

Personal Branding of Mr. Jokowi at the Debate and During His Presidency

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ABSTRACT--- *Branding has been pursued as a deliberate strategy by politician in order to catch positive image. Jokowi's style tends to be more emphasized on direct approach to Indonesian people, as a clean leader and brings changing. Jokowi in general election and during his first six-month presidency has gained a great changing and this phenomena has been proven through media. This research uses qualitative approach with description method. Data collection technique is deep interview. Informant is 4 Jakarta professionals who have great intention to politics, besides and there are also 2 informants ; Minister for Social Affairs and one of Jokowi's debate team. Jokowi's personal branding perception are based on 8 laws of personal branding which are proposed by Peter Montoya. Based on the result of the perception of informants about Jokowi at the debate and during his presidency, it is shown that personal branding of Jokowi has changed in three parts , respectively law of leadership, law of distinctiveness and law of persistence.*

Keywords--- Personal Branding, Political Communication, Debate

1. INTRODUCTION

In the era of postmodernism, globalization and digital world, a new politic strategy is needed by politic players for their weapon in politic contest. Jatmika (2014; 37) asserts that the perception game and the image engineering are the challenges coped by all politician in Indonesia if they want to win the heart of voters. Mr. Jokowi pairs with Mr. JusufKalla in 2014 President Election. They throw a jargon "Jokowi-JK is People, Becoming Leader from People". The pair of Jokowi-JK establishes "Two-Fingers Greeting", and promotes vision and mission of "Road of Change toward Indonesia with Sovereignty, Independency, and Personality". Mr. Jokowi has successfully mobilized his supporter called *RelawanJokowi*. The supporter organizes a music concert at Gelora Bung Karno titled with "Mental Revolution and Two-Fingers Greeting" which involves musicians, artists and politicians, and also communities. World class musicians are invited such as Sting, Jason Mars, and Arkana, who admit for their support to Mr. Jokowi around President Election (detik. 2014).

Marcus Mietzner (2009; 61) finds that there is a huge jump in Indonesia politic because it becomes a manifestation of democracy consolidation when political parties compete each other to nominate a popular person. When SusiloBambangYudhoyono (SBY) from Democrat Party wins presidency post in 2009 General Election, he is a popular figure at that time. The image adhered into Mr. SBY at that time may include charisma, honesty and promise to bring a change for people. Previously, Mr. SusiloBambangYudhoyono wins president chair on 2004 Election by the agenda "Indonesia with More Justice, Peace, Prosperity and Democratic" superseding with 60 % votes the incumbent of President Megawati Soekarnoputri (pemiluindonesia.2014). Mr. SusiloBambangYudhoyono has occupied presidency post for two periods on 2004 and 2009 with his positive image, and it is not easily beatable by black campaign (Haroen, 2014; 17). Scholars from Indonesia Survey Agency, Liddle&Mujani (2010; 37), have reported that "Indonesian voters have become increasingly rational – setting standards, identifying goals, and choosing leaders based on those standards and goals".

"Branding has been pursued as a deliberate strategy by political actors" (Scammell, 2007; Barberio and Lowe, 2006). Mr. Jokowi is able to properly manage his image during his position as Mayor, Governor and then President of Indonesia. His campaign style underscores direct approach to people, popularly named as "blusukan", which then becomes his distinctive strategy (Kompas, 2012). "Branding can increase political communication's comprehensibility and credibility, and make it more cognizant of and responsive to public opinion" (Needham, 2005; 356).

During the campaign, Jokowi-JK promotes the jargon "Great Indonesia and Mental Revolution". Mr. Jokowi introduces this agenda in first debate on 9 June 2014. At this debate, he insists on creating a clean government with competent officers rather than close affiliates. He strongly stresses this during first-round debate:

"I wish not allotting ministers, chairs and cakes ahead but this collaborative coalition must be lean to avoid such allotment". (Mr. Jokowi, BalaiSarbini, 2014).

A transparent government which the coalition never waits for reciprocal return is the answer of Mr. Jokowi for the public concern about political parties that usually ask for payoff after contributing the fund for campaign of Mr. Jokowi.

Jokowi-JK has planned nine priority agendas if they win the posts of president and vice-president. These nine agendas are called NawaCita. The agenda will be the priority road toward Indonesia with political sovereignty, economical independency, and cultural personality.

After occupying the post of President of Indonesia Republic, new leadership period has run 6 months from October 2014 to April 2015. However, the inconsistency is found against Mr. Jokowi's campaign promises. First, Mr. Jokowi during the debate attempts to slenderize cabinets and to prefer the professionals to the staffs of the supporter parties. At the announcement of cabinet formation, Mr. Jokowi decides to manage 34 ministries. There are 18 professional ministers and 16 ministers from political party. The minister of political party is called political professional (hukumonline.2014).

Second, Mr. Jokowi appoints M. Prasetyo as Attorney General to replace the former BasriefArief. However, M. Prasetyo is the politician of Nasdem. This decision denies Mr. Jokowi's statement that he will not appoint party-based cadre for Attorney General. It triggers critics from anti-corruption activists and human right advocates (nasional.2014).

Third, Jokowi-JK has said that NawaCita is to create the governance that is clean, effective, democratic and trustable, and to build Indonesia from the peripheral. However, using his prerogative as President, Mr. Jokowi proposes a single candidate for Head of National Police, Budi Gunawan, without consulting with KPK and PPATK in the selection of the candidate (tribunnews.2015).

IndoBarometer Survey has reported that during his presidency, Mr. Jokowi must deal for his first 6 months with public satisfaction below 75 % with performance rank of 57.5 % (cnnindonesia.2015). Qodari as the Director of IndoBarometer admit that "public satisfaction to the performance of Jokowi-JK is far below 75 %. Compared to the presidency of SBY, it is lower". People do not yet see the manifestation of NawaCita promised by Mr. Jokowi during his campaign. They do not satisfy with less maximum implementation of NawaCita. Survey Agency of Poltracking Indonesia has confirmed that people satisfaction to Jokowi-JK is declining significantly below 50 % since the first 6 months of administration (beritasatu.2015).

This research attempts to reveal how the professionals respond Personal Branding of Mr. Jokowi at the debate and after his election as the Seventh President of Indonesia Republic in period 2015-2019.

2. BRANDING IN POLITIC COMMUNICATION

Personal brand of the candidate is molded through the sending of political message to the political target. Personal brand cannot be established instantly but it needs times, usually long-term, to develop self-image of a candidate based on candidate's ability of political communication. As said by Schrater (Rakhmat, 2005, 10), communication is a mechanism to carry out the power such that political communication will contain of political discussion. Political communication is a part of, and influenced by, cultural and political environments of people. Political communication will expresse, maintain and grant political culture. Sanders and Kaid, through their work titled with "Political Communication, Theory and Practice: An Overview 1976-1977", declare that political communication must be intentionally persuasive, meaning that it is made such way to convince many people. Political communication discussed in this research is associated with Mr. Jokowi who plays key role as main communicant. If politicians understand their voters, they can produce more effective communication by understanding the voters, what voters want, and how they can touch these voters by developing the targeted communication favored by voters (Marshment, 2009; 170). Through personal branding, voters who previously disregard the politic may have good communication with the candidate.

3. PERSONAL BRANDING

Personal branding or self-marketing in political communication is aimed to achieve the goals (usually power). In political worlds and business worlds, voters and consumers are similar. Needham (2006; 184) asserts that while voters see brand in political world, then consumers compare brand in business world. This brand is so important for politician to capture votes. Voters and community are judging the image of politicians and also assessing the attribute adhered in politicians.

According to Montoya (2008; 12), "personal branding is the art of attracting and keeping more clients by actively shaping public perception". Montoya adds that personal branding is a something about how to take control over other's judgment about you before you have a direct meeting with them".

Communication method by Mr. Jokowi is interpreted by others, and this interpretation determines the reputation of Mr. Jokowi himself. It is an efficient marketing method for Mr. Jokowi during 2014 President Election. The development of personal branding needs main elements which must be integrated and grown simultaneously. Mr. Jokowi indeed does undergo such personal branding.

4. EIGHT LAWS OF PERSONAL BRANDING TO ESTABLISH MR. JOKOWI PERSONAL BRAND

Eight laws of personal branding are the reference of politician (Mr. Jokowi) in establishing personal brand. Each individual has different method to establish personal brand such that one method may not be suitable to other character.

In other words, personal branding is a process to develop public perception about aspects of someone, such as personality, competence or value, and to make this perception to become positive to be useful as marketing tool (Haroen, 2014; 13).

These eight laws are the main concept to develop a personal branding of certain person (Peter Montoya, 2008; 57-141).

1. Law of Specialization

The characteristic of a great personal brand is the precision of specialization that is concentrated only on strength, skill and achievement. Specialization may involve one or several methods such as:

- a. Ability
Personal brand can be built from better ability from other, for instance through strategic vision and good intention. Recognition and testimony of achievement can also distinguish a person from others.
- b. Behavior
Personal brand is built through leadership skill, generosity and listening competence.
- c. Lifestyle
Personal brand is built through all aspects in way of life which shall differ from other habit, for example, living on boat (not in house).
- d. Mission
Personal brand is built from the objective side of a person, for instance when certain person sees their self-perception below others.
- e. Product
Personal brand is positioned as the specialist at certain scope for important product. For example, futurist attempts to create astonishing workplace.
- f. Profession, or niche within niche
Personal brand can be identified through niche market of a profession or through promotion, for example by being leadership instructor or psychotherapist.
- g. Service
It is almost similar to product specialization, which by choosing one of services offered as main skill. For instance, the consultant works as non-executive director.

2. Law of Leadership

A personal brand supplemented by power and credibility such that someone can be positioned as leader because it is molded from the perfection.

Leadership may develop from the following attributes:

- a. Excellence
The person is considered as the expert at certain field with many experiences and talents. How to develop excellence leadership may be by narrowing the scope, keeping under-promise over-deliver, and making word-of-mouth.
- b. Position
The person has important position and discretion for a job. How to develop leadership with position is by making action, understanding ambition, and making publication.
- c. Recognition
Certain person may accept recognition and admiration from leader. How to develop leadership with recognition is by making others to aware that such person exists and such person understands what they want to pursue.

3. Law of Personality

A brand can be made based on the characteristic of any aspects, including weaknesses. This concept eliminates various pressures onto leadership concept, and the person has good personality although it is not yet perfect.

4. Law of Distinctiveness

The effective personal brand is usually shown in different way from others. Many marketing experts develop a brand with the concept similar to those in market because they want to avoid conflict. But, it is a mistake because the brand only sinks into the market due to various almost similar brands competing in similar market.

5. Law of Visibility

The effective personal brand must be set by continuity. Visibility, therefore, is more important than ability. To be visible, someone must do promoting the self, marketing the existence, using every opportunity, and having lucks.

6. Law of Unity

Personal life of someone during personal branding must align with moral ethic, or at least, is determined by the branded attitude. Personal life is just a mirror of an image embedded into personal brand. There are 3 zones of personal brand, respectively relationship, finance and conduct.

7. Law of Persistence

Personal brand needs times for develop, and provides special concern to every stage and trend. Personal brand may be modified for advertising or public relation. In the early making of personal brand, someone must be tenacious, never hesitate, and intended toward a change. The key is self-consistency over time to develop trust.

8. Law of Goodwill

Personal brand may give better result and be well preserved if someone is perceived in positive way. Someone must associate with value or idea that is generally admitted as positive and meaningful. Everyone must be delighted to work with a person with skill at certain field. Everyone can also feel noble to work with the respected person with good personality.

A politician with strong personal brand will choose proper leadership style that suits to personal character. The author attempts to guess the direction of Mr. Jokowi brand related to his leadership style.

Indonesia is a country that applies democratic government system, and thus, it needs a leader of justice, visionary, not favoring group interest, and understanding people demand. Transformational leader and authentic leader must be suitable to Indonesia democratic system. Such leaders can unify the people and govern the administration well (Liddle, 1999; 106).

5. PERCEPTION

Personal branding is a game of human psychology. Whether personal branding is effective or not is a matter of audience to perceive self image of communicator. According to Mulyana (2007; 180-181), the perception is the core of communication. The interpretation is the core of perception, which is identical with the decoding of communication process. It is consistent to the goal of political communication that keeps the followers walking on similar goal of the communicator.

In the process of acceptance and signification, the audiences do perceiving an object. According to Rakhmat (2005; 51), perception is the experience of object, event or connection built to conclude information and to interpret message. Brian Fellows explains the definition of perception as a process that allows an organism to accept and to analyze information.

When communicator sends communication message to audience, the meaning is automatically shaped by audience. It is underlined by McQuail (2007; 404) by stating that “media text has to be read through the perception of its audience, which constructs meanings and pleasures from the media text offered (and these are never fixed or predictable)”.

6. INDIVIDUAL DIFFERENCES THEORY

When voters, especially professionals, accept the message of Mr. Jokowi in form of debate event and news, they may be heterogeneous and have different degree of acceptance. Although the message is given on similar way and at similar time, the different acceptance is still persistent. Melvin L. DeFleur concentrates the attention to individuals as the media target when they are exposed to a message that creates certain effect (Effendy, 2000; 275-276).

According to individual differences theory, individuals as the target of message exposure by media may only attend the values or only trust to the self of individual. The response to this message is influenced by psychological side of the individual. The effect of mass media to the public is also varying because the individual shall have different mental structure from others (Effendy, 2000; 316).

This theory explains that every human has different psychological order. This difference is caused by different knowledge that may be shaped by different environment. Every individual is born and grown in the environment with different characteristic. In this environment, every individual learns values and certain faiths, but what they learn is different with environment. It therefore causes different knowledge and psychology.

Audiences with high education level are more vulnerable to the message consisting of logical thought. Besides education level, individual difference may help media to persuade individuals in any ages, sexes, addresses, intellectual levels, socioeconomic classes, household violence level, and wealthy level.

Using this theory, voters can perceive personal branding of Mr. Jokowi through several processes, such as accepting the message, interpreting the message and seeing the important part of this message, especially the attractive part to them. This theory is an extension of S-O-R theory which considers the public as passive. DeFleur asserts that active audiences will respond the accepted message based on their psychology.

7. DEBATE AS POLITICAL CAMPAIGN ACTIVITY

The campaign is a part of democracy process or a form of direct general election. This research is confined onto the campaign activity of Mr. Jokowi at the debate between candidates in first debate session. The function of debate is not to influence public choice for certain candidate, but to empower the belief that the choice on candidate is precise and favorable. To some critical persons, debate content is very important. But for lay persons, the body language of candidates in convincing voters is the most important. Candidate who controls and dominates the stage through strong self-confidence may be the winner of debate (Kraus, 1999; 393).

The debate on television is not only selling arguments, but also processing the appearance to build up public sympathy. Being recorded by camera to be broadcasted on television, audiences will learn body language, intonation, facial mimic, and gesture of candidates. The preparation of candidates to deal with debate is also a strategy to develop positive image before the public. The best looking candidate may have the greatest possibility to be the winner of general election.

8. RESEARCH METHOD

This research uses qualitative approach with description method. Data collection technique is deep interview. Informant is 4 Jakarta professionals and the member of success team for Mr. Jokowi, including RizaPrimadi and KhofifahIndarParawansa as the Minister of Social (2014-2019). Focus of research is given upon the perception built during the first debate, especially when Mr. Jokowi delivers his vision, mission and promise of the clean governance with democracy and law certainty. Other focus is on the perception of professionals about Mr. Jokowi during the first 6 months of his presidency.

9. RESULT AND DISCUSSION

(a) Law of Specialization

As shown by the perception of these 4 informants, Mr. Jokowi is a leader with specialization of *blusukan*, or entering the field directly by observing the actual condition of people. Mr. Jokowi is also perceived as a clean leader without black campaign. Although informants have affiliation to different media such as TVOne and MetroTV, their perception is quite similar which concludes that Mr. Jokowi is a different leader with *blusukan* style and who avoids black campaign.

In assessing the first 6 months of Mr. Jokowi presidency, a new step is taken, which is unusual for previous president. The ministers are also “*blusukan*”. It is new trend compared to usual habit of cabinet. *Blusukan* style is then exposed by media. Work Cabinet has followed the habit of the leader, Mr. Jokowi. Indeed, Mr. Jokowi is the strong magnet to drive the ministers during the first 6 months of presidency. Some ministers that imitate Mr. Jokowi style is the Minister of Marine and Fishery, Susi Pudjiastuti, the Minister of Remote Rural Development and Transmigration, Marwan Jafar, and the Minister of Liaison, Ignasius Johan.

However, informants also concede that Mr. Jokowi does not move so fast in his first 6 months of presidency. The performance of ministers is quite attractive in the beginning, but it slowly shrinks after that. The composition of ministers becomes less appropriate. Many ministers do not have actual experience for the assignment. A minister cannot be appointed whatsoever by disregarding the lack of experience. Although Mr. Jokowi indeed has the right to choose the ministers, but announcing the cabinet in hustle is not wise act.

Being professional, informants are informed about Mr. Jokowi’s cabinet not only through media but also their coworker who directly acquaints with some ministers. It influences the perception of informants to the credibility of ministers. According to these informants, ministers must have high level of experience and be free from the political pressure of the supporting parties.

(b) Law of Leadership

During the debate, Mr. Jokowi shows the appearance of a young leader who favors quick movement. It is indicated by his quick response to the questions asked by moderator. Fortunately, Mr. Jokowi has a pair with leadership competence, Mr. JusufKalla.

After wining the post of President, informants became so hesitate to his leadership. During the debate, Mr. Jokowi is quite sure in selecting clean cabinet members without political transaction. Strict leadership from Mr. Jokowi is suddenly different when he announces Work Cabinet. Informants presume that Mr. Jokowi becomes soft when most of his ministers must come from political parties rather than professionals. Informants feel doubt with the label of clean leader given to Mr. Jokowi. Being a leader, one of informant declares that Mr. Jokowi is only following the agreement made by the supporter political parties than what is expected by the people. It is also said that leadership of Mr. Jokowi at debate and during his presidency is different a lot. The first 6 months of his presidency may be too crucial to determine the direction of Indonesia progress. The selected ministers and officers can determine the quality of national leader. Not all officers have good track record. The appointment of Attorney General from the politicians than from the attorney may be not appropriate. The credibility of law enforcer is usually assessed from experience and achievement. Informants presume that the single candidacy of Budi Gunawan by Mr. Jokowi for Head of National Police is the reflection of imposing the candidacy. Although Budi Gunawan is not assigned as Head of National Police, but the candidacy gives a minus grade for Mr. Jokowi’s leadership.

For first 6 months of presidency, Mr. Jokowi seems lacking of confidence in making decision. Informants concede that Mr. Jokowi must only support the interest of nation which needs the different courageous leader from previous leaders. The perception of these informants is influenced by political discussion in media, such as MetroTV, TVone, and Kompas. The result of discussion and exposition by political observers is also the factor that influences the perception of informants to the leadership of Mr. Jokowi.

(c) Law of Personality

Informants appraise that Mr. Jokowi is well mannered at the debate. He respects more senior contestants for their age and experience. Mr. Jokowi does not act small but still walk tall during debate.

The simple personality is still characterizing Mr. Jokowi in his presidency. He is rarely using the facility of VIP in the national activity.

Two informants assert that simple behavior of Mr. Jokowi is only a method to maintain his image. It is very difficult to assess whether simplicity shown by Mr. Jokowi is genuinely his character or only the trick of his success team to keep his popularity from declining.

From these perceptions, it is concluded that Mr. Jokowi is still consistent with his simplicity regardless it is his genuine character or the method of his success team.

(d) Law of Distinctiveness

Informants perceive that Mr. Jokowi is reasonable to be a leader, and Mr. Jokowi has a distinctive brand. As said by Shamir and Eliam (2005; 402), authentic leader is leader with self-concept clarity. It is found in Mr. Jokowi. He is perceived as the personality with distinctive style and the advocate of mental revolution. He is also considered as clean leader with cleaner record of the past compared to other candidates. Often, Mr. Jokowi is then compared with Mr. Prabowo as his competitor in President Election. Informants perceive that Mr. Prabowo is still connected with human right problem in the past, and this topic is lifted during debate. Mr. Prabowo answers the question asked by Mr. JusufKalla in emotional tones, and it contrasts with Mr. Jokowi with his calm posture.

However, the strict measure of Mr. Jokowi to create clean government is not seriously realized. The appointment of Budi Gunawan as the Head of National Police has slipped the promise of Mr. Jokowi. It is perceived that Mr. Jokowi must maintain his closeness to the grass root community or at least concern with the principle of clean government. The appointment of Attorney General H.M. Prasetyo is making different. At the debate, Mr. Jokowi promises that he will give important position to the right person, but after election, Mr. Jokowi shows different side.

(e) Law of Visibility

The ability of Mr. Jokowi to lead the nation is not quite measurable during debate because he only promises different leadership agenda from Mr. Prabowo. But, informants perceive that Mr. Jokowi has been recognized as competent in his service as Mayor and Governor. He is considered as consistent to keep his promise. When Mr. Jokowi answers the question asked by Mr. Prabowo about the local demand for regional extension, without doubt, Mr. Jokowi explains that regional extension shall not benefit only elites, but support the interest of local.

After elected as President, the ability of Mr. Jokowi to regulate the nation is already serious but not maximum. It is not different from what has been done by Mr. Jokowi during his service as Mayor and Governor. There is a continuity of personal branding conducted by Mr. Jokowi. In this matter, informants agree that Mr. Jokowi still maintains the image he has built since his service as Mayor. No president until now is able to recover Indonesia at short term, or in first 6 months of presidency. At least, Mr. Jokowi is quite serious to deal with the national problem.

(f) Law of Unity

The unity between political world and actual world is shown in the appearance of Mr. Jokowi. Luxury is far away from his impression, differing from Mr. Prabowo who seems adoring it. Mr. Jokowi wears cheap cloth and plain fashion. His wife, Mrs. Jokowi, also follows the husband. It is enough give leadership by example for the people. Mr. Jokowi has underlined that public welfare must be pursued. His hardworking has been evident during his service as Mayor and Governor. It may be additional factor to establish Mr. Jokowi as authentic leader who does not worship self glories but only emphasize on public service (William, 2007).

Informants believe that there is a unity between simple personal life of Mr. Jokowi and his political life as President. His instruction for governmental officers to avoid organizing the meeting at the hotel and to maximize office facility, is clarifying the simplicity of Mr. Jokowi. This simplicity in the government is quite familiar in Mr. Jokowi's family. Informants judge that the use by Mr. Jokowi of economic class flight during his journey to Singapore is reflecting his humbleness in leading the nation and his personal life.

(g) Law of Persistence

At the debate, Mr. Jokowi proposes that every political party must brave enough to restructure the recruitment procedure of the member. He implies that his coalition is a lean coalition without ministerial allotment. It gives Mr. Jokowi a

specific attention by one informant, named Reza, who says that Mr. Jokowi is quite persistent to produce clean government.

Mr. Jokowi outlines some principles to produce a clean government. The harmony between central government and local government must be kept with proper monitoring management. Punishment and reward may be the solution to the problems at national or local levels. The simplicity of Mr. Jokowi cannot be changed regardless the post of his service. At the debate, Mr. Jokowi persistently shows his intention to apply transparent government through e-budgeting, e-procurement, and e-audit which has been planned during his service as Governor. His persistence to execute public mandate may give him a plus. He works to avoid the nation from suffering the loss and wasting the budget.

During his presidency, Mr. Jokowi is not quite reactive to media news and public hearings about the appointment of Attorney General HM. Prasetyo. Mr. Jokowi shall give good explanation. Informants associate this with less seriousness of Mr. Jokowi to anticipate the claim of public and media, and therefore, it decreases the persistence of Mr. Jokowi.

(h) Law of Goodwill

Mr. JusufKalla is more convincing than Mr. Jokowi. Mr. JusufKalla has experience being civil servant. In comparison, HattaRadjasa is under pressure with negative record because his son is not subjected to the law due to deadly traffic accident. The perception of informants is influenced greatly by the background of Mr. Prabowo with human right problem and of Mr. Jokowi with huge achievement during his service at Solo and Jakarta. Although this research only concerns with the debate and during presidency, the author cannot confine the perception to both aspects because perception long before these two events is also influential.

During his presidency and his first 6 months of presidency, Mr. Jokowi still has good reputation. Although three cases are testing his consistence as the leader, Mr. Jokowi is still feasible enough to be good leader. Mr. Jokowi has good reputation as clean leader. During the campaign, Mr. Jokowi is negatively connoted as the Puppet of Mrs. Megawati. However, the public still loves Mr. Jokowi as the President who is willing to stay nearby with the people.

Based on the result of the perception of informants about Mr. Jokowi at the debate and during his presidency, it is shown that personal branding of Mr. Jokowi has changed in three parts, respectively Law of Leadership, Law of Distinctiveness and Law of Persistence.

10. CONCLUSION

1. Mr. Jokowi has personal branding as authentic leader. He is perceived as a leader without fake leadership and there is consistency between what he promises and what he is done. He is also perceived as having base values that must be promoted to Indonesian to distinguish him from other candidates. These base values of Mr. Jokowi include clean, visionary, responsible, discipline and sensitive to public condition. These values are wrapped into Mental Revolution and it successfully differentiates him from other candidates.
2. The perception of professional voters on Mr. Jokowi at the debate is that Mr. Jokowi has a convincing personality because he maintains the consistency of message through clear vision and mission during debate. Informants are professional voters who give emphasis on the content of message delivered by Mr. Jokowi. According to these informants, there is continuity between the program promoted by Mr. Jokowi and the program executed by previous president. Informants perceive that Mr. Jokowi is the working leader, and it distinguishes them from other candidate.
3. The perception of professional voters about Mr. Jokowi during his presidency is that they are pessimistic to the credibility of Mr. Jokowi as President. Informants start to doubt the credibility of Mr. Jokowi during the selection of ministers. Informants do not satisfy with this selection because the ministers are not genuinely professional but from political parties. The doubt may be increase when HM Prasetyo, who is the member of political party, is appointed as Attorney General. The peak of this doubt begins when Mr. Jokowi appoints Budi Gunawan as the single candidate for the Head of National Police. The perception of informants about Mr. Jokowi becomes different between debate and his presidency. It truly deteriorates the trust of informants on leadership competence of Mr. Jokowi.

11. SUGGESTION AND ACKNOWLEDGMENT

- a. The consistency is an important part to maintain personal branding. If it is not consistent, personal branding can change immediately.
- b. Having a distinctive marker from other is a key of personal branding.
- c. A politician must manage personal branding well to be independent of, or to reduce the reliance on, the machine of political party.
- d. Mr. Jokowi must also undergo re-branding to increase his popularity on the eye of community, especially among professionals.

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