

## **ABSTRACT**

*This study analyzes how the NasDem Party utilizes Instagram social media to attract attention and gain support from Gen-z in the 2024 Legislative Election in Bandung City. Using an observational and documental method, this study observed the activities of the Instagram account @NasDem.bdg, including posting frequency, content type, and interaction with followers. The results show that the NasDem Party consistently posts interesting and informative content, using infographics, short videos, and other Instagram features. Active interaction with followers through comment replies, Direct Messages (DM), and Q&A sessions on Instagram Live has proven effective in building more personal and in-depth relationships. This strategy increases engagement and fosters the image of the NasDem Party as an entity that is close to the people, especially Gen-z. This study links the findings with political communication theory, especially the symmetrical two-way communication model by James E. Grunig and the mediatization of politics theory by Strömbäck and Esser, showing that although the NasDem Party creates interesting content, in fact the NasDem Party has not been effective in utilizing social media as a method for conducting political communication.*

**Keywords:** *Campaign, Gen Z, NasDem Political Communication, Social Media Politics*