

## DAFTAR PUSTAKA

- Alfiyani, N. (2018). Media Sosial Sebagai Strategi Komunikasi Politik. *POTRET PEMIKIRAN*, 22(2), 57–69.
- Anders Olof Larsson, H. M. (2014). Triumph of the Underdogs? Comparing Twitter Use by Political Actors During Two Norwegian Election Campaigns. *Sage Open*, 4(4), 1–13.
- Budiarjo, M. (2003). *Dasar-Dasar Ilmu Politik*. Jakarta: Gramedia Pustaka Utama.
- Carcary, M. (2020). The Research Audit Trail: Methodological Guidance for Application in Practice. *The Electronic Journal of Business Research Methods*, 18(2), 166–177.
- Elihu Katz, Jay G. Blumler, . & Michael Gurevitch. (1973). Uses and Gratifications Research. *Public Opinion Quarterly*, 37(4), 509–523.
- Frida, T. (2023). Diragukan Terjun ke Politik, Verrell Bramasta: Bukan Cari Uang. Retrieved from VIVA.co.id website: <https://www.viva.co.id/showbiz/gosip/1582437-diragukan-terjun-ke-politik-verrell-bramasta-bukan-cari-uang>
- Friedman, M. S. (2005). *Martin Buber: The Life of Dialogue* (4th ed.). Routledge.
- Gabriel A. Almond., & S. V. (1963). *The Civic Culture: Political Attitudes and Democracy in Five Nations*. Princeton University Press.
- Gunn Sara Enli, E. S. (2013). Personalized Campaigns In Party-Centred Politics: Twitter and Facebook As Arenas For Political Communication. *Information, Communication & Society*, 16(5), 757–774.
- Helen Riess, L. N. (2018). *The Empathy Effect: Seven Neuroscience-Based Keys for Transforming the Way We Live, Love, Work, and Connect Across Differences*. Sounds True.
- Henry Mintzberg, Joseph Lampel, B. A. (1998). *Strategy Safari: A Guided Tour Through The Wilds of Strategic Management*. London: Prentice Hall.
- Hunt Allcott, M. G. (2017). Social Media and Fake News in the 2016 Election. *Journal of Economic Perspectives*, 31(2), 21–36.
- Jery, A. A. (2024). *Strategi Komunikasi Politik Dan Penggunaan Media Dalam Pemilihan Legislatif 2024: Studi Kasus Fauzan Sibron Dalam Pemenangan Pemilihan Legislatif DPRD Provinsi Lampung*. Universitas Pelita Harapan.
- John W. Creswell. (2014). *Research Design: Qualitative, Quantitative, and Mixed*

*Methods Approaches* (4th ed.). SAGE Publications.

- John W. Creswell, . & Cheryl N. Poth. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (4th ed.). SAGE Publications, Inc.
- Kruikemeier, S. (2014). How political candidates use Twitter and the impact on votes. *Computers in Human Behavior*, *34*, 131–139.
- Liamputtong, P. (2010). Cultural sensitivity: a responsible researcher. In *Performing Qualitative Cross-Cultural Research* (pp. 86–108). Cambridge University Press.
- McNair, B. (2017). *An Introduction to Political Communication* (6th ed.). London: Routledge.
- Moch. Nurcholish Majid, . Evy Dwi Andriani. (2023). Strategi Komunikasi Politik Dalam Pemilihan Umum Di Era Digital. *PERSEPTIF: Jurnal Ilmu Sosial Dan Humaniora*, *2*(1), 53–61.
- Muslim. (2015). Varian-Varian Paradigma, Pendekatan, Metode, Dan Jenis Penelitian Dalam Ilmu Komunikasi. *Wahana*, *1*(10), 77–85.
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches* (7th ed.). Pearson Education.
- Papacharissi, Z. (2010). *A Networked Self Identity, Community, and Culture on Social Network Sites*. New York: Routledge.
- Rahayu, H. S. (2020). *Strategi Komunikasi Politik Dalam Pemilu Legislatif (Studi Kasus : Pemenangan Hj. Imas Karlinah.SH DPRD dari Partai Golkar Dapil 4 Kabupaten Sukabumi Dalam Memenangkan Pemilu Legislatif 2019)* (Universitas Padjadjaran). Universitas Padjadjaran. Retrieved from <https://repository.unpad.ac.id/items/4ba7a86a-886a-4353-9af9-2d681a91279f>
- Robert K. Yin. (2018). *Case Study Research and Applications: Design and Methods* (6th ed.). SAGE Publications, Inc.
- Robin Effing, Jos van Hillegersberg, T. H. (2011). Social Media and Political Participation: Are Facebook, Twitter and YouTube Democratizing Our Political Systems? *Third IFIP WG 8.5 International Conference, EPart 2011 Delft, The Netherlands*, 25–35.
- Stefan Stieglitz,. Tobias Brockmann, . & Linh Dang-Xuan. (2012). Usage Of Social Media For Political Communication. *Prosiding PACIS 2012*. 22.

Sugiyono. (2019). *Metode Penelitian dan Pengembangan: Research and Development (R&D)*. Bandung: Alfabeta.

Susanto, E. H. (2013). Dinamika Komunikasi Politik Dalam Pemilihan Umum. *Jurnal Kajian Komunikasi*, 1(2), 163–172.

Taroreh, B. (2021). Analisis Tematik Data Kualitatif Pada Pengembangan Perangkat Pembelajaran Paradigma Pedagogi Reflektif (PPR). *SNFKIP 2021: Pendidikan Bagi Masyarakat Di Daerah 3T*, 167–176. SNFKIP.

We Are Social. (2023). Digital 2023: Indonesia. Retrieved September 28, 2024, from We Are Social & Hootsuite website: <https://datareportal.com/reports/digital-2023-indonesia>

Yanuar Nugroho, Dinita Andriani Putri, S. L. (2012). *Mapping the Landscape of the Media Industry in Contemporary Indonesia*.

