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## Prabowo Subianto's Political Branding Strategy In The Success of The Ministry of Defense's Reserve Component Program

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**Abstract:** Komcad is a forum and form of citizen participation as well as national facilities and infrastructure in national defense efforts. The choice of Deddy Corbuzier is closely related to Deddy Corbuzier's existence as a mentalist and YouTuber who is very close to the Zelenial Generation (Gen Z) and is a form of concern for the Ministry of Defense in facing various future challenges in the era of globalization. This research aims to provide an overview of the awarding of the title lieutenant colonel of the Indonesian Army to Deddy Corbuzier as Prabowo Subianto's Political Branding strategy in making the Ministry of Defense's Reserve Component (Komcad) program a success. This research uses a qualitative case study research method because the researcher has to answer the phenomenon of transparency and the titular rank of lieutenant colonel of the TNI AD Deddy Corbuzier as a strategy to nominate Prabowo Subianto as a presidential candidate in the 2024 elections. The results of this literature review explain that Deddy Corobuzier as Komcad ambassador is a political branding that carried out by Prabowo Subianto as Minister of Defense of the Republic of Indonesia to gain support from the younger generation to make the Komcad program a success in the context of early detection of various potential threats to Indonesia's defense system

**Keyword:** Political Branding, TNI AD Titular Rank, Reserve Component.

### INTRODUCTION

This research takes its starting point from the granting of the titular rank of Lieutenant Colonel (Lt. Col.) to the Indonesian Army by the Minister of Defense (Menhan) Prabowo Subianto to Deddy Corbuzier as a YouTuber and mentalist in making the Ministry of Defense's Reserve Component (Komcad) program a success. Komcad is a forum and form of citizen participation as well as national facilities and infrastructure in national defense efforts. This is motivated by the future challenges of Indonesia's defense potential from the threat of hybrid war (cyber war), military aggression, terrorism, armed rebellion, military aggression, espionage and sabotage. For this reason, the selection of Deddy Corobuzier as Komcad ambassador is a political branding carried out by Prabowo Subianto as Minister of Defense of the Republic of Indonesia to gain support from the younger generation to make the Komcad

program a success in the context of early detection of various potential threats to Indonesia's defense system.

The choice of Deddy Corbuzier is closely related to the existence of Deddy Corbuzier as a mentalist and YouTuber who is very close to the Zelenial Generation (Gen Z). The choice of Deddy Corbuzier as Komcad ambassador is a form of concern for the Ministry of Defense in facing various future challenges in the era of globalization. Deddy Corbuzier's election as Komcad ambassador was motivated by Deddy Corbuzier being ranked third in the list of highest viewers in Indonesia. The highest earning YouTube channels in Indonesia are Frost Diamond, Jess No Limit, Deddy Corbuzier, Ria Ricis, Baim Wong, Atta Halilintar, 14 June 2023. Deddy Corbuzier's income is USD 14900-238200 or Rp. 223.5 million-3.57 billion. Deddy Corbuzier has 20.5 million subscribers. For total viewers, Deddy Corbuzier's channel has reached up to 4.89 billion and so far 1,343 videos have been uploaded (Detik.com [1]). Through analysis of Instagram digital content @mastercorbuzier, the selection of Deddy Corbuzier as Komcad ambassador is the right strategy carried out by the Ministry of Defense in the context of Prabowo Subianto's political branding as Minister of Defense.

In an effort to create a strong national defense, the government through the Ministry of Defense has formed Komcad. The legal formation of the Reserve Component, abbreviated as Komcad, is in accordance with the 1945 Constitution, namely in article 27 paragraph (3) that every citizen has the right and obligation to participate in efforts to defend the country, and article 30 paragraph (1) that every citizen The state has the right and obligation to participate in state defense and security efforts (T. Mas Turi [2]). Therefore, it is an honor for citizens who voluntarily take part in national defense efforts and state defense efforts by joining as members of Komcad. Komcad members come from various elements of civil society consisting of students, mass organizations, civil servants, private employees and so on. Komcad was formed as an additional component to strengthen and enlarge the main components. Komcad was formed and managed by three forces consisting of Land, Sea and Air forces in accordance with the allocation and needs of each force whose deployment was through mobilization by the President with the approval of the DPR. There are reserve components in almost all countries in the world with two categories, namely those that fall into the mandatory military category and those that are voluntary (Assistant to Deputy Cabinet Secretary for State [3]).

At the beginning of the formation of Komcad, there were pro and con assessments from Komcad observers that its formation still seemed lacking in readiness, giving rise to responses and attitudes of doubt among the public. The emergence of this view is made possible by the implementation and material of the Komcad socialization program which still has not reached broad levels of society and the lack of understanding of the majority of Indonesian citizens or civil society groups regarding the Komcad program in depth. am. Apart from that, the incomplete regulation of derivatives and the absence of a grand design as a guide for implementation also adds to problems and obstacles, including in obtaining budget support. Therefore, existing problems and shortcomings need to be immediately addressed with appropriate and comprehensive solution steps and policies to overcome them. Steps need to be taken as an effort to further manage and develop Komcad, from the policy-making level to the implementing level in each dimension and implementation area so that it is better, organized, orderly, planned, effective-efficient and ensures its continuity in an accountable manner (Executive Summary of the Ministry Defense, [4]).

Based on Law Number 23 of 2019 concerning Management of National Resources for National Defense which mandates the development/establishment of a national defense reserve component, where the reserve component was inaugurated on October 7 2021 in Batujajar, West Java by the President of the Republic of Indonesia Ir H. Joko Widodo, the

determination was carried out. The land reserve components totaling 2,499 personnel from five Kodams and an additional 603 Defense University Level 1 Cadet personnel were designated as the first batch of reserve components, where this event was a milestone in the history of the first official birth of the reserve component in Indonesia. If a war emergency occurs, the President can declare the mobilization of reserve components, with the aim of enlarging and strengthening the strength and capabilities of the main components in facing military threats from foreign countries. The use of reserve components in a war emergency is under the command and control of the TNI Commander Article 91 of Government Regulation Number 3 of 2021 (Andy, [5]).

The awarding of the titular rank of Lt. Col. TNI AD to mentalist, presenter and YouTuber Deddy Corbuzier by the Minister of Defense (Menhan) Prabowo Subianto has become a polemic in Indonesian society. It is known that this rank was also approved by the TNI Commander, General Andika Perkasa and Army Chief of Staff, General Dudung Abdurachman (Kompas, [6]). The phenomenon of giving the titular rank of lieutenant colonel to Deddy Corbuzier (DC) has recently attracted public attention. The awarding of the titular title was revealed when the Minister of Defense, Prabowo Subianto handed over the titular lieutenant colonel document to Deddy which was uploaded to the @mastercorbuzier account. In connection with this, the spokesperson for the Ministry of Defense (Kemenhan), Dahnil Anzar Simanjuntak, explained that assigning the titular rank of lieutenant colonel to Deddy Corbuzier was not without reason. Deddy is considered to have special abilities that are currently needed by the TNI and refers to Government Regulation (PP) Number 39 of 2010 concerning Soldier Administration. As well as referring to the TNI Commander Regulation (Perpang) Number 40 of 2018 concerning the Second Amendment to the Army Commander Regulation Indonesian National Number 50 of 2015 concerning Ranks of Indonesian National Army Soldiers. Dahnil also explained that Deddy's abilities and performance would help the TNI to spread national messages. Not only that, this capability is also considered to be able to help socialize the TNI's duties in maintaining Indonesia's defense, then Deddy Corbuzier has the task of carrying out outreach as well as campaigns related to defense issues via social media. The provisions for titular rank are stated in Chapter III of Government Regulation Number 36 of 1959 concerning Special, Titular and Honorary Military Ranks. In Article 6 Chapter III concerning Titular Military Ranks, it is stated that people who can receive titular ranks are those who do not come from the voluntary or compulsory military (Detik.com, [7]). Explanation of Indonesian Government Regulation Number 6 of 1990 concerning Administration of Soldiers in the Armed Forces of the Republic of Indonesia in article 101 that citizens who are required and willing to carry out the duties of certain soldier positions within the Armed Forces of the Republic of Indonesia are given a titular rank.

The reason for choosing Deddy Corbuzier as one of the mouthpieces to encourage people to defend the country is because Deddy Corbuzier is the third ranked YouTuber out of the seven biggest YouTubers in Indonesia who has quite a lot of viewers in the digital space. Deddy Corbuzier's channel has reached 4.89 billion and so far 1,343 videos have been uploaded. The number of viewers that Deddy Corbuzier has is certainly very beneficial for the Reserve Component program to encourage people to take part in efforts to defend the country by registering themselves as members of the Reserve Component. From the explanation above, this is the basis for Defense Minister Prabowo Subianto making Deddy Corbuzier an ambassador for the TNI Komcad. The first batch of Komcad was officially appointed in an event organized by the Special Forces Education and Training Center (Pusdiklatpassus) Special Forces Command (Kopassus), Bandung, West Java on October 7 2021, the appointment of the first batch of Komcad was carried out directly by the President of the Republic of Indonesia Joko Widodo. In this event Joko Widodo appointed 3,103 Komcad to support the TNI as the main component of Indonesian defense. TNI AD Komcad

members come from regions throughout Indonesia and have various professions. However, Komcad mobilization can only be carried out by the President with the approval of the DPR-RI and under the control of the TNI Commander.

## METHOD

The research method that will be used is a qualitative approach. According to Creswell (2013), qualitative research is an approach to exploring and understanding an individual or group in which there is a social problem, so that this problem can be used to interpret or gain a deeper understanding of an attitude or action. This research method was used to compile an article that examines the analysis of giving the rank of titular Lieutenant Colonel of the Indonesian Army to Deddy Corbuzier as Prabowo Subianto's Political Branding strategy in making the Ministry of Defense's Reserve Component (Komcad) program a success. The author also uses case study explanatory research. According to Yin (2009), the case study research method is used to deepen the problem by using main questions in the form of how or why (Yin, 2009). Researchers use this type of case study explanatory research to find answers to questions from a case in detail and in depth. Data collection involves various sources of information (e.g. observations, interviews, documentation and reports). The reason the researcher chose the case study qualitative research method was because the researcher had to answer the phenomenon of transparency and the giving of the rank of TNI AD titular lieutenant colonel Deddy Corbuzier as a strategy for Prabowo Subianto's candidacy as a presidential candidate in the 2024 elections. AD Deddy Corbuzier as a strategy for nominating Prabowo Subianto as a presidential candidate in the 2024 elections. The keywords used are: Political Branding, TNI AD Titular Rank, Reserve Components. Data collection was carried out by searching and selecting academic journals online on several Google Scholars. The time range chosen for searching academic journals is 2019-2023. By searching for journals using international standard academic journal criteria, and using main keywords, 13,700 journals were found. Then a time limitation process was carried out, 347 journals were found. Next, a selection process was carried out according to scientific discipline, as well as an assessment of the appropriateness of the research quality of 20 journals.

## RESULTS AND DISCUSSION

### *Prabowo Subianto's Personal Political Branding Strategy in Making the Ministry of Defense's Komcad Program a Success*

Based on the Minister of Defense's report, Prabowo Subianto explained that the formation of Reserve Components is a mandate of the Republic of Indonesia Law of 1945, Article 27, which mandates that every citizen has the right and obligation to participate in efforts to defend the country and Article 30 states that every citizen has the right and obligation participate in national defense and security efforts. The 2022 reserve component will strengthen and enlarge the TNI's land, sea and air forces. As for the personal branding carried out by Prabowo Subianto to make the reserve component program a success, namely by directly appointing Deddy Corbuzier as the titular Lieutenant Colonel because he has the potential to disseminate information about Komcad to Indonesian citizens. Moving on from Pich & Newman's political branding theory, Prabowo's personal brand through Deddy Corbuzier is based on the belief that Deddy Corbuzier has the potential to disseminate information about Komcad to Indonesian citizens through his social media which has a large number of followers, namely 11.7 billion. Deddy Corbuzier was also considered to have a good personality, a supportive body posture, and conveying information about Komcad that Indonesian citizens could hear and watch (Detik, 2023).

In line with Political Branding theory, the personal branding carried out by Prabowo Subianto in making the reserve component program a success by giving titular rank to Deddy Corbuzier who came from the community will return to the community, then this is considered a soft-approach strategy to form a young generation of nationalists who will ward off threats that arise from various aspects of social life. It is hoped that the development of national defense strength and capability in managing reserve components through branding carried out by Prabowo through Deddy Corbuzier can make the defense and security system of the universal people a success with many members of civil society becoming members of reserve components.

Prabowo Subianto's personal branding in making the reserve component program a success was also carried out with his charismatic leadership style. This can be seen on several occasions during Komcad, Prabowo Subianto still has followers and members who are loyal to him. Judging from the way he gave his speech during the Komcad activity, Prabowo was indeed an accomplished orator. The oration he delivered raised the enthusiasm of his supporters as Komcad members. A task-oriented leadership style or initiating structure is the extent to which a leader determines and arranges his role and the roles of his subordinates towards achieving formal group goals (Turi, 2022).

In this case, Prabowo's personal branding in making the Komcad program a success was also seen when he was given the mandate to become Minister of Defense, Prabowo immediately tried to carry out his duties according to the vision and mission of the Ministry of Defense. One of the most striking things is that Prabowo immediately accelerated the Reserve Component (Komcad) formation program. The plan to hold Komcad has been around since 2008 but has not been realized. Finally in 2021, the first Army Military Command was born. Then Prabowo also immediately visited several countries to carry out defense diplomacy. The aim is to collaborate with other countries to obtain cooperation in the field of main weapons systems (alutsista) as well as cooperation in other defense fields. As a result, several collaborations have been achieved, such as defense cooperation between Indonesia and France, Indonesia and Japan, and other countries. As Minister of Defense for the 2019-2024 period, Prabowo is leading the Komcad program with firm personal branding. This recalls experiences or lessons from his early life or military career. Prabowo's attitudes and behavior reflect someone who has not forgotten his marketing past (Pangestu et al, 2022). [https://scholar.google.co.id/scholar?q=prabowo+and+komcad&hl=en&as\\_sdt=0&as\\_vis=1&oi=scholar#d=gs\\_qabs&t=1708182199834&u=%23p%3Dg092jn7wZwAJ](https://scholar.google.co.id/scholar?q=prabowo+and+komcad&hl=en&as_sdt=0&as_vis=1&oi=scholar#d=gs_qabs&t=1708182199834&u=%23p%3Dg092jn7wZwAJ)

### *Prabowo Subianto's Positive Brand Association Strategy in Making the Ministry of Defense's Komcad Program a Success*

Several research results show that personality traits such as tenacity, originality, personal integrity, and self-confidence are related to effective leadership. Individuals who show their personality are effective leaders. It cannot be denied that in line with Pich & Newman's political branding theory, Prabowo Subianto created positive brand associations as a figure with a good personality, whose spirit of nationalism cannot be doubted. His loyalty to the Republic of Indonesia is a matter of pride for him. This positive brand association was demonstrated by Prabowo with the success of the Komcad program. Seeing Prabowo's journey and life experience as an educated and nationalist, it turned out that it had a big influence on his leadership style in attracting support from the millennial generation. Prabowo also built positive brand associations to make the Komcad program a success with people who are intelligent, have integrity, are firm in character, have a spirit of nationalism and are sensitive to national problems. Looking at his actual work, Prabowo Subianto has again positioned himself as the minister with the most satisfactory performance according to the public in four surveys conducted by the Indonesian Survey Institute (LSI), Indonesian

Survey Flow (ASI), and Indo Barometer. This policy of forming reserve components is one of Prabowo Subianto's strategies chosen as an initial effort to increase strength and strengthen the capabilities of main components that are ready to be deployed through mobilization in the face of military and hybrid threats (Sulistiyana et al, 2022).

[https://scholar.google.co.id/scholar?q=prabowo+and+komcad&hl=en&as\\_sdt=0&as\\_vis=1&oi=scholar#d=gs\\_qabs&t=1708243767483&u=%23p%3DzOYJ6Azt\\_QgJ](https://scholar.google.co.id/scholar?q=prabowo+and+komcad&hl=en&as_sdt=0&as_vis=1&oi=scholar#d=gs_qabs&t=1708243767483&u=%23p%3DzOYJ6Azt_QgJ)

Prabowo Subianto gave the titular rank of lieutenant colonel to Deddy Corbuzier by depicting him as a nationalist figure in order to make the Komcad program a success. A leader's cultural background, education, and insight will influence his or her character and leadership style contributing to the fact that the character and leadership style will be unique to each. The positive brand that Prabowo built through giving ranks in making the Komcad program a success was carried out by implementing a task-oriented leadership style, where the leader can define and design his role and the roles of his members to achieve organizational goals. Accelerating the program for the formation of Reserve Components (Komcad) is one of these options. Since 2008, there have been discussions regarding the creation of a Reserve Component of the plan which has not yet been implemented. The first Army Military Command was established in 2021. After that, it carried out defense diplomacy in various areas of the country. The aim is to build defense equipment cooperation with other countries. As a direct result of this, Indonesia and France, Indonesia and Japan, and other countries have achieved defense cooperation (Riyanto, 2022).  
[https://www.researchgate.net/profile/Aisyah-Riyanto/publication/361416259\\_Leadership\\_Style\\_of\\_Prabowo\\_Subianto/links/62b02b7b938bee3e3f438aa3/Leadership-Style-of-Prabowo-Subianto.pdf](https://www.researchgate.net/profile/Aisyah-Riyanto/publication/361416259_Leadership_Style_of_Prabowo_Subianto/links/62b02b7b938bee3e3f438aa3/Leadership-Style-of-Prabowo-Subianto.pdf)

### *Prabowo Subianto's Celebrity Endorsement Strategy in Making the Ministry of Defense's Komcad Program a Success*

Moving on from Pich & Newman's Political Branding theory, Prabowo also carried out celebrity endorsements to make the reserve component program a success by collaborating with a number of people working in the Defense Industry who participated in the Komcad 2022 program in the form of an exhibition of domestic products, including PT Ridho Agung, Sritex, Mitra Harapan Abadi (Rider), Radian, Wonghang, Weba International, Foximas Mandiri, Niaga Optima Artha, Sugih Atiti Siliwangi, Farin and Cartenz. (Public Relations Bureau of the Secretariat General of the Ministry of Defense). Prabowo and Deddy Corbuzier, together with the Ministry of Defense in collaboration with the Ministry of Education and Culture, collaborated between related institutions and parties involved in the Komcad program, where students who take part in the Komcad program will have their credits counted or converted. Then from the Menpan RB, that civil servants who follow the Komcad career will be paid attention to. Furthermore, there is a PKS MoU with the Ministry of Trade regarding dukcapil using Komcad's NIK when registering for administrative checks on the NIK check, and in the future an MoU will be made with other parties (Sinaga, 2021).

The reserve component recruitment process, which is carried out with support or collaboration with celebrity endorsements, is an important aspect in the mechanism for organizing reserve components with analytical tools that assist the recruitment process so that prospective reserve components are in accordance with the types of threats faced and the needs of national defense forces in each region. The reserve component that comes from the community and returns to the community is a branding strategy as a soft-approaching approach to the community in the form of a peace campaign, Pancasila values, and not spreading fake news on social media. Apart from that, conducting research related to national defense in the world of education is also a form of soft-approaching (Sinaga, 2021). The collaboration with celebrity endorsements was carried out by Prabowo and Deddy Corbuzier

together with the parties described above, through basic military training for reserve components which was carried out for 3 months and after that the reserve components would be returned to the community and returned to their normal work. The reserve component is expected to influence society regarding national defense and nationalism and especially to tackle radicalism and terrorism among civil society. The spread of foreign ideology that is anti-Pancasila is a threat to the state, so the reserve component has a role in following up on activities in places where radicalism spreads. Apart from being reserve component members who maintain their loyalty to Pancasila and the Republic of Indonesia, they can also become agents of change for the wider community, especially the younger generation, in facing ideological threats such as radicalism and terrorism. The ever-present threat conditions make the formation of a Reserve Component very necessary (Asmara et al, 2023). [https://scholar.google.co.id/scholar?q=prabowo+and+komcad&hl=en&as\\_sdt=0&as\\_vis=1&oi=scholar#d=gs\\_qabs&t=1708244836824&u=%23p%3DLUyCjK-ZmG0J](https://scholar.google.co.id/scholar?q=prabowo+and+komcad&hl=en&as_sdt=0&as_vis=1&oi=scholar#d=gs_qabs&t=1708244836824&u=%23p%3DLUyCjK-ZmG0J)

*Prabowo Subianto's Social Media Branding Strategy in Making the Ministry of Defense's Komcad Program a Success*

Prabowo Subianto carried out branding on social media by making a policy of forming reserve components as one of the strategies chosen as an initial effort to increase the strength and strengthen the capabilities of the main component (TNI) which is ready to be deployed through mobilization in facing military and hybrid threats. In order to make the Komcad program a success, Prabowo gave the title of Titular Lieutenant Colonel to Deddy Corbuzier, which was built and formed by carrying out military conscription, selection, basic military training and assignments. The formation of reserve components can have a double impact on strengthening sectors related to strengthening defense. The presence of reserve components is very important and strategic in building an integrated defense system. Integration of national defense components is a form of integration and synergy of the main components, reserve components and supporting components in military defense. Likewise, the main elements and other elements in non-military defense through threat analysis mechanisms are faced in efforts to organize and manage national defense against various threats that may occur (Sulistiyana et al, 2002).

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Fig. 1 Keberhasilan Prabowo Melakukan Political Branding dalam Menarik Dukungan Suara Generasi Milenial

Fig. 1 Based on the results of the Kompas R&D survey, Prabowo Subianto's success in making Komcad successful was by building its branding on social media. Prabowo did this by giving the rank of titular lieutenant colonel to Deddy Corbuzier. The rationale behind giving the rank of titular lieutenant colonel to Deddy Corbuzier. The reason behind giving the rank of titular lieutenant colonel to Deddy Corbuzier is that Komcad needs to be informed to all Indonesian citizens to be aware of the program. The reason Prabowo chose to do branding through Deddy Corbuzier's social media account was because he has quite a lot of followers and many people are waiting for what activities Deddy does via social media, and hope that Deddy Corbuzier can promote Komcad via social media whose target is followers. Deddy has quite a lot reaching 11.4 billion followers. Moreover, Deddy Corbuzier's body posture is very supportive. The reason why Deddy was given the rank of titular lieutenant colonel in the land sector was because at that time Komcad only had a land unit. The initial assignment of Deddy Corbuzier's rank was proposed by Minister of Defense Prabowo. In the Regulation of the Minister of Defense, the awarding of ranks is divided into 2, namely from the team that proposes awarding ranks according to needs and is directly appointed by the Minister of Defense who has prerogative rights. Then after Deddy Corbuzier was appointed by the Minister of Defense to the rank of Titular Lieutenant Colonel, this was proposed to the KSAD and then the KSAD reported to the Commander in Chief (Interview with Colonel Sulistiyana).

*Prabowo Subianto's Political Communication Strategy in Making the Ministry of Defense's Komcad Program a Success*

According to Law Number 3 of 2002 concerning National Defense and Law Number 23 of 2019 concerning Management of National Resources for National Defense, which mandates the formation of a reserve component from citizens, the implementation of which goes through the stages of registration, selection, basic military training and determination. A total of 2,974 people from the National Defense Command were divided into five battalions who were trained in each dimension, namely Land Force with 450 people in Rindam II/Sriwijaya, 500 people in Rindam VI/Mulawarman and 500 people in Rindam XIV/Hasanuddin. Then 499 Sea Marines at Kodikmar Surabaya and 500 Air Force officers at the Kopasgat Education and Training Center, Bandung. Apart from that, 50 women were trained at the Kowad Education Center and 475 Defense University Cadets at the Indonesian Defense University. Reserve components must be able to inspire the younger generation in the environment where they live or work with creativity and flexibility in using technology (Sinaga, 2021). The organization of reserve components must be based on clear references in the form of analysis and mapping of potential threats faced in national defense efforts. The threat mapping context here is to focus these threats on non-military and hybrid threat dimensions which require the role of reserve components to be able to overcome them (Anugerah, 2021). The appropriate curriculum and assistance during the reserve component education period is adjusted to obtain reserve component quality that remains in accordance with Pancasila values by carrying out research and community service projects that can truly be applied in people's lives (Asmara, 2021). [https://scholar.google.co.id/scholar?q=prabowo+and+komcad&hl=en&as\\_sdt=0&as\\_vis=1&oi=scholar#d=gs\\_qabs&t=1708244836824&u=%23p%3DLUyCjK-ZmG0J](https://scholar.google.co.id/scholar?q=prabowo+and+komcad&hl=en&as_sdt=0&as_vis=1&oi=scholar#d=gs_qabs&t=1708244836824&u=%23p%3DLUyCjK-ZmG0J)

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### *Prabowo Subianto's Party Strategy, Leader, Policy in Making the Ministry of Defense's Komcad Program a Success*

In making the Ministry of Defense's Komcad program a success, several strategic policies implemented by Prabowo Subianto are in line with Republic of Indonesia Government Regulation Number 36 of 1959 concerning Special, Titular and Honorary Military Ranks. The Minister of Defense, Prabowo Subianto, gave Deddy Corbuzier a titular rank to make the Komcad program a success. The granting of this titular rank will involve monitoring and managing national defense strategies, including the development of communications and electronics technology that supports security and defense. The following are the policies of Deddy Corbuzier and Prabowo in making the Komcad program a success, as follows:

1. **Technology Development:** Encourage research and development of innovative communications and electronics technology to meet defense needs.
2. **Industrial Cooperation:** Building cooperation with the defense and technology industry to increase production capacity and ensure the use of the latest technology.
3. **Education and Training:** Supports education and training programs to improve military personnel's skills in using and maintaining Komcad equipment.
4. **System Integration:** Ensure effective integration between various Komcad systems with other defense systems to achieve maximum efficiency and effectiveness.
5. **Cybersecurity:** Focuses on protecting against cyber threats that may be directed against communications systems and defense electronics.
6. **Evaluation and Monitoring:** Continuously evaluate the implementation of the Komcad program, by monitoring performance and correcting weaknesses that may arise.

## **CONCLUSION**

Prabowo Subianto employed a comprehensive political branding strategy to make the Ministry of Defense's Komcad program a success. His approach included:

1. **Personal Branding:** Prabowo leveraged his personal brand by appointing Deddy Corbuzier as a titular Lieutenant Colonel to disseminate information about Komcad to Indonesian citizens. Deddy's large social media following and positive traits were considered instrumental in reaching out to the public effectively.
2. **Positive Brand Association:** Prabowo built positive brand associations by showcasing his own personality traits and spirit of nationalism. He emphasized his loyalty to the Republic of Indonesia, which resonated well with the public, particularly the millennial

- generation. Prabowo's successful leadership was reflected in various surveys, further solidifying his positive brand image.
3. **Celebrity Endorsement:** Prabowo collaborated with celebrities and defense industry figures to endorse the Komcad program. This collaboration facilitated public engagement and support for the initiative, enhancing its visibility and credibility.
  4. **Social Media Branding:** Prabowo utilized social media platforms to promote the Komcad program. By appointing Deddy Corbuzier and leveraging his social media influence, Prabowo effectively reached a wide audience, ensuring awareness and engagement with the program.
  5. **Political Communication:** Prabowo effectively communicated the importance of the Komcad program through various channels, including legal mandates, policy implementation details, and the program's objectives. His clear communication strategy helped garner support and understanding from the public.
  6. **Party Strategy, Leadership, and Policy Implementation:** Prabowo implemented strategic policies in alignment with relevant regulations and government decrees to ensure the success of the Komcad program. These policies focused on technology development, industrial cooperation, education and training, system integration, cybersecurity, and continuous evaluation and monitoring.

Overall, Prabowo's multifaceted approach to political branding and strategic implementation contributed significantly to the success of the Ministry of Defense's Komcad program, strengthening Indonesia's defense capabilities and fostering national unity and security.

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