
Amirudin Tamoreka's Strategy In Innovating Personal Branding To Maintain His Image as Incumbent Regent In The 2024 Banggai Regional Election

Muh. Darmawan Setiadi

Universitas 17 Agustus 1945 Surabaya, Indonesia

Email: m.darmawan.setiadi.rawa@gmail.com

ABSTRACT

KEYWORDS

personal branding,
petahana, strategi
politik, pilkada,
Amirudin Tamoreka.

This research aims to analyze Amirudin Tamoreka's personal branding strategy in maintaining his image as an incumbent in the 2024 Banggai Regional Election. As a candidate who is running for re-election, Amirudin adopts a polite, communicative, and innovative political approach by prioritizing ethical values and real work. This study uses a qualitative method with a case study approach, with the main informants consisting of the figure of Amirudin Tamoreka, the winning team, and the chairman of the supporting party. The findings of the study show that Amirudin has succeeded in building a strong personal branding based on the eight principles from The Laws of Personal Branding theory by Peter Montoya, namely specialization, leadership, personality, difference, consistency, unity, constancy, and goodwill. The branding strategy carried out through social media, a humanist approach, and real proof of work during the first period, made his image remain positive in the eyes of the public. His success was evidenced by his victory in the 2024 Regional Elections despite facing challenges in the form of negative issues from political opponents. This research shows that planned and authentic personal branding is able to influence public perception and increase the electability of incumbents in local political contests.

INTRODUCTION

The regional elections, as a celebration of democracy, should be treated as a joyous party. Elections belong to the people, regional elections belong to the people in the regions, so it is necessary to arouse public awareness to carry out participatory supervision in the regional elections as a shared responsibility (Arifulloh, 2016). In order to ensure an orderly cycle of power, an election mechanism is needed that is held periodically, so that democracy can be guaranteed and the government truly serves the interests of all the people. In addition, to give the people the opportunity to participate in determining state and government policies, the general election (general election). It is the success of a country in building and institutionalizing its politics very much depends on the extent of the political participation of its citizens in politics. Elections held by a state with legal guarantees and constitutional guarantees are a means to uphold the sovereignty of the people (Panjaitan et al., 2024). Through the people's elections, they give their political rights and participation to determine the future of the government in the next five years. Election activities are also one of the means of distributing citizens' human rights that are very basic or principled. Therefore, in the context of the implementation of citizens' human rights, it is

imperative for the government to ensure the implementation of elections in accordance with the predetermined constitutional schedule (Sinaga, 2018).

In terms of direct election of regional heads and deputy regional heads, it is basically a national political process towards a more democratic life (people's sovereignty), as well as transparency and accountability, besides that the direct election of regional heads and deputy regional heads indicates a change in local democracy, namely not just the vertical distribution of power between levels of government. but it is also a means of implementing people's sovereignty in provincial and district areas, and cities based on Pancasila and the 1945 Constitution (Santoso, 2017).

Democracy is understood by almost all countries today as the best system of states, including Indonesia. Since the beginning of its independence, until now it has remained consistent despite all variations and dynamics (Azhar, 2020). Democracy is the result of centuries of experience of various civilizations in managing the interests and welfare of their people within the framework of a social contract, democracy becomes a system because in democracy the interests of common life are managed. As a system, democracy has three main elements, namely input, process, and output. The input of democracy is of course aspirations, public participation, and in steps to limit the essence, will and power of the people in the administration of the state. These steps are achieved through constitutional amendments or legislative products made by the ruling regime. This process will produce outputs in the form of managing a shared life that benefits all. This democratic process must be kept from distortion and must be ensured to produce outputs as expected (Kasih, 2018).

Of course, as a community that carries out the election of regional heads, we really expect a leader who is democratic, responsible, honest, and guarantees the welfare of the community. Figures like this are expected by the public, therefore as a candidate needing to build a good image can indeed be a determining factor in securing victory in the regional head election. However, the success of the set of strategies that have been prepared depends on the ability of the candidate who runs it (Alvin, 2019). The figure factor becomes the center of attention so that individuals who consider themselves popular or known by the public run as candidates, theoretically the figure factor is one of the determining factors that affect an electability (Suwardi & dkk, 2016).

As a regional leader, he is an important figure in moving a government organization, in this case his subordinates and followers, it is strange when someone is called a leader but does not have followers or influence to move the person he leads in achieving the desired goals. Each leader certainly has different characteristics and leadership models according to his character, so that this will also affect the region or

the organization he leads, because how the characteristics of the community of a region can reflect the characteristics of its leaders (Prasetyo, 2015).

In mid-2024, the community will be faced with the election of regional heads again, of course, these candidates need to build a Personal branding that can display an identity of the individual itself, can create an emotional response from the community regarding quality and value (Management et al., 2022). So that it is easy to be recognized by the community, and can increase electability and increase electability by building personal branding will make all people, especially in Banggai Regency, view different and unique leaders. With a good branding strategy, it will make it easy for the public to recognize and remember the candidates who will compete. Consistency is the main prerequisite for strong personal branding, inconsistent things will weaken personal branding, which will ultimately eliminate the trust and memory of others towards themselves (Fitriyani, 2023).

As an incumbent in the regional head election in Banggai Regency, Amirudin Tamoreka is known as a figure who is good at organizing and maintaining relationships and communication networks. During his studies, he served as Chairman of the Agronomy Student Association (Himagro) and Chairman of the Senate of the Faculty of Agriculture UMI Makassar, as well as Chairman of the HMI Batko Association. After completing his education, he became an assistant lecturer at the Faculty of Agriculture UMI Makassar. But Amirudin Tamoreka was then interested in applying his knowledge outside the campus. He decided to return to his hometown in Moilong and then worked at the palm oil company PT. A True Gift.

In the middle of 2024, the people of Banggai Regency will again be faced with a democratic party with one must as a citizen to vote in the Banggai election contest. As a person who has led Baggai Regency from 2020 to 2024 and in 2024 Amirudin Tamoreka and his Deputy Furqanudin Masulili are running again as incumbent candidates with the supporting parties of Golkar, PAN, Democrats, the Moon Star Party, the United Development Party, Perindo, and the Labor Party.

Amirudin Tamoreka as the incumbent in the 2024 Banggai Regional Election, adopted a strong and innovative branding strategy with the concept of using a polite political approach and prioritizing ethics in democracy. This polite political approach, Amirudin Tamoreka invites all people, to remain solid in maintaining unity and unity which aims to the importance of maintaining ethics in politics, so that the people of Banggai Regency avoid slander, character assassination and provocations that often occur in democratic parties. The figure of Amirudin Tamoreka is also active in using social media as a medium in his campaigns, This approach through social media reflects a modern personal identity, so that people can easily remember. Not only that, branding through this media makes him not only appear as a candidate in the regional elections, but also reflects a leader who is able to adapt to the development of the all-

digital era, so that the communication message conveyed is attractive and easy to understand by the public. This is proof that Amirudin Tamoreka is an innovative and modern leader.

Likewise, carrying the jargon "Once Again". This jargon not only reflects the desire to continue leadership, but also the pressure of success that has been achieved during the previous term, especially in terms of increasing the Regional Revenue and Expenditure Budget (APBD) which reaches Rp 3.1 trillion in 2024 (Incumbent Paslon Usung Jargon "Once Again" in the 2024 Banggai Regional Election, Here's the Reason - Tribunpalu, n.d.)

Amirudin and his deputy, Furquanuddin Masulili took advantage of significant achievements in regional budget management as part of their branding. The Banggai Regency APBD has shown consistent growth, making it the highest in Central Sulawesi since 2021. This became a key plank of their campaign, where they sought to convince voters that prolonged pro-people programs were essential to the welfare of the people. As the Chairman of the Golkar Banggai Party Advisory Council, Amirudin Tamoreka also emphasized that with the strength of his party, Amirudin Tamoreka is committed to strengthening Golkar's position in the regions if re-elected. This shows that his branding does not only focus on personal achievements, but also on the existence of political parties that support him (Winning in the 2024 Regional Elections, This is Amirudin Tamoreka's Obsession for Golkar Banggai, n.d.). So in this study, the researcher is interested in using a qualitative method with a case study approach, the case study approach aims to understand certain phenomena, in depth in a real context. In the context of personal branding, this approach is used to analyze how an incumbent Amirudin Tamoreka in building a personal branding innovation strategy as an incumbent, so that it can influence the perception of the public, who are in Banggai Regency so that they can be re-elected as regional head leaders, this approach is relevant because it allows researchers to dig deeper about the process of forming branding identities in the case of regional leaders such as Amirudin Tamoreka, so that the case study approach can reveal how he made a personal branding innovation strategy in maintaining his image as an incumbent in the 2024 regional elections. This study analyzes how Amirudin Tamoreka's strategy in innovating personal branding in maintaining his image as the incumbent regent in the 2024 Banggai regional election.

METHOD RESEARCH

In this study, a qualitative method is used, with a case study approach to be able to analyze Amirudin Tamoreka's strategy in innovating personal branding in maintaining his image as the incumbent regent in the 2024 Bannnggai regional election. In this study, the subjects of the research include the figure of the incumbent Regent Amirudin Tamoreka, the Amirudin

Tamoreka winning team, and the chairman of the party supporting Amirudin Tamoreka in the Banggai election contest. The researcher selected a total of seven suitable informants based on the criteria that had been set. The seven informants include the figure of Amirudin Tamoreka and Amirudin Tamoreka's team in the Banggai election contest. The age of the informants in this study ranges from 30-45 years. The majority are domiciled in the Banggai Regency area.

The basic reason for the researcher to choose seven people as informants is to dig into detail about their experiences during political campaigns in the Banggai Regional Elections. This is the main basis for the consideration that qualitative research is more concerned with information than the number of informants in the research. The researcher chose the research subject based on his background and experience as a politician, who of course understands the turmoil that occurred in the contestation of the Banggai Regional Election.

In this study, the object of the research is the condition of the socio-political situation in the Banggai Regional Elections, especially in the personal branding of the incumbent Banggai Regent Amirudin Tamoreka so that it can increase electability and be able to outperform its two rivals, namely Herwin Yatim and Sulianti Murad in the contest for the regional head election. The informants in this study are the incumbent figure of the Banggai regent Amirudin Tamoreka, and his management team and the chairman of the supporting party who is very influential. The researcher made observations on the incumbent Banggai regent and the influential party management team and chairman, aiming to obtain detailed information related to Amirudin Tamoreka's personal branding at the Banggai regional election contest.

The results of the research are to describe the results of interviews with the informants that have been determined by the researcher. The interviews were conducted directly, from the results of interviews, observations and documentation, the researcher was able to find out Amirudin Tamoreka's strategy in innovating personal branding in maintaining his image as the incumbent regent in the 2024 Banggai regional election, as well as what are the factors that are the challenges of Amirudin Tamoreka in building effective personal branding, along with how the socio-political strategy built by Amirudin Tamoreka, Then it was analyzed by researchers using the theory of The Laws of Personal Branding by Peter Montoya.

RESULT AND DISCUSSION

The result of this study is to describe the results of interviews with eight informants that the researcher has determined based on informant criteria. The interview was conducted in person. Through the results of interviews, observations and documentation, the researcher can find out about the personal branding carried out by the incumbent Regent Amirudin Tamoreka in the Banggai election contest. Departing from the findings obtained in the field which were then analyzed by researchers using branding theory by Kotler & Keller, branding strengthens the brand and the concept of The Laws of personal branding by Peter Montoya. There are eight main concepts in the formation of a strong personal branding, including specialization, leadership, personality, difference, visibility, unity, constancy and goodwill.

Amirudin Tamoreka's Strategy in Innovating Personal Branding in the 2024 Banggai Regional Election

The incumbent regent Amirudin Tamoreka in facing the 2024 Banggai Regional Election certainly has a slightly different strategy in approaching the community, in the first

period when Amirudin Tamoreka ran for the Regent of Banggai had a bigger challenge because he was not fully known by the people of Banggai Regency, so it needed extra branding so that the public could know who the new figure who advanced in the head election and Amirudin Tamoreka focus on the goals and vision and mission of his program so that people are interested in voting. In this second period, in the Banggai election contest, the figure of Amirudin Tamoreka is already known, who as the incumbent Regent has led Banggai Regency so that the community has felt his leadership.

Of course, his approach and strategy in branding and increasing his electability, as an incumbent regent Amirudin Tamoreka certainly understands the tritmen in conducting a campaign in the 2024 period, there needs to be a little innovation so that the public still makes choices on the 01 ATFM candidate focusing on this second regional election, namely with the jargon "Once Again" and approaching with polite politics, close to the community, commitment to transparency and inclusivity, with pro-people programs.

1) Personal Branding Specialization

The theory of the laws of personal branding by Peter Montoya with the first concept is about specializing in personal branding. This concept emphasizes that figures need to have a clear concept and are directed towards the field or value that is the character of the figure, so that it can be easily recognized by the public and have differences with other candidates. Specialization is not only about the technical expertise possessed by the figure but also needs consistency in character, values, and a specific understanding of what is needed by the public and consistently displayed to the public.

Peneliti melihat bahwa sosok figur bupati terpilih Amirudin Tamoreka memiliki The dominant specialization is having fast work and prioritizing religious values, which can be seen from his care that is known to be generous which is implemented in his life as an example in religious agendas such as activities in the construction of Islamic boarding schools, mosques and other religious activities. Therefore, the specialization in the figure of Amirudin Tamoreka is not only limited to the administrative aspect as a Regent, but touches the social and spiritual shutter of the community.

In addition, Amirudin Tamoreka took an approach that could change the new face of Banggai Regency, namely in structured development that was adjusted to the characteristics of the regions in their respective regions, from here it can be seen that the figure of Amirudin Tamoreka shows a specialization in his leadership which is based on careful planning in the regional development sector and has a fast work principle. Which is then in line with what is needed by the community who needs a leader figure who is not only visionary, but adaptive to the conditions that exist in the region. So that with his characteristics, Amirudin Tamoreka can strengthen his credibility as a regional head leader. If the researcher looks at the overall success of Amirudin Tamoreka in building a strong personal branding in the midst of the people of Banggai Regency, it is inseparable from his success in instilling the concept of specialization in personal branding as a religious, responsive, and able to think strategically so that the people of Banggai Regency still believe that the figure of Amirudin Tamoreka is still able to bring Banggai Regency more advanced and developing. On that basis, the personal branding that is

built is not only strong in perception but proven to be in accordance with the real work in the field.

2) Personal Branding Leadership

The theory of the laws of personal branding by Peter Montoya with the second concept, which is about leadership in personal branding. This concept emphasizes more on leadership character. This is what exists in the figure of Amirudin Tamoreka who has the principle of fast work and is proven to be able to manage the bureaucracy in Banggai Regency optimally, in line with the leadership concept in this personal branding shows that the figure of Amirudin Tamoreka is not only present as a regional leader, but also a figure who is able to provide direction and inspiration to his subordinates. With firmness and fast work principles so that it is able to attract public perception as a visionary and achievement-oriented leader.

Thus, the power of personal branding built by the figure of Amirudin Tamoreka as a regional leader as well as an incumbent in the regional elections is able to make public perception still believe in his performance with the principles of real work that has been carried out. His presence as a leader figure reflects a deep understanding of the concept of leadership in personal branding where a name is not only limited to being known, but is able to become a symbol of strong, professional and impactful leadership values.

3) Personal Branding Personality

The theory of the laws of personal branding by Peter Motoya with the third concept, namely about personality in personal branding Amirudin Tamoreka as an elected regent has characteristics in leading, namely by directly reviewing what is a problem and what the community needs, actively building a good communication relationship with the community the actions he takes show that a leader must always respect his community and always provide solutions, This reflects that as a leader so as not to create distance from his community. Rather, as a regional leader, he needs to be present and blend in with the community, providing solutions to the people he leads is a very big influence when as a leader of the regional head is able to be directly involved and care about the people he leads.

By building an authentic and consistent personality, it can create a psychological approach between leaders and society, the figure of Amirudin Tamoreka with his approach to the community that is communicative and responsive, this can show that he is a figure who is able to build emotional relationships and trust with his community. This kind of attitude is not only to build a positive mind for him, but can be a differentiator for other leaders who may have a more formal or closed approach. This is the essence of the law of personality, personality is an inherent identity that can be remembered by society.

Thus, the researcher can conclude that the figure of Amirudin Tamoreka has built a strong personal branding through his open personality, close to the community, and empathetic and communicative. Within the framework of Peter Motoya's theory, this approach is very effective in creating long-term relationships with the community and can build credibility as a leader who is always present in the community and is only a structural symbol as the Regent of Banggai. The personality he built is the foundation in strengthening the success rate of his personal branding in the community.

4) The Difference Between Personal Branding

The theory of the laws of personal branding by Peter Montoya with the concept that difference is the most important physicist element in forming a strong, unique and attractive personal branding so that it is easy to recognize and differentiate from other candidates, able to give characteristics to oneself. The incumbent regent Amirudin Tamoreka managed to form a strong personal branding differentiation compared to his other political rivals.

Amirudin Tamoreka was able to promote himself as a polite political actor and did not have the principle of revenge politics. The approach he uses can be a distinctive or differentiating feature (unique selling point) in building his leadership image, in the midst of the heat of political turmoil in the Banggai regency area, Amirudin Tamoreka as the incumbent is present by displaying an embracing, peaceful and inclusive leadership style. This image not only places him as a strategically different Regent figure, but also highlights values and ethics and politics. which makes this difference even more prominent because Amirudin Tamoreka is supported by his attitude and principles in leading Banggai Regency in the first period, where Amirudin Tamoreka shows his maturity in politics. This attitude then makes the public perception that Amirudin Tamoreka is worthy to lead Banggai Regency for the second time, as a regional head figure who is able to rhetorically well, and uphold ethics in politics, this then emphasizes Amirudin Tamoreka's personal branding as a mature, big-hearted leader figure who can be a reflection in the scope of regional leaders. Thus, the researcher can conclude that the incumbent Regent, Amirudin Tamoreka, has succeeded in implementing the principle of difference in Peter Montoya's personal branding theory effectively. Amirudin Tamoreka not only provides a difference in order to stand out, but is different because of strong strategies and value principles that are implemented in real actions.

5) Personal Branding Consistency

The theory of the laws of personal branding by Peter Montoya with the fifth concept, namely consistency in personal branding Amirudin Tamoreka shows the extent to which he is able to maintain the values, behaviors and performance that he does can be implemented sustainably. So that the public can provide a stable perception, and can form public trust. Amirudin Tamoreka is an incumbent Regent who is responsible and oriented towards innovation and sustainable development in Banggai Regency.

The incumbent regent Amirudin Tamoreka while leading Banggai Regency proved his achievement by being able to increase the regional budget from 1.9 trillion to 3.1 trillion. This is not just a statistical figure but an achievement and commitment that is carried out continuously, to increase the fiscal capacity of the region. Not only that, Amirudin Tamoreka also developed innovative programs for the development of the future of the region.

This theory from Peter Montoya basically emphasizes on consistency will be able to create public trust, the public will feel confident in leaders whose attitudes, principles, values and actions run continuously and see results from time to time. This can be seen in the 2024 Banggai election contest, Amirudin Tamoreka is still trusted by the public and dominates in several election areas, this is the success of personal branding which is built based on consistency in carrying out his duties as an innovative regional leader and able to improve public services.

6) Kesatuan Personal Branding

The theory of the laws of personal branding by Peter Montoya with the sixth concept, namely the unity of personal branding, is an important element, in building a strong and authentic personal branding. This unity refers to values, behaviors, attitudes and self-image which are then displayed in harmony and harmony with all aspects of life. Amirudin Tamoreka as an incumbent regent is a figure known for his humanist and mature approach to politics who views rivals not as enemies in politics, but as part of the dynamics in democracy. This reflects the character of the petaha figure of the regent Amirudin Tamoreka who always prioritizes humanitarian values, tolerance and public dialogue in carrying out his duties as a regional leader.

Peter Montoya assumes that personal branding will be successful if internal elements, namely values, beliefs, and personality are the most influential factors in building a strong personal branding. Not only are external value factors also very important in the form of communication, behavior in daily life and reputation in leading, the figure of Amirudin Tamoreka has displayed his character as a polite, firm and humanist person, the elements he displays are in line with his decisions and policies in politics. So that he is able to present ethical politics that is in line with his personality so that he can become a respected leader.

7) Personal Branding Steadiness

The theory of the laws of personal branding by Peter Montoya with the seventh concept, namely the firmness of personal branding, is one of the key elements in building a strong and influential branding. Ketehuhan in the sense refers to the strong consistency and persistence that exists in the figure, in maintaining values, missions and ways of interacting with the community while carrying out their duties as regional heads. Amirudin Tamoreka is a figure who has strong principles, determination and persistence in building Banggai Regency, the determination that Amirudin Tamoreka has can be seen in his ability to choose the right approach strategy in attracting public sympathy. Amirudin Tamoreka does not only focus on campaign trends, but is consistent in applying a more innovative and humanist approach that shows a deep understanding of the emotional needs of the people in Banggai Regency, the strategy he uses is not only temporary, reflects the character of the figure and has a sustainable approach.

So if you look at the results obtained by the researcher, it can be concluded that Amirudin Tamoreka's personal branding is not only formed in an instant way, but through a process of consistency in attitude, and using an approach that is in harmony with the values that have been upheld. So this is in accordance with the principle of constancy by Peter Montoya, who emphasizes how maintaining integrity and style in communication can make society more credible, trusted in the long run.

8) Personal Branding Good Intentions

The theory of the laws of personal branding by Peter Montoya with the eighth concept, namely personal branding, is the most important aspect in building authentic and strong personal branding. This good intention is an image of good intentions built by figures not only for personal gain, but this is based on a sincere desire to have a positive impact on others and society.

From the results that the researcher found in the field, the incumbent regent Amirudin Tamoreka has shown his good intentions to enter the world of government based on developing his region, not only about ambition in political interests, but also with his background and abilities as an entrepreneur this is a strong foundation in understanding managerial aspects, efficiency and strong competitiveness. Amirudin Tamoreka then implemented the experience and knowledge he gained through governance. This shows that goodwill is not only based on rhetoric, but needs to be realized through innovative policies in encouraging regional progress.

As a son of the region, Amirudin Tamoreka brings an innovative vision and mission that has two most important aspects, namely in terms of natural resource management and human resource improvement. This is a message that the figure of Amirudin Tamoreka does not only focus on physical development and exploitation of natural resource wealth, but also on the aspect of developing the quality of the resources of the people of Banggai Regency as a whole. This is his concern and commitment that shows good intentions for the welfare of the community.

From the findings in this field, it can be concluded that the laws of personal branding with the concept of good intentions in real personal branding can create public trust, the figure of Amirudin Tamoreka is not only known but also appreciated and supported by the people of Banggai Regency when the community sees that a regional leader has a bigger mission than just power. Then the personal branding that is built will be strong and more sustainable in the future.

Factors that are challenges for Amirudin Tamoreka in building effective personal branding in the Banggai Regional Election

The 2024 Banggai Regional Election is a political contest, the people of Banggai Regency are faced with three candidates for the Banggai regent, one of which is the incumbent Regent Amirudin Tamoreka. Of course, as an incumbent Regent, he has a very tough challenge in maintaining his self-image, in order to increase electability, in the regional elections in order to attract the sympathy of the public so that he is re-elected in the second term. The challenges as the incumbent Regent are very big among them are the branding of his director who is considered a liar, the circulation of the issue of abuse of office and the challenge of Amirudin Tamoreka in seeking support from political parties. The issue was then led by his rival to drop his electability, but as a leader, Amirudin Tamoreka certainly understands the political turmoil that occurs in the regions, and has strategies in dealing with the issue. Amirudin Tamoreka is an active Regent who continues to be committed to his vision and mission with the principle of building Banggai district for the better.

Amirudin Tamoreka's Socio-Political Strategy in the Banggai Regional Election Campaign

The incumbent regent Amirudin Tamoreka in carrying out a campaign by carrying out a socio-political strategy, which focuses on regional development and sustainable development. The program has been proven during the first period of serving as the Regent of Banggai which was able to distribute the budget to the education and health sectors, including approximately

2,800 school children who received free uniforms and a budget in the education sector of 235 billion rupiah which was used for the progress of Banggai regency. In this second period of his campaign, the incumbent regent Amirudin Tamoreka introduced the waste program into a new economy. The purpose of this community empowerment is to introduce sustainable programs, as well as renewable innovations in waste management, so that it becomes an economic source for the people of Banggai Regency.

With the concept of using a polite political approach and prioritizing ethics in democracy. This polite political approach, Amirudin Tamoreka invites all people, to remain solid in maintaining unity and unity which aims to the importance of maintaining ethics in politics, so that the people of Banggai Regency avoid slander, character assassination and provocations that often occur in democratic parties.



Figure 1. Amirudin Tamoreka and Furqanudin Masulili while visiting the AT-FM volunteer house in Luwuk Village, Luwuk District, Monday, October 8, 2024.

Source : Ininfo, Banggai

The result is that the figure of Amirudin Tamoreka during his tenure as Regent of Banggai was able to increase the amount of 1.3 trillion in the Banggai Regency APBD. Until 2024, it will increase to 3.2 trillion. Personally, this figure of Amirudin Tamoreka, does have a leadership spirit that is inherent before becoming a leader of a regional head, Amirudin Tamoreka is a successful businessman, so that the experience applied while being an entrepreneur is applied to the government and successful, besides that the communication built between the local government and the central government is very good.

Amirudin Tamoreka is a figure who is very close to the community, a figure who is known to be religious, during his leadership period of the last 5 years, Amirudin Tamoreka realized that what was done to make a change because the concept was the same, so what was done during the leadership of Amirudin Tamoreka was actually to continue the regional program from the previous leader and continue during his leadership period and focus on building the Regency of Banggai, Embrace all elements of government staff and make innovations to improve services to the community.

In the implementation of the 2024 Banggai regional elections, Amirudin Tamoreka as an incumbent Regent was supported by the GOLKAR, PAN, DEMOCRAT, PBB, PPP, PERINDO, and LABOR PARTIES. In this election contest, of course, as an incumbent, there are many challenges from both parties with a lot of *branding* circulating in the community that

Amirudin Tamoreka is a liar candidate. However, the figure of Amirudin is so calm and shows his maturity in politics, in responding to the *branding* that was made to bring him down, so that the people of Banggai Regency also see the figure of Amirudin Tamoreka as a suitable figure to lead Banggai Regency for the second time. Amirudin Tamoreka and his entire team build a *branding* concept by taking a more humanist approach, and the political speeches he delivered are easy for the public to understand.

This approach through social media reflects a modern personal identity, so that people can easily remember. Not only that, *branding* through this media makes him not only appear as a candidate in the regional elections, but also reflects a leader who is able to adapt to the development of the all-digital era, so that the communication message conveyed is attractive and easy to understand by the public. This is proof that Amirudin Tamoreka is an innovative and modern leader.

And it is proven that on November 27, 2024, Amirudin Tamoreka is still highly trusted by the people of Banggai Regency with 92,182 votes, followed by his rival, Sulianti Murad, with 89,929 votes and Herwin Yatim with 31,035 votes. However, Amirudin Tamoreka's rival did not accept defeat in the 2024 Banggai Regional Election, and continued to PSU in two sub-districts, namely Toili District, and Simpangraya District as many as 89 polling stations which were held on May 8, 2025, but the PSU results were still outperformed by Amirudin Tamoreka who is still trusted by the people of Banggai Regency with the most votes of 95,073 and his rivals Sulianti Murad at 94,176 and Herwin Yatim at 27,227. Amirudin Tamoreka's achievement in the 2024 Banggai election, succeeded in making new history as the first Banggai Regent to successfully lead Banggai Regency for two consecutive periods through a democratic mechanism, this proves that Amirudin Tamoreka's effectiveness in building *personal branding* in his leadership has managed to gain the trust of the people of Banggai Regency.

CONCLUSION

Based on the results of research that has been conducted on Amirudin Tamoreka's strategy in innovating personal branding in maintaining his image as the incumbent regent in the 2024 Banggai Regional Election with a structured concept, with the concept of a communicative, innovative approach and oriented to real work. Therefore, the researcher can conclude that

1. The elected regent Amirudin Tamoreka is a figure who has succeeded in strengthening and maintaining his image as a regional leader who is pro-people, has the principle of real work and is concerned about more innovative regional development during his term of office with a sustainable narrative.

2. The figure of the elected regent Amirudin Tamoreka in innovating his personal branding is carried out through adaptation to the advancement of communication technology in the use of social media as a means of conveying political campaign messages, work programs and daily activities so that he can make the personal branding that he builds can connect with the younger generation and reflect innovative and humanist leaders.

3. The elected Regent Amirudin Tamoreka the political communication approach that he applied is participatory in embracing all elements of society, where the figure of Amirudin

Tamoreka prioritizes direct public dialogue and displays his direct involvement with the community. This is an effective personal branding in strengthening his position as a regional leader who is not only administratively oriented, but can build a strong emotional relationship with the community.

4. The figure of the incumbent regent Amirudin Tamoreka has consistency between image and performance achievement, while leading Banggai Regency in the first period, this is the main key in maintaining public trust, the people of Banggai Regency are not only given political promises but innovative real work, pro-the people and provide evidence of real work from the programs that have been carried out in the first period of office. This is proven in the progress of regional development and public services that make it easier for the community and are able to increase the regional budget.

REFERENCES

- Alvin, S. (2019). Manajemen Citra Politik Prabowo Subianto Dan Sandiaga Uno Melalui Akun @Prabowo Dan @Sandiuno. KOMUNIKA: Jurnal Dakwah Dan Komunikasi, 13(2), 229–247. <https://doi.org/10.24090/komunika.v13i2.2538>
- Aminulloh, A. (2019). Jurnal Komunikasi Nusantara Strategi Personal Branding Sutiaji dan Sofyan Edy Jarwoko dalam Pilkada Kota Malang 2018 Jurnal Komunikasi Nusantara. 1(1), 1–10.
- Arifulloh, A. (2016). Pelaksanaan Pilkada Serentak Yang Demokratis, Damai dan Bermartabat. Jurnal Pembaharuan Hukum, 3(3), 301–311.
- Azhar, A. A. (2020). Pencitraan Politik Elektoral. In Yogyakarta:Atap Buku. <http://repository.uinsu.ac.id/1254/%0Ahttps://online-journal.unja.ac.id/jisip/article/view/14624/11907>
- Dua Lagu Hasil Karya Relawan AT-FM Jadi Magnet Dukungan Publik -. (n.d.).
- Fitriyani, I. N. (2023). Komunikasi Politik Ridwan Kamil dalam Membangun Personal Branding di Media Sosial: Pendekatan Semiotik. Jurnal Komunikasi Peradaban, 1(1), 9–18. <https://journal.peradaban.ac.id/index.php/jkphhttps://journal.peradaban.ac.id/index.php/jkp>
- Kasih, E. (2018). Pelaksanaan Prinsip- Prinsip Demokrasi Dalam Sistem Politik Di Indonesia Guna Mewujudkan Keadilan Sosial Bagi Seluruh Rakyat Indonesia. Jurnal Kajian Lemhannas RI, 34(4), 1–87. http://www.lemhannas.go.id/images/Publikasi_Humas/Jurnal/Jurnal_Edisi_34_Juni_2018.pdf
- Management, M., Penuhi, U., Syarat, S., Mencapai, G., Magister, G., & Komunikasi, I. (2022). Pengaruh personal branding najwa shihab dan konten youtube narasi newsroom terhadap kemampuan berpikir kritis.
- Menang di Pilkada 2024, Ini Obsesi Amirudin Tamoreka buat Golkar Banggai. (n.d.).
- Muhamad Fatkhul Hidayat, Muhammad Luthfie, dan M. F. (2024). PERSONAL BRANDING ALFIANSYAH KOMENG DALAM KAMPANYE PEMILU SERENTAK 2024. Gema Kampus IISIP YAPIS Biak, 19(2), 176–189.

- Panjaitan, M., Pasaribu, V. A., Rajagukguk, J., Manalu, D., Gea, S., Simangunsong, R. M. B., & Siagian, L. (2024). Sosialisasi Pentingnya Kesadaran Warga Negara Mewujudkan Pemilu Damai Dan Jujur Tahun 2024 Di Kelurahan Sei Agul. *Jurnal Pengabdian Kepada Masyarakat Nusantara*, 5(1), 967–972. <https://doi.org/10.55338/jpkmn.v5i1.2826>
- Paslon Petahana Usung Jargon “Sekali Lagi” di Pilkada Banggai 2024, Ini Alasannya - Tribunpalu. (n.d.).
- Prasetyo, D. (2015). Persepsi Masyarakat Dki Jakarta Terhadap Figur Dan Komunikasi Politik Basuki Tjahaja Purnama (Ahok). *Politika: Jurnal Ilmu Politik*, 5(2), 5–17. <https://ejournal.undip.ac.id/index.php/politika/article/view/8895/7224>
- Risberg, I. (2024). Kekuatan Pencitraan Politik.
- Santoso, M. A. (2017). Pemilihan Kepala Daerah Secara Langsung Merupakan Sarana Pelaksanaan Demokrasi Di Indonesia. *Yuriska : Jurnal Ilmiah Hukum*, 2(2), 1–14. <https://doi.org/10.24903/yrs.v2i2.193>
- Sinaga, P. (2018). Pemilihan Kepala Daerah Dalam Konstruksi UUD NRI 1945. *Binamulia Hukum*, 7(1), 17–25. <https://doi.org/10.37893/jbh.v7i1.10>
- Suwardi, Y. P., & dkk. (2016). Faktor Figur Dalam Keterpilihan Anggota Dprd Studi Kasus: Keterpilihan Anggota Dprd Dari Partai Gerindra Kabupaten Klungkung Pada Pemilu 2014. *Politika*, 1(1), 1–13. <https://ojs.unud.ac.id/index.php/politika/article/view/19622>
- Alvin, S. (2019). Manajemen Citra Politik Prabowo Subianto Dan Sandiaga Uno Melalui Akun @Prabowo Dan @Sandiuno. *KOMUNIKA: Jurnal Dakwah Dan Komunikasi*, 13(2), 229–247. <https://doi.org/10.24090/komunika.v13i2.2538>
- Aminulloh, A. (2019). Jurnal Komunikasi Nusantara Strategi Personal Branding Sutiaji dan Sofyan Edy Jarwoko dalam Pilkada Kota Malang 2018 *Jurnal Komunikasi Nusantara*. 1(1), 1–10.
- Arifulloh, A. (2016). Pelaksanaan Pilkada Serentak Yang Demokratis, Damai dan Bermartabat. *Jurnal Pembaharuan Hukum*, 3(3), 301–311.
- Azhar, A. A. (2020). Pencitraan Politik Elektoral. In Yogyakarta:Atap Buku. <http://repository.uinsu.ac.id/1254/%0Ahttps://online-journal.unja.ac.id/jisip/article/view/14624/11907>
- Dua Lagu Hasil Karya Relawan AT-FM Jadi Magnet Dukungan Publik -. (n.d.).
- Fitriyani, I. N. (2023). Komunikasi Politik Ridwan Kamil dalam Membangun Personal Branding di Media Sosial: Pendekatan Semiotik. *Jurnal Komunikasi Peradaban*, 1(1), 9–18. <https://journal.peradaban.ac.id/index.php/jkphttps://journal.peradaban.ac.id/index.php/jkp>
- Kasih, E. (2018). Pelaksanaan Prinsip- Prinsip Demokrasi Dalam Sistem Politik Di Indonesia Guna Mewujudkan Keadilan Sosial Bagi Seluruh Rakyat Indonesia. *Jurnal Kajian Lemhannas* RI, 34(4), 1–87. http://www.lemhannas.go.id/images/Publikasi_Humas/Jurnal/Jurnal_Edisi_34_Juni_2018.pdf

- Management, M., Penuhi, U., Syarat, S., Mencapai, G., Magister, G., & Komunikasi, I. (2022). Pengaruh personal branding najwa shihab dan konten youtube narasi newsroom terhadap kemampuan berpikir kritis.
- Menang di Pilkada 2024, Ini Obsesi Amirudin Tamoreka buat Golkar Banggai. (n.d.).
- Paslon Petahana Usung Jargon "Sekali Lagi" di Pilkada Banggai 2024, Ini Alasannya - Tribunpalu. (n.d.).
- Prasetyo, D. (2015). Persepsi Masyarakat DKI Jakarta Terhadap Figur Dan Komunikasi Politik Basuki Tjahaja Purnama (Ahok). *Politika: Jurnal Ilmu Politik*, 5(2), 5–17. <https://ejournal.undip.ac.id/index.php/politika/article/view/8895/7224>
- Santoso, M. A. (2017). Pemilihan Kepala Daerah Secara Langsung Merupakan Sarana Pelaksanaan Demokrasi Di Indonesia. *Yuriska : Jurnal Ilmiah Hukum*, 2(2), 1–14. <https://doi.org/10.24903/yrs.v2i2.193>
- Sinaga, P. (2018). Pemilihan Kepala Daerah Dalam Konstruksi UUD NRI 1945. *Binamulia Hukum*, 7(1), 17–25. <https://doi.org/10.37893/jbh.v7i1.10>
- Suwardi, Y. P., & dkk. (2016). Faktor Figur Dalam Keterpilihan Anggota Dprd Studi Kasus: Keterpilihan Anggota Dprd Dari Partai Gerindra Kabupaten Klungkung Pada Pemilu 2014. *Politika*, 1(1), 1–13. <https://ojs.unud.ac.id/index.php/politika/article/view/19622>

Copyright holders:

Muh. Darmawan Setiadi(2025)

First publication right:

Devotion - Journal of Research and Community Service



This article is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International](https://creativecommons.org/licenses/by-sa/4.0/)