in the modern era. This study also makes an important

contribution by presenting a comparative analysis between Jokowi's dynasty's political communication strategies and political dynasties in other countries such as the Aquino family in the Philippines and Gandhi in India, which have not been widely discussed in previous literature. The research findings are expected to enrich understanding of the role of political communication in the formation and perpetuation of political dynasties in contemporary Indonesia.

Until the 2018 Regional Elections, 80 out of 514 autonomous regions in Indonesia or about 14.78% had been influenced by political dynasty practices (Negara Institute, 2020). This political dynasty trend is expected to continue increasing along with the victory of candidates affiliated with kinship politics (Rahmatunnisa, 2021). The argument regarding this increasing trend aligns with the proposition put forward by Dal Bo et al. (2006), which states that the more dynasties or families dominating leadership positions at both national and regional levels, the more kinship politics tend to develop.

The issue of President Joko Widodo's family political dynasty emerged as one of the national-level political dynasty phenomena in Indonesia. Since serving as president in 2014, several members of Jokowi's family have been actively involved in politics. This phenomenon was warmly discussed again, beginning when the Constitutional Court (MK) granted a petition regarding the age limit for presidential and vice-presidential candidates, providing a red carpet for Gibran Rakabuming Raka, President Jokowi's eldest son, to advance in the 2024 presidential election. The Chief Justice of the Constitutional Court, Anwar Usman, who is also Gibran's uncle, participated in maneuvering in the judges' deliberation meeting. Anwar was said to be actively lobbying other constitutional judges. The Constitutional Court's Honorary Council decided to remove Anwar from his position as Chief Justice. Before pairing Prabowo with his eldest son, Jokowi carried out various scenarios to extend power. One of them was by pushing for an extension of the presidential term or three terms under the pretext of the Covid-19 emergency. However, the Chairperson of the Indonesian Democratic Party of Struggle, Megawati Soekarnoputri, rejected it. The positions they received were quite influential and strategic. Here is a brief description of the involvement of several members of President Jokowi's family in Indonesian politics, as shown in Table 1.

Table 1. Involvement of President Jokowi's Family Members in Indonesian Politics

Jokowi Family Members	Issue framing
Gibran Rakabuming Raka (President Jokowi's eldest son)	Gibran entered politics in 2020 by participating in the Surakarta or Solo City Regional Election. Gibran successfully won the election and was inaugurated in February 2021. Gibran's victory in the Regional Election is considered one of the manifestations of Jokowi's political dynasty, given that the position was taken in the region previously led by Jokowi before serving as Jakarta Governor.

	Before completing his term as Mayor of Solo, Gibran Rakabuming Raka now serves as Indonesia's Vice President in 2024. His relatively brief political journey and election as Vice President strengthen discussions about political dynasties in Indonesia.
	The journey from Solo Mayor to the national position as Vice President reflects significant changes in Indonesia's political dynamics and the influence of leadership families in government.
Kaesang Pangarep (President Jokowi's youngest son)	In 2023, Kaesang decided to join the Indonesian Solidarity Party (PSI), and currently serves as the chairman of PSI.
Bobby Nasution (President Jokowi's son-in-law)	President Jokowi's son-in-law has served as Mayor of Medan, North Sumatra since February 2021, after winning the Medan Regional Election in 2020.

Source: Processed Data

The phenomenon of political dynasties occurs not only in Indonesia but also in other countries such as the Philippines and India. In the Philippines, the Aquino family's political dynasty becomes one example of how political socialization within the family can maintain power for several generations. Corazon Aquino, who became president in 1986, was followed by her son Benigno Aquino III in 2010. Like the Jokowi family, the Aquino family used a populist image to gain public support. Meanwhile, the Gandhi family's political dynasty in India has become one of the most dominant in the country's political history. Indira Gandhi, as Jawaharlal Nehru's daughter, continued the family's political power by leading the country as Prime Minister. The Gandhi family also used political communication strategies that emphasized emotional connections with the Indian people, similar to the Jokowi family's approach.

Although the social and cultural contexts in each country differ, the applied political communication patterns show similarities. The Aquino, Gandhi, and Jokowi families all utilize narratives of closeness to the people and mass media to build political legitimacy. However, criticisms of political dynasties are also similar, namely weakening meritocracy principles and creating inequalities in the democratic system. In this case, political communication plays an important role in shaping the image of political dynasties. Directed communication can guide public views of their family, both from a healthy democratic process and as a potential threat to meritocracy principles (H. Fitri, 2019).

Survey research conducted by Charta Politika 2024 highlights how mass media and social media are used as tools to create a positive image for family members active in politics. Message delivery, narratives about competence, and responses to criticism

contribute to shaping the political dynasty's image. This dynamic describes how political communication can be carefully formed, especially the utilization of digital media that impacts public perception of family members (Chaterine & Asril, 2024). Framing in political communication is also seen in strategies used by political parties to attract voters, especially young generations. Djabumir & Setyanto (2024) explains that public relations marketing can build party image among young voters, reflecting how framing can be used to attract attention and support from certain groups. In this context, political communication functions not only as a tool to convey information but also as a means to shape political identity and influence voter preferences.

Putra and Nurohman's research explains that Jokowi's political communication is effective in building a positive image through various strategic approaches. As mentioned above, Gibran Rakabuming and Bobby Nasution consistently use their social media to publicize their political activities in showing closeness and care for the community (Santoso, 2024). This aligns with reports from Kompas and Tempo revealing that the Jokowi family uses a combination of mass media and social media to strengthen their image as a populist family. Campaigns conducted through simple narratives but relevant to people's daily lives demonstrate the effectiveness of the Jokowi family's political communication.

Political framing is an important concept in understanding how political information and issues are presented and perceived by the public. Framing is the process of selecting and emphasizing information in communication to form certain understandings about an issue. In political context, framing functions to define problems, identify causes, and provide desired solutions, thus influencing public perspectives on these issues (Aziz & Wahid, 2021). Several experts suggest that framing in political communication focuses not only on message content but also on surrounding social and cultural contexts. This aligns with Yodiansyah (2017) research stating that framing analysis can be used to understand the ideology contained in political messages, through elements such as syntactic and rhetorical structures.

This research collects data through literature studies utilizing various sources. News articles and Instagram social media are the main sources used by the author. The author chose Kompas news articles and Tempo magazine because they have high credibility and can highlight in-depth descriptions of Jokowi family's political dynamics, including communication strategies used. In this modern era, Jokowi's political dynasty is a unique phenomenon that can be discussed in Indonesia's political landscape. Based on this, this research aims to examine how political communication shapes the image of political dynasty in Jokowi family's political regeneration.

2. METHODS

This research uses a qualitative descriptive approach. This method aims to describe the research object based on existing and ongoing facts through data collection, understanding chronological event flows, and explaining obtained data, which is then analyzed according to relevant theories (Pahleviannur et al., 2022). This aligns with the research objective of describing how political communication shapes the positive image of Jokowi family's political dynasty. Data collection in this research is based on library research. The author utilizes various literary sources to obtain data according

to the research problem. This method is conducted by collecting and analyzing various types of literary sources such as books, scientific journals, research reports, and relevant articles. The library research data collection technique begins with clearly defining the research focus or concepts to be studied (Creswell, 2014). Meanwhile, this research's data analysis uses content analysis. Content analysis is a systematic method for analyzing textual, visual, or symbolic data to identify specific meanings. The analysis stages start from determining research focus, collecting data, developing categories or themes, then interpreting findings and presenting findings in narrative form.

This research has limitations; its study focus is limited to political communication strategies, messages, and media used in shaping public perception in forming Jokowi's dynasty image. The research boundary only covers news coverage from the beginning of Jokowi's career as Mayor of Solo until the formation of his family's political influence at the national level, particularly in the 2024 election.

3. RESULTS AND DISCUSSION

Political communication is a multidimensional field encompassing how information, messages, and symbols are exchanged between political actors, media, and society. In the Indonesian context, political communication plays a vital role in shaping democratic processes, influencing public opinion, and encouraging political participation. Political communication in Indonesia is characterized by the interaction of various factors, including ethical considerations, economic conditions, identity politics, and the influence of political parties. One fundamental aspect of political communication in Indonesia is the ethical dimension. As emphasized by Malik (2022), ethics in political communication has a significant impact on the democratization process, especially approaching the 2024 Election. Political communicators, both elite and general public, are involved in the struggle for influence that emphasizes the importance of adhering to democratic norms and values.

Effective political communication involves not only political actors, media, and society but also socialization from the smallest scope, namely family. As someone with extensive experience in politics, Jokowi, who started his career as mayor, governor, and then became president for two terms, certainly tries to influence audiences through political socialization to varying degrees. Bhattarai (2023) explain that political socialization is the process of an individual's influence in recognizing the political system, which then determines their perception and reaction to political phenomena. According to Geens (2016), one of the agents or intermediaries in the socialization process is family. Family is the first and primary place for a child to grow and develop. Family is the main supporting foundation for broader social structures, with the understanding that other institutions depend on its existence. In the nuclear family, socialization agents include Father, Mother, siblings, and unmarried adopted siblings living together in one house. The process of political socialization occurs through, among other things, Political Education. Political Education can be conducted in families, schools, political institutions, or government. Based on this opinion, family becomes the main context for receiving socialization from political communicators. As such, Jokowi becomes a Political Communicator who successfully

provides socialization and regeneration to his children through the education process to continue his leadership mandate.

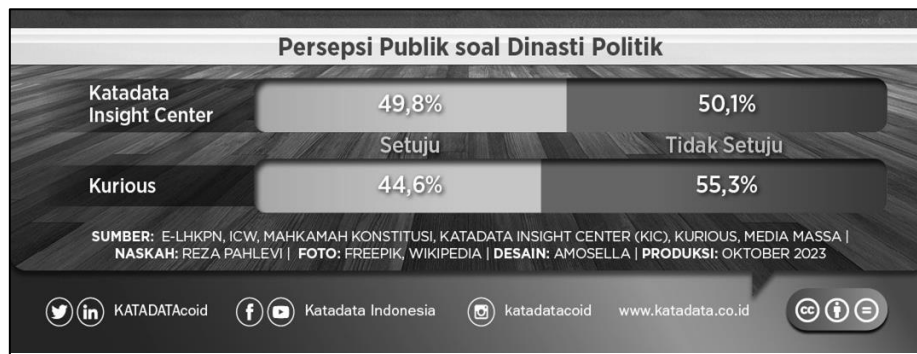


Figure 1. INFOGRAPHIC: Jokowi's Political Dynasty (Pahlevi, 2023)

Based on the infographic from Katadata's survey results (Figure 1) conducted in October 2023, the results show that society has differing views towards Jokowi's political dynasty. As many as 49.8% of respondents support the political dynasty, while 50.1% oppose it. This survey was conducted online with 1,178 respondents spread across 34 provinces in Indonesia (Pahlevi, 2023). These survey results reflect the importance of political communication in shaping public opinion. The existing data can be used by political parties or potential leaders (in the context of Jokowi's family) to form strategies that align with public response to specific political issues.

Along with this situation, approaching Jokowi's end of term, instructions emerged to campaign for government successes. There were billion-rupiah contracts with mass media. About two weeks before stepping down, various praises flooded social media X or Twitter. On Friday, October 11, 2024, for example, many anonymous accounts promoted the hashtag #10thnJokowiPrabowolanjutkan. This topic became trending with up to 22,500 posts. The Chairman of Projo and former Minister of Communication and Information, Budi Arie Setiadi, admitted to deploying his subordinates in the ministry and Projo to flood social media with praise narratives for Jokowi. Students, workers, lecturers, and civil society organization activists again took to the streets, to the House of Representatives (DPR) yard, and government offices. They rejected the DPR's plan to ratify the Regional Head Election Law revision. The plenary meeting was scheduled for August 22, 2024. The DPR leadership postponed it as the meeting didn't reach quorum. This time, people wanted to stop Jokowi's dynasty. The Regional Election Bill would allow Jokowi's youngest son, Kaesang Pangarep, to become a candidate for governor or deputy governor. After hitting a dead end in Jakarta, Kaesang moved to become a regional head candidate in Central Java. However, the Constitutional Court's decision on August 20, 2024, disrupted Jokowi's and his family members' desire for power.

On September 23, 2019, Jokowi's eldest son, Gibran Rakabuming Raka, officially became a cadre of the Indonesian Democratic Party of Struggle (PDIP) through the Manahan branch, part of the Banjarsari Sub-Branch Leadership (PAC), Surakarta. In 2020, Gibran ran in the Solo Mayor Election, and in 2023, Gibran advanced as the 2024 vice-presidential candidate despite officially no longer being a PDIP member in 2023. This was directly stated by PDIP Secretary General Hasto Kristiyanto. As for his son-in-law's political trajectory, Bobby Nasution joined as a PDIP cadre in 2020 at DPD

PDIP North Sumatra. In 2020, Bobby followed his father-in-law's footsteps, running for Mayor of Medan, and in February 2021, Bobby was officially inaugurated as Mayor of Medan. In the 2024 Presidential Election, Bobby took a different path from PDIP by supporting Prabowo and Gibran, which ultimately led to him being declared unqualified as a PDIP Cadre. In 2024, Bobby re-registered as a Gerindra Party Member, as known, Gerindra is the party led by Prabowo Subianto. On August 28, 2024, Bobby Nasution officially registered with the General Election Commission to run as a North Sumatra Governor candidate.

Looking at this son-in-law of Jokowi's career, his career path is almost similar to his father-in-law's, as Bobby said when registering as a PDIP cadre, "Once again, I want to follow my father's footsteps. Please pray for me. My father-in-law is in PDIP, I want to imitate my parent," said Bobby. Will Bobby follow in his Father's and Brother-in-law's footsteps to run in the 2029 Presidential and Vice Presidential election in the next five years?

Moving from the eldest brother and brother-in-law, the youngest son known for his banana business also surprised the public. Kaesang, who was previously active with his tweets on social media and famous for often bantering with his brother as a form of joke on Twitter. On September 20, 2023, the Indonesian Solidarity Party (PSI) uploaded a video of a man called Mawar who was described as a newcomer wanting to enter politics. Netizens said the man was President Joko Widodo's (Jokowi's) youngest son, Kaesang Pangarep. On September 23, 2023, Kaesang Pangarep officially became a PSI cadre, and two days later, on September 25, 2023, Kaesang was appointed as PSI Chairman during PSI's National Coordination Meeting at Djakarta Theater, Central Jakarta.

Remembering back to previous presidents who also provided leadership platforms for their children, Jokowi also participated in building a political dynasty and will compete with existing political lineages: the lineages of Soekarno, Soeharto, Abdul Rahman Wahid, Susilo Bambang Yudhoyono, and now the Jokowi lineage will stand. Jokowi is not a party chairman whose position could be continued by his children, so among his children, only Kaesang became a party chairman. However, Jokowi, with his power as the highest executive, saw opportunities for his children and son-in-law to continue his executive power from mayor to governor to vice president.

There is nothing wrong when a child wants to continue their father's struggle. However, with the phenomenal policy changes that occurred in the political contestation of the 2024-2029 Presidential and Vice Presidential Election of the Republic of Indonesia, the public was shocked by the Constitutional Court's (MK) controversial decision number 90/PUU-XXI/2023. In this decision, the Constitutional Court ruled that regional heads under 40 years old could apply as presidential or vice-presidential candidates, provided they had served or were serving as regional heads. Before Prabowo Subianto's Vice Presidential Candidate was declared, policies were changed one by one to facilitate Gibran Rakabumi's qualification as vice presidential candidate. One of these was through the Constitutional Court (MK), which at that time was headed by Jokowi's brother-in-law as Chief Justice, Anwar Usman. Anwar was strongly suspected of helping pass the Constitutional Court's decision that changed

the vice presidential candidate requirements. This policy sparked pros and cons among the public.

This polemic was highlighted by Constitutional Law expert from Universitas Muhammadiyah Yogyakarta (UMY), Dr. King Faisal Sulaiman SH., LL.M, who mentioned that this decision was sensitive and had political undertones as it was related to the 2024 Presidential Election momentum and was full of conflicts of interest. He strongly suspected this was closely related to the President's son's interests, namely Gibran Rakabuming Raka as Solo Mayor who wanted to run as vice presidential candidate alongside Prabowo Subianto but was initially constitutionally barred due to age factors. "This is certainly a rather controversial decision because first, this decision was made in the dynamics of the 2024 presidential election momentum. Second, there are strong suspicions relating to the president's son's interests, in this case, Mas Gibran. Third, more ironically, it involved Mas Gibran's uncle, namely the Chief Justice (Anwar Usman)," said King when interviewed by phone by UMY Public Relations on Wednesday (25/10).

As a father who holds high power in this country, he certainly gives much influence to his family and society. Jokowi, as a skilled Political Communicator, whenever his children's names emerged and became hot news, Jokowi framed himself as never showing partiality to his children. Jokowi only answered questions with "I don't know" or "it's up to my children, I'm not forcing them," Jokowi seemed to make the public wonder and curious, but after some time passed and it was announced, that was the real answer.

Political Communication in Jokowi's Family Political Regeneration

The political communication of Jokowi in educating and regenerating his children or family has been very quiet and invisible to the public. Without ambition and fanaticism, Jokowi has quietly prepared many strategies and maneuvers. Jokowi educated his children to follow the steps of power, from becoming cadres of the same party to obtaining tickets for Regional Elections and Presidential Elections, exactly following Jokowi's political career path.

On December 12, 2018, during an interview with the Jokowi family, Najwa Shihab asked, "are the children interested in politics?" and Jokowi answered, "until now, I see Gibran is not or not yet, Kaesang also is not or not yet, I actually see Bobby," and when asked again to Gibran, he revealed that "interested but not now, maybe 20 years from now maybe." However, it did not take long; in 2019, Gibran successfully followed Jokowi's path to power. Thus, this was far from public speculation, which thought Jokowi's children would not follow their father's footsteps, but Jokowi's children easily received golden tickets from the party to directly advance to executive elections, even though they were new students within the party. This political regeneration communication is shown to his children or Jokowi's internal circle who are being prepared to continue the policies established during Jokowi's era, as well as building public trust in his cadres as the public trusts and sides with him.

The political communication implemented by the Jokowi family shows that political dynasty can be an effective tool for maintaining power but also brings challenges for democracy. On one side, planned political communication strategy can

build public trust and political legitimacy. However, on the other side, the dominance of certain families in politics can create risks of leadership stagnation and dependence on family networks, which ultimately hinders leadership regeneration based on meritocracy and innovation. Therefore, it is important for society to continue monitoring and evaluating dynastic political practices to avoid sacrificing fundamental democratic values.

Framing in Political Communication

The political communication style implemented by Joko Widodo shows how framing can be used to reduce political tensions and build harmonious relationships between government and society. This aligns with research by Budi Sulistijanto (2022) that highlights the characteristics of Jokowi's communication style focusing on persuasion and inclusivity, and contributing to political stability in Indonesia. This shows that framing in political communication not only focuses on message delivery but also on how these messages are received and interpreted by the public.

As Jokowi frames himself as close to the common people since running for Solo Mayor, and continuing to become Jakarta Governor then trusted again to hold the highest position for two periods, this is briefly evidenced in the Kompas TV interview snippet with the President of the Republic of Indonesia, Joko Widodo "how about the issue of political dynasty" and the president answers with his characteristic opening laugh "that's for the people to judge and in elections whether in regional elections, mayoral elections, regent elections, governor elections, yes all who choose are the people, who decide are the people and who votes are also the people not us, not the elite, not the party yes that's democracy." This shows Jokowi's alignment in leaving everything to the people. With this framing, Jokowi gains much sympathy and trust from society. This communication becomes Jokowi's personal branding in public.

Framing functions to shape public opinion and influence individual political behavior. In today's digital era, political communication in Indonesia has undergone significant transformation, where political elites use various platforms to convey their messages to the public. Yusril & Putera (2024) notes that effective political communication between power elites and people is very important in building constructive interactions in the political system. Additionally, Indrawan (2017) emphasizes that public opinion formation is one of the main goals of political communication, which becomes increasingly relevant amid the era of openness and transparency. Based on the above elaboration, it can be found that the Jokowi family's political communication strategy tends to use a strong personal branding approach, building a populist and innovative image. Through mass media and social media, the Jokowi family can build strong political narratives, emphasizing integrity, closeness to society, and progressive vision. Society responds to this phenomenon from various viewpoints. Some see the Jokowi family's political regeneration as a positive form of leadership regeneration, but there are also those who criticize that this can eliminate the ideal meritocratic principles in the democratic system.

Implications for Indonesian Democracy

Political communication serves as a bridge between political elites and society in the decision-making process and public opinion formation. The quality of political communication can determine the extent to which society can trust such opinions (Nimmo, 2011). The use of mass media, both traditional and digital, becomes very important as a means to convey political messages. Research results show that content domination in mass media has a major influence on current political issues (Nuraliza et al., 2024).

Political communication has broad implications in various aspects of state life. In the context of strengthening democracy, political communication conducted effectively and transparently plays an important role in encouraging openness and active participation of society in Indonesia's political process. Media, as the main communication channel, has the ability to shape public opinion by determining political issues considered significant and worthy of public attention. Through framing, media can influence public perception and understanding of various developing political issues. In the context of political campaigns, effective communication becomes a key strategy in increasing the electability of candidates or political parties. Furthermore, political communication plays a role in building power legitimacy by creating public trust in the government or institutions, where the built narrative can strengthen or weaken a leader's legitimacy. Finally, effective political communication also becomes an important means in public policy formulation, enabling the government to be more responsive to public needs and aspirations, and encouraging changes that align with public interests.

4. CONCLUSION

This research identifies two political communication strategies that became Jokowi's main approaches during both general and regional elections. First, the regeneration of his children to continue the relay of power while building public trust that his successors come from his close family who share similar visions and characteristics to himself. Second, the consistent use of framing. Since his emergence as the Mayor of Solo, Jokowi has built an image as a modest figure. The political communication implemented by the Jokowi family in shaping the image of a political dynasty demonstrates a planned and long-term oriented approach, resulting in their family's success in elections. In every political step, the Jokowi family projects an image of being close to the people. This is conveyed through messages both directly through public statements and implicitly through symbols and daily activities highlighted by the media. These consecutive victories, both for Jokowi himself and his family, not only strengthen their position in Indonesian politics but also demonstrate the effectiveness of their political communication in building an image as a populist family with integrity, despite many parties viewing them with various negative assumptions. Therefore, political framing is crucial in controlling public narratives and shaping society's perception of their image.

This research has limitations in that data collection relied solely on library research without primary data such as interviews with political actors or Jokowi family

members. Most data comes from mass media and social media, as well as various other types of literature sources. The research scope is limited to analyzing the Jokowi family's political communication, without comparison to other political dynasties. This research uses political communication and framing theory approaches, thus not covering all aspects of political dynasty image formation. Therefore, these limitations are expected to serve as a basis for evaluation in subsequent research.

5. ACKNOWLEDGMENT

Thanks to the lecturer of political communication at the Master of Communication Science UNISKA who has contributed by providing suggestions and input in the making of this article. We also express our gratitude to the Editorial Team of *Potret Pemikiran* for their willingness to guide and publish the article. Also, to colleagues who have supported the completion of this article.

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