The Image Politics of Puan Maharani in the Podcast ROSI

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ABSTRACT

Podcasts are typically employed by political figures to attract public attention and build a political image. Puan Maharani, a chair of the House of Representatives, who has a bad image in society, uses this media to build a positive image with clarification content. This research aims to analyze the podcast ROSI by KompasTV with a guest Puan Maharani, allegedly intended to build a positive image. This is qualitative research with Fairclaugh analysis at three levels, micro, meso, and macro. At the micro level, we found representations of the texts delivered by Puan Maharani; at the meso level, we found that the existing representations were discourses to build her political image; and at the macro level, we revealed a deep understanding of the use of podcasts for creating and improving a positive political image. Puan's clarification was conveyed well in the podcast. Apart from that, regarding the issue of Megawati's interference in Puan's position as the Indonesian House of Representatives, Puan clarified no interference at all.

Keywords: discourse analysis, podcast, political image, Puan Maharani

INTRODUCTION

The decline in public trust in the performance of politicians, political parties, and political media has become a widespread topic of discussion. People participating in politics is an actualism for political progress, especially in developing countries (Saputro, 2022). Despite the current reality, new media technology creates new ways for politicians to manage their public image by communicating messages and increasing interaction with the public, which can increase public political participation (Bossetta, 2018). Politicians can overcome the declining public trust through, one of which, digital media.

Since 2008, digital media has become a new element for the public to voice politics. One of the politicians who uses digital media is Obama and this has led to the popularity of digital media as a means of socialization and political activities (Rustandi & Yusanto, 2021). Digital media has the power to build the public image of political figures. Political communication via social media effectively builds personal image because the communication style tends to be entertaining (Keller & Königslöw, 2018).

The community created diverse media, such as vlogs, community radio, podcasts, and so on, and can be distributed through various platforms (Burhan, 2019). Facebook is a digital platform with thousands of users, even though it is only one of several forms of communication. When text is added to a post, a visual appears beneath it as an illustration of the textual message (Farkas & Bene, 2021). Facebook is one of the social media widely used by politicians for their political image campaigns because its communication style tends to be entertaining and provides text and image features.

As technological advances develop, people are starting to be interested in not only Facebook but also podcasts or iPod Broadcasting as a communication information and entertainment channel (Sheldon, 2017). Podcast is a new media channel produced and distributed to the public online using several platforms (Susilowati et al., 2020). It belongs to an alternative audio media to the radio but people can enjoy it anytime, anywhere using internet channels. Apart from that, it provides content and platform selection features (Imarshan, 2021). Podcast is a new media similar to radio, but it is different in that it allows users to freely select the content, which is accessible on various platforms.

Podcast becomes a medium increasingly gaining people's interest. Indonesia is the second largest country podcast listeners in the world as of the third quarter of 2021. The total percentage of internet users aged 16 – 64 years, and the percentage of podcast listeners in Indonesia reached 35.6% (Databoks, 2022). Podcast can be easily accessed on several platforms such as Spotify, Google Podcasts, YouTube, Apple Podcasts, and Anchor (Sucin & Utami, 2020). It allows users to be more flexible in their use and better meet consumer needs, so many people are interested in them.

This research explores podcasts as a means of improving relationships between politicians and society by building a political image. Podcast has many listeners, especially in Indonesia. It changes people's habits, especially the younger generation, in consuming news along with the growing distrust of traditional media (Tranová & Veneti, 2021). The increasing popularity of podcasts prompts political figures to start using digital audio podcasts in the political realm because radio is no longer relevant, especially for the younger generation. The use of digital media to consume political news and information has increased in deeper layers and influenced political participation across generations (Andersen et al., 2020).

A podcast is also used by Puan Maharani for political communication, the chair of the Indonesian House of Representatives (DPR), in building her political image. Together with Rosianna Silalahi, Puan Maharani is present at ROSI Kompas TV to clarify footage of Megawati's viral speech. Puan also clarified her moments that went viral on social media and apologized for her unexpected actions. Through this, there is a new opportunity for Puan Maharani to create a positive image. The media offers opportunities for political figures to shape their image by compiling and communicating their messages so that they can provide more personal, permanent, and interactive communication to the public (Harris & Harrigan, 2015). Podcast presents an opportunity to build relationships between the public and political figures (Tranová and Veneti, 2021). It gives politicians the freedom to convey messages in the preferred style, influencing public perception of the image that political figures want to project. Unlike the previous research, this study discusses the building of a political image by politicians who have a negative reputation in society through podcasts.

This research explored the role of political podcasts in political communication in Indonesia, especially in preparation for the 2024 Presidential and Vice-Presidential elections. Besides, it investigates the influence of social media on people's political behavior, the use of podcasts as a means of political propaganda, and the influence of political podcasts on public opinion. Additionally, this research includes a case study on the influence of independent trolls in the political propaganda of Indonesia's 2024 presidential candidates via podcasts (Fadiyah & Simorangkir, 2021). Meanwhile, it discusses the self-image of a chair of the DPR RI who often receives criticism in the media. Podcasts serve as a means for politicians to convey apologies and seize opportunities to improve and build their image.

This qualitative research employed discourse analysis methods and the critical paradigm, which views media content as something to understand broadly and comprehensively. It involved a text of Puan Maharani's podcast with Rossi, titled "Viral, Mega's Speech Considered an Insult to the President, Puan: I Love Jokowi Very Much," featured on the ROSI program of the KompasTV YouTube

Channel.

The text is presented and followed by gestures of Puan Maharani at certain moments to facilitate the analysis process. Four scenes were chosen for the study, representing important points in the research: building a positive image. To enhance research insight regarding the topics, it includes relevant sources such as articles or journals.

This research employed the discourse analysis prototype by Norman Fairclough: text, discourse practice, and sociocultural practice. First, textual dimensions, such as identity, representation, and relationships. Second, text production practices such as text distribution, text consumption, and text production. Third, social practices such as social, institutional, and situational contexts (Kartika, 2020). Data validity testing adopted source triangulation, which will determine the research pattern with analysis based on the data source (Moleong, 2016). The framework used to clarify the analysis is as follows:

Table 1. Fairclough's Analytical Framework in Puan Maharani's Speech at the Podcast ROSI

Levels of Analysis	Level Problem	Focus	Unit of Analysis	Data Collection
Mirco	Text	Representation An event, individual, group, circumstance, and situation are displayed in the text Relation The relationship between Puan, Rosi, the audience, and the characters concerned is discussed and presented in the text Identity The identities of Puan as guest stars, audiences, and figures discussed in the podcast are Megawati and Jokowi	Dialogue or text on a podcast "Tidak ada bintang yang berdiri sendirian di PDIP" in the ROSI Kompas TV program	Observation and content analysis as well as literature study

Levels of Analysis	Level Problem	Focus	Unit of Analysis	Data Collection
		Text consumption The recipient consumes the text and interprets the text	Analysis through audience responses in the comments column of Puan and Rosi's video podcast	
Macro	Socio-cultural practices	Situational	Specific situations that exist in the text	Observation and content analysis as well as literature study
		Institutional	Internal and external forces that involve certain parties and influence how the event is delivered (text/video)	
		Social	The focus is on macro things in society (economic, political, and cultural systems)	

Source: researcher's analytical framework

RESULTS AND DISCUSSION

The discourse representation in this research focuses on the text delivered in an in-depth conversation between Puan Maharani and Rossi. The text represents a situation embedded with a certain ideology that can be linguistically deconstructed (Wayan & Sasmitha, 2023).

Micro Analysis
Through the ROSI program podcast on January 12, 2023, Puan Maharani clarified her recent actions that have attracted a lot of negative perceptions in society. This research analyzed three clarification topics Puan Maharani presented in the podcast ROSI. The first is that Puan is perceived to always get whatever she wants in a political position because she is the daughter of the general head of the PDI Perjuangan. The second topic addresses public doubts about Puan Maharani's performance, and the third is Puan's statement of apology regarding her attitudes and actions that went viral on social media.

Source: Youtube KompasTV
Figure 1. Puan's clarification regarding the opportunity to get a Golden Ticket (04:60 minutes)

Rossi, "*saya ingin dapet klairifikasi dari seorang Puan Maharani, tidakkah sebagai seorang yang disebut sebagai orang yang memiliki darah biru partai politik terbesar PDI perjuangan, anda berhak mendapatkan gonden tiket?"*

[Rossi, "I want a clarification from Puan Maharani, as the one who has the blue blood of the largest political party PDI Perjuangan, you have the right to get a ticket, don't you?"]

Puan, *"nggak juga, ini bukan urusan anak, ini urusannya bagaimana kemudaian memunculkan seorang pemimpin untuk bangsa dan negara apakah siapa, bagaimana ya pasti bu Mega memilih pertimbangan sendiri, ya bukan berarti bukan harus Puan Maharani."*

[Puan, "Not really. This is not about a daughter, this is about creating a leader for the nation and state. Regarding who and how, Mega must have her own considerations, that doesn't necessarily mean Puan Maharani."]

The picture above shows Rossi's request for clarification from Puan Maharani. She referred to the statement that Puan was considered to have "blue blood" in the largest political party, PDI Perjuangan, which implied that Puan had a special position or privilege in getting a ticket or opportunity as a potential leader.

This perception is supported by some public opinions on diverse social media platforms, where people believe that Puan is merely taking advantage of family privileges to obtain a position in government. The public views Puan Maharani as a political figure who received her position due to the significant influence of her lineage (Tsabit et al., 2022). However, Puan explained that this is not merely a personal matter or individual interest, but rather about creating leaders who can lead the nation and state effectively. The decision to determine the leadership candidate lies entirely in the hands of Megawati Soekarnoputri, General Chair of PDI Perjuangan, and is based on her considerations. Thus, Puan emphasized that this decision does not automatically become her right or obligation as an individual but is rather a prerogative of Megawati Soekarnoputri as the party's General Chair.

According to Kompas.com, Megawati's decision in 2023 mirrors her decision nine years ago. She abandoned her intention to run as a presidential candidate and gave Joko Widodo, her cadre, a chance. Now, she has set aside her daughter's desire, Puan Maharani, to become a presidential candidate representing her party and is giving that opportunity to another cadre, Ganjar Pranowo. This attitude, apart from being rational, also had a positive impact on her leadership in the party (Awaludin, 2023). Puan Maharani also explains in her clarification at minutes 8:43 to 7:09 that being herself is not easy:

Puan, "*dan saya harus buktikan dengan kerja keras bukan hanya duduk saja dengan karpet merah Aduh Ros berat terus bukannya gampang untuk jadi menjadi seseorang*

Puan Maharani ini, saya juga tentu saja kan harus membuktikan, apa saya bisa apa saya mampu tapi itu menjadi tantangan bahwa ya harus bisa."
[Puan, "and I should prove it by hard work, not just sitting on the red carpet. Oh Ros, it's hard; it's not easy to be Puan Maharani. I should also prove that I can do it, but it is a challenge."]

In her statement, Puan emphasized that she did not rely solely on privilege in her political career. The public needs to know that it is not easy to become Puan Maharani; it requires effort, hard work, and leadership qualities evidenced with real results. Puan views society's negative perception of her as a challenge to face with her own abilities and dedication. This statement portrays herself as a leader who values hard work. By stating that she also has to prove herself and face challenges, Puan aims to build her image as someone who deserves trust and support based on her personal qualities and competencies.

Self-image is formed from a person's journey, from pioneering, through processes, repeated failures, and ultimately, success. Image can also be shaped by the knowledge possessed, hard work, and principles that form the overall impression of a person (Umam, 2013) Puan Maharani's clarification text clearly opposes the notion that she has privilege.

At minute 9:21 - 9:28, Puan Maharani said, *"gak bener banget dan gak seperti itu, jadi kalau misalnya orang mengatakan kalau seorang Pun Maharani tinggal bilang mah aku ini anaknya Mama loh jadi aku harus bisa dapat ini nggak banget itu"*
[Really, it is not true, and it does not work that way. So, if people say that as Maharani, she can say, I'm Mama's daughter, so I should get this. No, it is not that way].

Puan's words refused the public perception that she received opportunities and advantages solely because of her family relationship, enabling her to occupy her current political position. Through her words, she tries to shape her image as a political figure who rejects nepotism, or the abuse of power based on family relationships.

Puan emphasized the importance of personal qualifications, abilities, and hard work in getting opportunities and achieving success. With hard work, Puan Maharani builds a positive image in society. The positive image of a politician can be seen through their actions, hard work, and upholding national values in their daily behavior (Muchtar & Aliyudin, 2019). In other words, Puan is trying to build an image as someone who does not rely on family background to achieve position or success but prioritizes personal effort and competence in achieving accomplishments and becoming a quality leader.

Source: Youtube KompasTV

Figure 2. Clarification of public doubts regarding Puan Maharani's performance
(18:24 minutes)

Rossi, *"Bersama Ketua DPR perempuan pertama Puan Maharani yang juga menjabat ketua DPP PDI perjuangan bidang politik mbak Puan melaksanakan semua instruksi ketua umum partai turun ke bawah tapi masih banyak yang meragukan seorang Puan Maharani, mbak Puan merasakan itu?"*
[Rossi, "Along with the first female chair of the House of Representatives, Puan Maharani, who also serves as the head of DPP PDI, carries out all the instructions from the party; a general head goes down to the field, but many people still doubt Puan Maharani. Do you feel that?"]

Puan, *"banget, ngerasa lah.. bingung juga, Ros ... gak tau kenapa kayaknya udah berusaha kerja bener, turun kebawah, kemudian kelapangan ya walaupun saya juga tahu nggak bisa juga menyelesaikan masalah, semua masalah karena masalah begitu banyaknya, tapi paling nggak saya berusaha untuk bisa menyapa rakyat, mendengar aspirasi rakyat dan juga tentu bagaimana mengetahui kondisi rakyat, tapi kayaknya memang yang udah ga suka tetep aja nggak suka, nggak lihat lagi apa yang dilakukan oleh Puan Maharani tapi ya selalu salah aja."*
[Puan, "absolutely, I feel it... I'm also confused, Ros... I don't know why it seems like I have tried to work properly, get down to the field, even though I also know I can't solve all problems, but at least I try to greet the people, listen to the people's aspirations, and obviously find out about the people's condition, but it seems like those who dislike it remain. They don't look at what Puan Maharani is doing but it is always wrong."]

The excerpts above show that Puan Maharani expresses her feelings about the doubts of others towards her. She feels confused about why people do not trust her, even though she has tried to work well, go into the field, and listen to

their aspirations. Puan realizes that not all problems can be completely resolved because many complex issues should be resolved. However, at least she tries to greet the people, listen to their aspirations, and understand their conditions. Puan is trying to build her image as a caring and responsive leader who accomodates their needs.

Puan said, "...but at least I try greet the people, hear the people's aspirations, and also obviously find out about the people's condition". This statement reflects her efforts to portray herself as a leader who works hard, is committed, and wants to be on the side of the people. She carries out her duties seriously and listens to the needs and aspirations of the people. In this way, she hopes to gain recognition and trust as a leader who cares and fights for their interests. This contributes to the formation of Puan Maharani's political image, providing clarification about her having a negative image in society.

Puan also mentioned, "... but it seems like those who dislike it remain. They don't look at what Puan Maharani is doing but it is always wrong." Her words reflect the disappointment and frustration she experiences over the attitude of some people who continually reject or dislike her without seeing or acknowledging the efforts and contributions she has made. Puan feels that there is a group of people who maintain a negative opinion of her and do not want to see everything she has done. She feels that whatever she does is always considered wrong.

These remarks highlight the challenges in forming a positive image. Even though Puan has made real efforts and actions, some people still maintain a negative attitude toward her. This can hinder Puan's efforts to build a positive and good societal image. Puan stated, "I just kept walking and going into the field to greet the people and meet the people, that's all I could do."

It reflects her commitment to continue interacting with the community directly. She realizes that meeting directly with the community allows her to listen to their aspirations, understand their needs, and strengthen connections with them. In the context of image building, this action reflects Puan's efforts to build her image as a leader who listens to the people and fights for their interests. Political marketing is often used by political figures to improve their political image because it has the psychological power to gain, change, and maintain reputation and support (Landtsheer & Vries, 2015).

In facing possible skepticism or criticism, Puan continues taking concrete steps by going to the field and meeting them directly. She builds trust and support from the community. Puan realizes that greeting and meeting people is one of the best ways for her and the community to connect and strengthen their relationship. Building a political image requires establishing a code of ethics for political figures who are free from corruption, responsive to their responsibilities as representatives of the people, and able to earn the public's trust (Rahman et al.,

2020).

Every time Puan Maharani conducts an activity that is then published, netizens on social media often attack or criticize her. Rossi highlights this phenomenon, showing that Puan is often the target of attacks or criticism by netizens in cyberspace. There are challenges in maintaining a positive image in the era of social media. Attacks launched by netizens can negatively affect the public's perception of Puan and create a negative impression that may be difficult to alter. One of Puan's videos attacked is when she shares it with the public and shows an unfriendly face. Rossi expresses this by showing a related video in her podcast:

Source: Youtube KompasTV

Figure 3. Puan's sullen expression which went viral in the media (minute 2:40)

From the given context, the expression "Mbak Puan is very bitchy" indicates a perception of their attitude, referring to the perception of society, especially social media users. The video received various harsh criticisms from netizens as she acted and looked unfriendly. In response to this, Puan took advantage of her presence at the ROSI event to apologize, clarify what had happened, and explain the actual incident.

> Puan *"...Atas kejadian itu pada kesempatan ini saya minta maaf kalau kemudian kok judes banget sih Kok cemberut banget, Saya minta maaf karena apa, situasinya pada saat itu tuh Panas banget, Panas banget gitu terik kemudian rakyat banyak kan Tadi dilihat kan rakyat, banyak hadiah, mau salaman ada yang mau minta kaos tapi kemudian tim yang ada di lapangan itu harusnya itu lebih Sigap untuk membantu saya dalam membagi-bagi kaos itu ya tapi ternyata tidak sesuai dengan harapan jadi kemudian ya terjadilah seperti itu…."*
> [Puan, "...for that incident, on this occasion I apologize if I was bitchy, why was I so sullen, I'm sorry. The situation back then was very hot, extremely hot, and many people around, right? You saw many people earlier, right? There were lots of prizes, I wanted to shake hands, yet someone wanted a

t-shirt, but then the team on the field should have been more alert to help me in distributing the t-shirts, but it turned out beyond expectation, so it happened that way..."]

Puan explains the reasons behind her attitude and admits that the incident is beyond expectations. She accepts the criticism and attempts to improve her relationship with the people. In stressful and demanding situations, sometimes one's emotions and attitude can be affected. In this case, she feels the need to apologize for attitudes or reactions that may not be good and beyond other people's expectations.

Admitting mistakes and asking apology is a good step to be responsible for the actions we have taken and show a willingness to correct them. By apologizing, we can restore relationships with other people and maintain good relationships in the future. When a person's image is threatened for an uncontrolled action, the solution is, one of which, apologizing to the parties concerned (Benoit, 2016).

Rossi, *"...selama ini keraguan terus cibiran pada apapun yang dilakukan oleh seorang Puan Maharani gimana Anda mengelola ini?"* ["... in regard with the doubts and contempt of people to Puan Maharani lately, how do you manage it?"]. According to Rossi, lately, there have been constant doubts and scorn for everything Puan Maharani did. The representation of Rossi's words is that Puan Maharani faces challenges in managing the doubts and sneers constantly targeting her.

Puan, *"...jadi tetep aja saya tetap semangat turun ke lapangan bertemu dengan rakyat kalau kemudian terjadi kesalahan saya anggap itu sebagai pembelajaran bahwa nggak boleh lagi terulang dan harus tetap semangat semangat dan semangat....".* ["...so, I still remain enthusiastic about going into the field to meet the people. If something goes wrong, I take it as a lesson that it does not happen again and I should keep up my enthusiasm and passion..."]. The representation of Puan's words is that she has a strong spirit and determination to continue her interactions with the people, even though there may have been mistakes in the past. He takes every mistake as a valuable lesson and is committed to continuing to learn and grow from the experience.

Puan's statement shows a positive attitude, where she does not give up or be affected by her mistakes. She is passionate about continuing to interact with people and making mistakes as opportunities to grow and improve herself. This reflects her determination and steadfastness in carrying out her responsibilities and serving the community with high motivation. With a positive approach and strong commitment, Puan strives to strengthen her image as a leader who has integrity, puts people ahead, and provides the best service to the community. A person's image is important, and the threat of a bad image needs to be corrected by spreading persuasive messages through positive actions or clarification to parties who feel disadvantaged (Benoit, 2019).

Meso Level Analysis

Analysis at the meso level focuses on text production and text consumption. A text emerges from various discursive practices which ultimately determine how the text is created. This level finds the implied point of view of a text which will later influence the audience's point of view (Bayquni & Santoso, 2021). The text production process in the context of Puan Maharani's podcast on the ROSI program involves a very crucial individual dimension. In providing clarification and answers to questions, Puan Maharani creates text with a personal touch that reflects her direct involvement in the process. Through the podcast, she becomes not only the initiator but also the main face who shapes the narrative, carving out her own image in an interactive dialogue with listeners.

ROSI is the first interview program in Indonesia controlled by Rosianna Silalahi and broadcast on the Kompas TV channel. On January 12, 2023, Exclusive ROSI eps. Puan Maharani: No 'Star' Shines Alone in PDI-P was first broadcast on YouTube KompasTV. In this event, Puan Maharani clarified her viral moments and apologized for being called sullen while distributing t-shirts during a visit to Pondok Gede Market, Bekasi. Puan Maharani's presence at KompasTv's ROSI event is not only a form of political participation but also a strategy to build a positive image and political marketing. By attending the event, she can take advantage of the opportunity to interact directly with the public and highlight her achievements and political vision.

Puan Maharani can introduce herself personally to the public and build emotional relationships with her audience through modern media such as podcasts. She can show her leadership side, which is responsive, highly committed, and enthusiastic in serving the community. One of the goals of Puan Maharani's presence at the ROSI event is to promote the political agenda and programs. By clearly conveying her political vision and highlighting relevant achievements, she can shape a positive perception of himself as a qualified and influential leader. Mass media is a powerful tool for the struggle for meaning; whoever succeeds in building an image finds recognition from the public as desired (Hariyadi, 2018).

Puan faces the criticism by taking concrete steps, directly into the field. This is conveyed implicitly in the podcast for building trust and support from the community. Through this action, she hopes to build a positive image as a leader who is active, responsive and committed to serving the community. Building a political image in society can be done by embracing the people with clear steps to trust the people and not forgetting to utilize the media (Ariviyanti, 2017).

The text consumption process is seen by comments, number of likes and number of viewers in the ROSI program with Puan Maharani. Puan's presence on the ROSI program received 2.2 million viewers with 11 thousand likes and 6,167 various comments. Several members of the audience comment on the leadership

qualifications that Indonesia needs. *"Terima kasih acara Rossi yang sangat inspirarif dan mencerahkan!! Indonesia membutuhkan pemimpin yang betul2 pro rakyat dan membangun indonesia maju, itu yang kita butuhkan"* ["Thank you, Rosi, for your inspiring and enlightening event!! Indonesia needs leaders who are truly pro-people and who build Indonesia, that's what we need."] *(@adelinahutauruk3946, 2023 cited from the YouTube comments column of the ROSI program)

The comments show support and appreciation for Rossi's event as inspiring and enlightening. Besides, the audience also expresses the need for leaders who are truly pro-people and capable of developing Indonesia. The comments on the YouTube podcast show hope that Puan Maharani can become a leader who meets the criteria. Currently, media is used as a communication tool with a wider audience (Yeger, 2015).

Macro Level Analysis

The macro level is a socio-cultural dimension analyzed using three levels; situational, institutional, and social where the social context looks at the situational aspects during the text production process (Dianastiti & Mardikantoro, 2016). Puan Maharani's podcast in the ROSI program is mostly text formulated with situational aspects, one of which is her clarification regarding the viral issue. Her sullen moment becomes controversial on social media. This situational context forces Puan Maharani to provide explanations and clarifications, using a relaxed style but still maintaining professionalism as a leader. Through the podcast, she conveys clarification to the audience, shapes her narrative, and contributes to the broader social situation through direct explanations. Discourse analysis responds to conditions or situations in a particular social context (Wahyuni & Zumiarti, 2021).

Apart from that, the content title "Viral Pidato Mega Dianggap Hina Presiden, Puan: Ibu Sayang Sekali Pak Jokowi" reflects the need to respond to current controversial issues. The social situation, which includes active public opinion on social media and news, influences content production to understand and moderate public opinion. The situational level opens wider insight in shaping the production of meaning in texts which can help see the contribution of situations in existing reality, such as in the case of Puan Maharani. The text in the media is produced from a unique or unique reality so that it can produce a variety of texts or meanings (Wahyuni & Zumiarti, 2021)

At the institutional level, we see how Puan Maharani can influence society in the production of discourse. The formation of her image can be seen in the way she conveys clarifications in a relaxed but still professional style as a leader while also expressing regret for actions that are not pleasing to the people. ROSI events often present political figures. Apart from appearing in new media, they also use this content as image formation because the style of delivering the text is more

relaxed. The program has become a profitable forum for political figures to shape their image, including that of Puan Maharani. By using the title "Viral Pidato Mega Dianggap Hina Presiden, Puan: Ibu Sayang Sekali Pak Jokowi", the ROSI program successfully attracts the interest of the audience to see and listen to Puan Maharani's clarification. Apart from the contents, the title, tags, and upload time also greatly influence engagement on YouTube (Ricko & Junaidi, 2019).

Puan Maharani creates a positive image implicitly assisted by several of Puan's old video appearances which had received a lot of public attention on social media. One of them is the video where she frowns. The public criticized this harshly because they did not know anything about the true conditions at the time of the incident. Puan directly apologized and explained the actual incident to the public so that what the public saw on social media did not represent her feelings at that time. Moreover, a lot of malicious comments brought about a bad image of her. In the podcast, she repeatedly emphasizes that she will continue to move forward, show concrete steps, and take responsibility for her performance. Podcast provides benefits because it is a medium for politicians to socialize with the public. It also gives politicians the freedom to convey their opinions about themselves in certain cases to build a positive image (Panuju, 2023).

In a social context, through the ROSI program, Puan Maharani can explain her policies and political vision. A clear and comprehensive explanation of his political agenda can strengthen her positive image as a leader. Her response to the viral conduct shows her responsiveness to her issues in society. Her ability to listen to people's aspirations and provide relevant and solution responses can strengthen her positive image as a leader who cares and is ready to take action. The success of political communication via YouTube has been made by the former American president, Obama, during the 2008 election, then followed by other political figures including President Jokowi (Arofah, 2015).

CONCLUSION

Based on the analysis results, Puan, in her clarification, expresses her feelings regarding her negative image in society. Puan feels that she has worked correctly and carried out her duties very well, but some people still cannot see this. Additionally, in the text related to Puan's position as the House of Representatives allegedly due to interference from Megawati, Puan emphasizes no interference at all. Puan is persistent, and she keeps trying to be the best to fulfill this position. Puan emphasizes that being Megawati's daughter does not necessarily mean she will get a position in the world of politics.

The finding at the meso level reveals strategies for building a positive image and winning public support. On the production side, Puan Maharani uses podcasts as a forum to convey personal clarification, answer questions, and build relationships with the community. This strategy involves the use of mass media as

an effective tool in the struggle for meaning, where Puan Maharani's implied presence and actions respond to skepticism and criticism. The text consumption process, seen from the number of viewers, likes, and comments on the ROSI program with Puan Maharani as a guest star, illustrates how the message is received by the public. Support and appreciation in the comments highlight society's hopes and needs for leaders who are proactive, responsive, and pro-people. Puan Maharani's communication strategy in creating and consuming texts underlines the role of mass media as the main mediator in building a political image and determining the direction of public support.

At the situational level, the podcast responds to controversies and viral moments involving Puan, forming a narrative that is strengthened by her clarification in a relaxed and professional style. At the institutional level, this study highlights Puan's role as a leader who influences society through her casual content and positive image formation. Then, at the social level, this occurs through podcasts responsive to the actual issues. The use of social media, such as YouTube, is effective in building a positive image and gaining public support. Political podcasts, as implemented by Puan, provide freedom in building personal narratives and presenting oneself as a leader who is responsive to people's aspirations. Thus, this podcast serves as not only a text but also an entity that contributes to social reality, moderates opinions, and shapes people's perceptions of a political leader.

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