

ABSTRACT

Technological developments in communication have made politicians turn to social media as a political medium, one of which is the use of social media Instagram. So this study focuses on looking at the digital political narrative style of regional leaders in Indonesia during the Covid-19 pandemi. Political communication can be done with the style of communication, the form of the message, and the characteristics of the message. This study aims to analyze the comparison of the Digital Political Narrative Style of Regional Leaders in Indonesia During the Covid-19 Pandemi how the narrative comparisons from the Instagram accounts of three governors, namely @ridwankamil, @edy_rahmayadi and @zulkieflimansyah. This study uses a qualitative method with Content Analysis Techniques. The sample taken in this study used purposive sampling by taking four reporting periods. The results of this study found that Ridwan Kamil is very innovative, transparent, accepts suggestions, and is action-oriented in dealing with the problems of the Covid-19 pandemi and he is very varied and structured in the forms of messages. Edy Rahmayadi uses a formal but very action-oriented style of communication in guarding the Covid-19 case in North Sumatra. Zulkieflimansyah also uses a formal communication style and structured messages. He often talks about his region's readiness to face a pandemi and efforts for the economic revival of NTB. So it can be concluded that the analysis of the digital political communication narrative style of this regional leader, has a different communication style and message form but has almost the same message characteristics.

Keywords: *Narrative Style, Political Communication, Regional Leaders*