

## DAFTAR PUSTAKA

- Adnan, M., & Mona, N. (2024). Strategi Komunikasi Politik melalui Media Sosial oleh Calon Presiden Indonesia 2024. *Politika: Jurnal Ilmu Politik*, 15(1), 1–20.
- Aisyah, & Lexianingrum, S. R. P. (2024). Strategi komunikasi politik Prabowo Subianto melalui akun Tiktok Gerindra dalam menciptakan personal branding. *Indonesian Journal of Multidisciplinary*, 2(5), 192–202. Retrieved from <https://journal.csspublishing.com/index.php/ijm/article/view/835>
- Allcott, H., & Gentzkow, M. (2017). Social Media and Fake News in the 2016 Election. *Journal of Economic Perspectives*, 31(2), 211–236.
- Amin, Y. A. (2014). *Urgensi Calon Presiden Perseorangan Dalam Sistem Pemilihan Umum Presiden Dan Wakil Presiden Di Indonesia Dalam Rangka Mewujudkan Sistem Pemilihan Umum Yang Demokratis* (Doctoral dissertation, UNS (Sebelas Maret University)).
- Anderson, P. (2016). *Political Rallies: Mobilizing Support and Solidarity*. *Journal of Political Communication*, 23(4), 456-472.
- Arrianie, L., & Si, M. (2023). *Komunikasi Politik*. PT. RajaGrafindo Persada-Rajawali Pers.
- Bachtiar, F. R. (2014). Pemilu Indonesia: kiblat negara demokrasi dari berbagai representasi. *Jurnal Politik Profetik*, 2(1).
- Bessi, A., & Ferrara, E. (2016). Social Bots Distort the 2016 U.S. Presidential Election Online Discussion. *First Monday*, 21(11).
- Blumler, J. G., & Kavanagh, D. (1999). The Third Age of Political Communication: Influences and Features. *Political Communication*, 16, 209-230.
- Blumler, J. G., & Kavanagh, D. (2016). The third age of political communication. *Political Communication*, 1(3), 201–209.
- Bradshaw, S., & Howard, P. N. (2019). The global disinformation order: 2019 global inventory of organized social media manipulation. Oxford Internet Institute. The Global Disinformation Order 2019 Global Inventory of Organised Social Media Manipulation
- Browning, N., & Sweetser, K. D. (2020). How media diet, partisan frames, candidate traits, and political organization-public relationship communication drive party reputation. *Public Relations Review*, 46(2), 101884.
- Butsi, FI (2019). Pengertian Analisis Framing: Sejarah dan Metodologi. *Jurnal Ilmiah Komunike*, 1 (2), 52-58.
- Clark, R., & Peterson, M. (2017). *The Role of Public Debates in Democratic Elections*. *Electoral Studies*, 45(2), 67-79.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Thousand Oaks, CA: Sage Publications.

- Chong, D., & Druckman, J. N. (2007). A theory of framing and opinion formation in competitive elite environments. *Journal of communication*, 57(1), 99-118.
- Dalla-Camina, M. (2016). What Do You Want To Be Known For? Diakses dari: [https://www.huffpost.com/entry/what-do-youwant-to-be-known-for\\_b\\_12112598](https://www.huffpost.com/entry/what-do-youwant-to-be-known-for_b_12112598)
- Dommett, K., Barclay, A., & Gibson, R. (2023). Just what is data-driven campaigning? A systematic review. *Information, Communication & Society*, 27(1), 1–22.
- El Qudsi, M. I., & Syamtar, I. A. (2020). Instagram Dan Komunikasi Politik Generasi Z Dalam Pemilihan Presiden 2019 (Studi Pada Mahasiswa Universitas Pertamina). *Perspektif Komunikasi: Jurnal Ilmu Komunikasi Politik dan Komunikasi Bisnis*, 4(2), 167-185.
- Enli, G., & Rosenberg, L. T. (2018). Trust in the Age of Social Media: Populist Politicians Seem More Authentic. *Social Media + Society*, 4(1). <https://doi.org/10.1177/2056305118764430>
- Fatimah, S. (2018). Kampanye sebagai Komunikasi Politik: Esensi dan Strategi dalam Pemilu. *Resolusi: Jurnal Sosial Politik*, 1 (1), 5–16.
- Firmansyah, M. J. (2023). Relawan Prabowo Bakal Gunakan AI untuk Kampanye Digital.
- Firmansyah, M., & Masrun, M. (2021). Esensi Perbedaan Metode Kualitatif Dan Kuantitatif. *Elastisitas: Jurnal Ekonomi Pembangunan*, 3(2), 156-159.
- Floridi, L. (2014). *The Fourth Revolution: How the Infosphere is Reshaping Human Reality*. Oxford University Press.
- Green, A., & Taylor, B. (2018). *Mass Mobilization in Political Campaigns: The Impact of Public Rallies*. *Campaign Studies Quarterly*, 12(3), 134-150.
- Hayat, M. A., Jayadiningrat, S., Wibisono, G., & Iyansyah, M. I. (2021). Peran Media Sosial Dalam Komunikasi Politik. *Jurnal Indonesia Sosial Teknologi*, 2(01), 104-114. <https://doi.org/10.59141/jist.v2i01.61>
- Harris, J. (2019). *Evaluating Candidates in Televised Debates: A Study of Indonesian Elections*. *Asian Journal of Political Science*, 27(1), 101-120.
- Instagram. (2023). Our features help you express yourself and connect with the people you love. <https://about.instagram.com/features>
- Jones, L., & Smith, K. (2019). *Social Media and Political Image Building: Case Studies from Indonesia*. *International Journal of Media Studies*, 33(5), 211-229.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Kemp, S. (2022). Digital 2022: Indonesia. <https://datareportal.com/reports/digital-2022-indonesia>.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241-251.
- Koc-Michalska, K., & Lilleker, D. G. (2017). Digital Politics: Mobilization, Engagement, and Participation. *Political Studies Review*, 15(1), 35-47.

- Komisi Pemilihan Umum. (2023). KPU Tetapkan Tiga Pasangan Calon Presiden dan Wakil Presiden Pemilu 2024. Diakses pada tanggal 22 Juli 2024. <https://www.kpu.go.id/berita/baca/12081/kpu-tetapkan-tiga-pasangan-calon-presiden-dan-wakil-presiden-pemilu-2024>. [Online].
- Komisi Pemilihan Umum. (2024). Rekapitulasi Hasil Pemilu Presiden & Wakil Presiden Ri 2024. Diakses pada tanggal 22 Juli 2024. <https://pemilu2024.kpu.go.id/pilpres/rekapitulasi>. [Online].
- Kurniawan, I. (2024). Strategi marketing politik dan personal branding Prabowo Subianto dalam Pemilu Presiden 2024. *Jurnal Ilmiah Indonesia*, 29(1), April.
- Kurniawan, R. C. (2009). Kampanye Politik: Idealitas dan Tantangan. *Jurnal Ilmu Sosial Dan Ilmu Politik*, 12(3), 307-325.
- Maulana, M. L., & Harjono, B. (2024). POLITICS AND AI: COMMUNICATION STYLE OF PRESIDENTIAL CANDIDATE PRABOWO-GIBRAN'S POLITICAL CAMPAIGN. *Jurnal Komunikasi dan Media*, 4(2), 159-169.
- McNair, B. (2003). *An Introduction to Political Communication*. London: Routledge.
- Mendoza, M. E. H. (2022). Philippine Elections 2022: TikTok in Bongbong Marcos' Presidential Campaign. *Contemporary Southeast Asia: A Journal of International and Strategic Affairs*, 44(3), 389-395.
- Moleong, L. J. (2006). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Nimmo, Dan. (2004). *Komunikasi Politik: Komunikator, Pesan dan Media*. Bandung: Rosda Karya.
- Novitasari, A., Angeline, Septiani, A. D., Stanley, J. N., Susanto, S. C., & Sundah, P. M. (2024). Analysis of Prabowo Subianto Personal Branding Through The Gerindra Party TikTok Social Media. *Kinesik*, 11(2), 130-144. <https://doi.org/10.22487/ejk.v11i2.1234>
- Ong, J. C. (2022). Philippine Elections 2022. *Contemporary Southeast Asia*, 44(3), 396-403.
- Powell JR, G. Bingham. *Elections as Instruments of Democracy (Majoritarian and Proportional Visions)*, (New Haven: Yale University Press, 2000).
- Pradya, A. A., Irawati, I., & Rahayu, S. D. (2023). Strategi Komunikasi Politik Puteri Komarudin Melalui Media Sosial Instagram. *Kybernan: Jurnal Ilmiah Ilmu Pemerintahan*, 14(1), 39-47.
- Prensky, M. (2001). Digital Natives, Digital Immigrants. *On the Horizon*, 9(5), 1–6.
- Riadi, B., & Drajat, D. (2019). Analisis Framing Gerakan Sosial: Studi Pada Gerakan Aksi Bela Islam 212. *Holistik*, 3(1), 10–18. <http://dx.doi.org/10.24235/holistik.v3i1.5562>.
- Rizal, M. (2015). Analisis Framing Pemberitaan Politik Capres dan Cawapres di Media Sosial pada Akun Detik. com. *EJournal Ilmu Komunikasi*, 3(1), 172-185.
- Rizky, A. T. J., Harris, E. A., & Soekarno, Z. P. (2023). Analisis Komunikasi Politik Prabowo Subianto Di Media Sosial Menjelang Kontestasi Pemilihan

- Presiden 2024. In *Prosiding Seminar Nasional Ilmu Ilmu Sosial (SNIIS)* (Vol. 2, pp. 673-680).
- Samvel, E. (2024). *Analisis semiotika verbal dan nonverbal pada retorika calon presiden 2024 Prabowo Subianto* (Doctoral dissertation, Universitas Pelita Harapan).
- Schmuck, D., & Hameleers, M. (2020). Closer to the people: A comparative content analysis of populist communication on social networking sites in pre-and post-election periods. *Information, Communication & Society*, 23(10), 1531-1548.
- Silalahi, J. E. (2024). Political Marketing Pasangan Prabowo-Gibran Melalui Media Sosial Instagram selama Masa Kampanye Pemilu Presiden dan Wakil Presiden 2024. *Innovative: Journal Of Social Science Research*, 4(3), 14977-14991.
- Sukandar, N. H. T., Firmansyah, F., Pamungkas, Y. R. P., & Ginasari, W. (2024). Strategi Komunikasi Paslon Prabowo Gibran dalam Meningkatkan Kesadaran dan Partisipasi Gen Z dan Milenial dalam Pemilu 2024. *Determinasi: Jurnal Ekonomi Manajemen dan Akuntansi*, 2(1), 48-56.
- Surat Keputusan Komisi Pemilihan Umum (KPU) Nomor 35 Tahun 2004 Tentang Kampanye Pemilihan Umum Presiden dan Wakil Presiden. <https://jdih.kpu.go.id/bengkulu/detailmonografi-5a4d54577077253344253344>.
- Syarbaini, S., Nur, S. M., & Anom, E. (2021). Teori, Media dan Strategi Komunikasi Politik. *Jakarta: Esa Unggul*.
- Tapscott, D. (2009). *Grown Up Digital: How the Net Generation is Changing Your World*. McGraw-Hill.
- Tapsell, R. (2022). Disinformation in Southeast Asia: Understanding the role of social media in political manipulation. *Asia Pacific Media Educator*. Disinformation and Fake News (1st ed., Vol. 1, pp. 91-101). Palgrave Macmillan.
- Vaccari, C., & Valeriani, A. (2016). Political participation in social media. *Information, Communication & Society*, 2(1), 100–126.