

ABSTRAK

Penelitian ini membahas praktik *dual persona in political communication* yang dilakukan oleh Azaleapute sebagai politisi perempuan Gen Z melalui dua akun Instagram, yaitu @azaleapute dan @mbakazalea. Fenomena penggunaan dua akun dengan karakter komunikasi berbeda menunjukkan adanya strategi pengelolaan identitas digital dalam membangun personal branding politik di media sosial. Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis bagaimana praktik dual persona dibangun melalui self-disclosure, dramaturgi, dan personal branding dalam konteks komunikasi politik digital.

Penelitian menggunakan pendekatan kualitatif deskriptif dengan metode analisis isi kualitatif. Data penelitian berupa unggahan feed Instagram periode Juni–Agustus 2025 yang terdiri atas 20 konten dari akun @azaleapute dan 13 konten dari akun @mbakazalea yang dipilih menggunakan *purposive sampling*. Analisis dilakukan menggunakan teori *self-disclosure* Derlega dan Berg, teori *dramaturgi* Goffman, serta konsep *personal branding* Peter Montoya.

Hasil penelitian menunjukkan bahwa akun @mbakazalea didominasi oleh *front stage* dengan tingkat *self-disclosure* rendah yang berfungsi membangun kesan profesional, institusional, dan kredibel. Sementara itu, akun @azaleapute menampilkan kombinasi front stage dan *constructed back stage* dengan tingkat *self-disclosure* yang lebih tinggi sehingga membentuk citra yang lebih humanis, relatable, dan dekat dengan audiens. Temuan ini menunjukkan bahwa dual persona tidak merepresentasikan identitas yang terpisah, melainkan strategi komunikasi politik digital yang adaptif dalam mengelola kedekatan emosional sekaligus legitimasi publik. Penelitian ini berkontribusi dalam memperkaya kajian komunikasi politik digital, khususnya mengenai praktik *personal branding* politisi perempuan Gen Z melalui media sosial.

Kata Kunci: *dual persona*, komunikasi politik digital, *personal branding*, *self-disclosure*, Instagram.

ABSTRACT

This study discusses the practice of dual persona in political communication carried out by Azaleapute as a female Gen Z politician through two Instagram accounts, namely @azaleapute and @mbakazalea. The phenomenon of using two accounts with different communication characters shows the existence of a digital identity management strategy in building political personal branding on social media. This research aims to describe and analyze how the practice of dual persona is built through self-disclosure, dramaturgy, and personal branding in the context of digital political communication.

The research uses a descriptive qualitative approach with a qualitative content analysis method. The research data is in the form of Instagram feed uploads for the period June-August 2025 which consists of 20 content from @azaleapute accounts and 13 content from @mbakazalea accounts selected using purposive sampling. The analysis was carried out using Derlega and Berg's self-disclosure theory, Goffman's dramaturgy theory, and Peter Montoya's personal branding concept.

The results show that @mbakazalea accounts are dominated by front stages with low levels of self-disclosure that function to build professional, institutional, and credible impressions. Meanwhile, @azaleapute account displays a combination of front stage and constructed back stage with a higher level of self-disclosure so as to form a more humanistic, relatable, and close image to the audience. These findings show that dual personas do not represent separate identities, but rather digital political communication strategies that are adaptive in managing emotional closeness as well as public legitimacy. This research contributes to enriching the study of digital political communication, especially regarding the personal branding practice of female Gen Z politicians through social media.

Keywords: dual persona, digital political communication, personal branding, self-disclosure, Instagram.