Using Social Media to Political Campaign in Regional Head Election East Luwu Regency

Nadia Sukmawati[1]* ,Hafiz Elfiansya[2], Muh. Randhy Akbar[3]

[1] Department of Government Studies, Universitas Muhammadiyah Makassar, Indonesia.
[2] Department of Public Administration, Universitas Muhammadiyah Makassar, Indonesia
[3] Department of Government Studies, Universitas Muhammadiyah Makassar, Indonesia
Corresponding author: nadiasukmawati02@gmail.com

ABSTRACT - This type of research is a qualitative research using a descriptive type of approach. Sources of data obtained from primary data and secondary data through observation, interviews, documentation and literature study. The informants in this study consisted of 8 people consisting of the elected Regent, the party carrying the candidate, the candidate winning team and voters based on age category who were the people of East Luwu Regency. and data analysis through data reduction, data presentation and conclusions. The results of this study indicate four (4) indicators in the Political Campaign Strategy in the 2020 Elected Regent Network in East Luwu Regency, namely: First, the determination of communicators, the determination of communicators as directors of campaign activities in the network based on the results of joint decisions of candidates, winning teams and supporting parties who appoint Golkar party legislators as communicators at the 2020 East Luwu election. Second, Set the target target, namely the community as voters in the 2020 Luwu Timu election which is divided into several segments such as region, age, and occupation to facilitate the communication process in building support for candidates. Third, compiling messages, information related to the vision and mission, superior programs, as well as the image of the Husler-Budiman pair which are campaign materials to be conveyed to the public as voters in the 2020 East Luwu election. the winning team established social media accounts for campaign activities. Likewise, the use of online news to improve the candidate's image and the installation of billboards and distribution of campaign brochures..

Keywords: Social Media; Political Campaign; Local Election

Introduction

Political campaigns are systematic efforts to influence the public, especially prospective voters, with the aim of making prospective voters cast their votes for the candidate who is being elected in an election. Campaign is an important thing in the implementation of political communication. Political campaigns are carried out so that the party's objectives can be achieved. This political campaign is carried out using appropriate political communication instruments (Handono, 2017).

There are many tools that can be used to convey a campaign or political message to the public. One of them is new media and social media (Dhani, 2019). New media is a term to describe the convergence of digital communication technologies that are computerized and connected to the network. An example of a medium that is very representative of new media is the Internet. Television programs, films, magazines, books, newspapers while social media is an online media that occupies social interaction. Social Media uses web-based technologies that turn communication into interactive dialogue. Several types of popular social media sites today include Instagram, Twitter, Facebook, TikTok, to Youtube. New media and social media create a cyberspace community, which

is a new world community that has network connections with one another without time and space limits (Hardi & Hawing, 2022; HR & Harakan, 2017; Maliki Riri, 2013).

A political campaign is an organized effort aimed at influencing the decision-making process of voters and political campaigns always refer to campaigns in general elections (A'yun et al., 2022). The message of the campaign is to highlight the idea that the candidate or candidates want to share with voters. Messages often consist of several points that talk about policy issues. These points will be summarized from the main ideas in the campaign and repeated frequently to create a lasting impression on voters. The general election campaign is a process of delivering political messages which is one of the benefits of political education for the community. Through campaigns, political parties try to ensure mass elections by raising various agendas which they judge will provide benefits to the community. Therefore, every political party always tries to find the most effective ways to recruit the masses.

In accordance with the rules for billboards a maximum of five per pair of candidates. In addition, candidate pairs will also receive two banners per village, as well as banners. The KPU stated that the candidate pair's success team was still allowed to make various attributes for the campaign, but there was a maximum limit of not being allowed more than Rp. 25 thousand per head of the family. At the time of the campaign, there may not be any campaign demonstration attributes other than that the KPU has facilitated both when the campaign is open or when it is limited. The campaign team is also prohibited from bringing campaign demonstration attributes outside those made by the General Elections Commission. The meeting schedule is all arranged in such a way that the candidate pair for regent and his deputy must work extra hard in running their campaign (Prawitasari & Erowati, 2021).

Electability ahead of the general election is often heard on television, radio, and even in print and online media. Electability has a meaning as a person's interest in choosing. If so far it has only been electability when the general election arrives, the fact is that electability is often applied to services, goods, people, and even to organizational bodies and parties. Electability can be increased by political imagery. Political image is related to the formation of public opinion because basically political public opinion is built through the political image. Political imagery as part of political communication, political imagery is carried out in a persuasive manner to broaden the shaded area of hope between candidates and voters. Both clean and problematic figures substantially work hard to build a political image to influence voters, because the image has become a determining factor for the success or failure of a campaign (Handayani, 2015; Khaerah et al., 2021).

In society, it is often interpreted, that people who are popular are considered to have high electability. On the other hand, someone who has high electability is a popular person. Popularity and electability do not always go hand in hand. People who have high electability are people who are widely known in society. There are good people, who have high performance in fields related to the public office they want to achieve, but because no one introduces them they are not electable. In contrast, people who excel in fields that have nothing to do with public office.

The 2020 Regional Head Election event will be different from the previous local election, under normal circumstances the Local election campaign is always one of the people's parties whose momentum is always awaited. If the campaign is usually carried out on an open stage with large parties such as holding a concert by inviting singers, giving speeches to crowds of people on the street or in public places, now it is very different. In 2020 the Regional Head Election campaign which should be one of the election moments must be limited in its movement due to the Covid-19 pandemic problem. The organizers in this case the General Elections Commission (KPU) issued PKPU Number 13 of 2020 related to the implementation of the Regional Head Elections in the

conditions of the Covid-19 Pandemic. The PKPU regulates what forms of campaigns are allowed in the midst of a pandemic. One alternative that is managed to avoid crowds is to run a virtual campaign.

The government, through the Ministry of Home Affairs, remains optimistic about carrying out simultaneous regional elections, although with several supporting reasons as a driver of economic growth in the region. After the ratification of Perppu No. 2 of 2020, the government through the KPU was asked to immediately draft regulations during the election period to anticipate the spread of Covid-19. Revisions were made to KPU Regulation Number 10/2010 to become PKPU Number 10 of 2020 which substantially regulates health protocols in the stages of regional head elections, including during elections.

One of the regencies that also participated in the regional head election in December 2020 was East Luwu Regency in South Sulawesi Province. The implementation of the Local election in this area is also an interesting matter and it can be said that it will be quite hot because the two pairs of candidates who are contesting are incumbents from the previous period. Virtual campaigns are actually not something new and foreign to the people of Indonesia, and the people of East Luwu in particular. In the general election in 2019, campaigns through social media and even in 2014 political campaigns involved many social media such as Facebook, Twitter, and Instagram.

The election of the regional head of East Luwu Regency was followed by two pairs of candidates, namely the first candidate, Ir. H. Moh. Thoriq Husler who is the incumbent regent running for a second term. Thoriq Husler is known as a very tolerant leader where at every religious event in East Luwu Regency he is always present. While his partner Dr. H. Budiman Hakim has a bureaucratic background and was also the head of the service in Thoriq Husler's first period. While the pair number two, Irwan Bchry Syam, is the incumbent deputy regent who is running as a candidate for regent and is paired with Andi Rio Pattiwiri Hatta, who has a business background and is the biological son of the first regent of East Luwu Regency for two terms, Andi Hatta Marakarma. This certainly presents an interesting regional head election contest in East Luwu Regency.

The election for the head of the East Luwu region was followed by 2 pairs of candidates, namely pair No. 1, Ir.H.Muh.Thoriq Husler with Drs.Budiman,M.Pd and pair No. 2 Irwan Bahri Syam.,S.T with Andi Rio Muhammad Pattiwiri Hatta. Where in pair number 1 carried by the Golkar party (7 seats), PDIP (3 seats) PAN (4 seats), PKB (1 seat), PKS (1 seat), PBB (1 seat), Gerindra (4 seats), Hanura (3 seats) and the pair number 2 was carried by 2 parties, namely the Democratic party (2 seats) and Nasdem (4 seats). The process of updating the voter list will also explain the number of voters in an area that will contribute to the formation of an electoral district. Updating the voter list will also help in the next stage of the election because it has allocated and organized voters at each polling station (TPS).

Local elections during the Covid-19 pandemic are also feared to decrease voter interest from the public, and this is clearly contrary to the purpose of holding regional head elections because in its implementation, apart from looking for leaders for the community, votes and community participation are needed in local elections. If the regional head election is held in the midst of the COVID-19 pandemic, it is likely that people will be reluctant to come to the polling station because of concerns about the COVID-19 virus itself, and fear of fraud in the calculation or vote acquisition. Due to the many concerns of the community which resulted in the voters lacking interest in coming to the place of election, this could lead to fraud in vote acquisition where it was feared that there would be an increase in the number of people who voted for abstentions so that they were worried that the voting rights of people who did not use their voting rights could be misused. Again, Covid-19 is attacking various groups without exception.

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The government has set rules where people must use masks everywhere, it is also expected that TPS provide hand sanitizers and disinfectants in certain rooms, that the government also provides more TPS and adds facilities to protect the community from Covid-19 such as things in above to be more effective in the implementation time and also maintain distance, as well as expand the area where the voting is carried out, so that the people themselves are not close to each other.

Method

This study uses qualitative research methods with a descriptive research type, where data can be obtained from all parties concerned, either through interviews, observation, and documentation (Sugiyono, 2016). This research was conducted 2 months after the implementation of the proposal seminar. The location of the research was carried out in Malili District, East Luwu Regency. Strengthening data from field observations, and interviews with 8 sources to strengthen research results and library studies by taking evidence related to research in the form of literacy. The data collection techniques used are observation, interviews, and documentation with the use of technical analysis using data reduction, then data presentation, and finally at the conclusion stage. Meanwhile, the validity of the research is based on technical triangulation, source triangulation, and time triangulation.

Result and Discussion

The implementation of the 2020 Local Election has its own characteristics of challenges which for the first time in the history of elections in Indonesia and even as part of human life around the world, namely being held in the midst of the Covid 19 pandemic. Despite these challenges, placing extra steps related to health protocols and all the impacts on socio-political and economic aspects that must be borne, in fact, the 2020 Local election did not experience significant changes at the level of the political process and the substance of the institutional roles of the participants that accompany it.

The election for the head of the East Luwu region was followed by 2 pairs of candidates, namely pair No. 1 Muh.Thoriq Husler with Budiman and pair No. 2 Irwan Bahri Syam.,S.T with Andi Rio Muhammad Pattiwiri Hatta. Where in pair number 1 carried by the Golkar party (7 seats), PDIP (3 seats) PAN (4 seats), PKB (1 seat), PKS (1 seat), PBB (1 seat), Gerindra (4 seats), Hanura (3 seats) and the pair number 2 was carried by 2 parties, namely the Democratic party (2 seats) and Nasdem (4 seats). From the results of the recapitulation of the East Luwu KPUD, pair No. 1 Muh. Thoriq Husler and Budiman won the contest. From the results of the author's research related to campaign strategies in the network, the results that the authors will discuss are as follows:

Appointment of Communicators

Communication strategies are needed in the implementation of political communication such as political campaign activities for parties and legislative candidates and candidates for regents and candidates for governor. To understand the meaning of political strategy, of course, it is necessary to fulfill the meaning of this form of communication. In the 2020 East Luwu election, the pair number one Husler-Budiman has mandated the winning team to work in the process of the regional election, including the determination of communicators. Selection of communicators is an important process because the role is very centric in determining the direction of community support, including conveying strategic programs that have been carried out by candidates.

The process of political communication cannot be separated from the name of political campaigns, and that is why it is impossible to carry out a political campaign without a communicator whose job is to form positive public opinion towards the community. Because the communicator is the core of the campaign movement process *(*Shahreza*, 2017)*. The mechanism for determining communicators during the Pilkada is very important in encouraging the programs that candidates offer to the public. Of course, the determination of communicators is not only limited to delivering the vision and mission but also discussing the needs and problems of the people of East Luwu which can be answered through the programs carried out by candidate number one.

The Regional Head Election is a political agenda to determine the format and future direction of Indonesian democracy, through the mechanism of direct citizen participation in practical politics in articulating their aspirations and interests. In other words, the general election is a tangible manifestation of citizen involvement in the implementation of state life, namely choosing a leader who will sit as a regional head. So that the existence of political communication is very important in determining success in the post-conflict local election. The Husler-Budiman pair received great support from the party coalition in East Luwu Regency. The involvement of the party in determining communicators by encouraging the winning team that is considered to have the capability and influence on the community to be able to answer all questions about the program offered.

Each pair of candidates certainly competes with each other in attracting public interest to vote for them, as in the purpose of political communication, that political communication aims to attract sympathy from the public in order to increase political participation before the general election or regional head election. In facing an election like this, the pairs of candidates, the campaign team, and the supporting parties must have carefully planned so that the strategies they carry are right on target or successful (Gantiano, 2018). The 2020 East Luwu Regency head election consists of several groups including youth or novice voters. Where the target of political communication is to build issues of the development of youth activities to educational assistance. Communicators also have their own way and method of carrying out campaign activities that attract sympathy from the youth to choose the Husler-Budiman pair at the election event.

Based on the results of the author's observations in the field regarding the determination of communicators as a Political Campaign Strategy in 2020 Elected Regent Network in East Luwu Regency, where the communicator is a figure who directs political campaign activities. So in the selection of a communicator, the candidate together with the supporting party and the winning team determines the communicator based on their character in society. In addition, the communicator must understand the entire program and be able to convey the program openly to the public. The communicator appointed by the Husler-Budiman pair in the 2020 East Luwu election was Mr. Mahading who was a member of the East Luwu council and a cadre from the Golkar Party.

Targets And Goals

One of the parameters of a democratic election is the presence of an increasingly pluralistic component of voters along with the increasingly complex election. This means that voters are the main supporters who are very important in a democratic election process, in accordance with the principle of popular sovereignty. Every voter in the general election will not be separated from the political or sociological background at that time, so this is very influential in determining his choice, this is what is called voting behavior (Syahputra, 2018). The steps taken by the Husler-Budiman candidate pair in setting the target are the people as voters in the 2020 East Luwu Pilkada based on

age, type of work, and the area where the community is domiciled. This is a determinant of the success of the candidate's winning strategy in the election.

Setting goals and targets is a set of methods that can facilitate contestants (individuals or political parties) in marketing political initiatives, political ideas, political issues, political ideologies, characteristics of party leaders, and party work programs to the public. This can be utilized in the process of increasing credibility in conveying political understanding and campaigns from internal parties to the public (Jayawinangun & Nugroho, 2019). The 2020 East Luwu Pilkada contestation is an arena for major parties to influence voters to choose candidate pair number one as the pair promoted by the party. Utilizing party cadres who are influential figures in the community is one way to get sympathy and support from the community. Through setting targets and targets during the Pilkada, we are able to contribute ideas on how to implement them when designing a work program in the form of a political campaign strategy based on the general problems that are being faced by most people. .

The selection of targets and targets is an option in order to win the 2020 East Luwu Pilkada. Through the grouping of targets and targets, it is also possible to determine the direction of program discussions that can attract voter support and participation. So that the determination of targets and targets makes it easier for the winning team to convey the candidate program. Determination of target voters in regional head elections is basically designed not to sell the candidates themselves, but rather a framework that channels how a candidate can always exist in making work programs in the form of political campaigns that have to do with existing problems. become a social issue. The people of East Luwu as targets in campaign activities during the election determine their choice by looking at the background of candidates who are serious about developing the region. The Husler-Budiman couple, apart from having programs needed by the community, is also supported by their background as bureaucrats who have experience dealing with problems in East Luwu Regency.

Based on the author's observations in the field regarding the setting of targets and targets as a Political Campaign Strategy in Elected Regent Network in East Luwu Regency, the determination of targets and targets is based on certain segments ranging from age, occupation, gender, and residential area. The grouping of targets and target voters in an effort to answer the needs of each segment is made in the form of a candidate program. With regard to the virtual implementation of the campaign, the winning team creates an image that is packaged in the form of a video which will then be presented to the targets and targets based on the problems that occur. So that all community groups in East Luwu can understand and ensure that all needs are covered in the candidate program.

Composing Messages

The message is everything that is conveyed by a communicator to his target audience in the form of symbols that are perceived and accepted by the audience in a series of meanings. This symbol can be verbal (language) and non-verbal (signs, gestures, and others). Techniques/methods of delivering messages can be varied, such as being informative, persuasive, and educative. Political messages are very necessary for preparation for competing with other candidates, as well as for forming a positive image in the eyes of the public (Rismawati & Suryanef, 2021).

The candidate's strategy in compiling messages that will be conveyed during the political campaign in the 2020 East Luwu election contains material on the vision and mission of the Husler-Budiman pair if elected as head and deputy regional head. The importance of compiling messages so that the information conveyed can be well received by the public as voters is an indication of the seriousness of the candidate in implementing regional development.

Political parties are vehicles for someone to participate in politics, although there are still many ways to participate in politics, such as participating in the independent path, in the sense of participating in general elections. Political parties should carry out their functions as political vehicles and one of the functions of political parties is to carry out good political communication so that what the political elite wants to convey to the public (society) is conveyed properly according to the objectives (Septiana, 2019). The East Luwu regional election in 2020 cannot be separated from the role of political parties that participate in compiling messages containing information about candidates in order to gain public support. the messages contain information about the program, candidate experiences, as well as political knowledge for the public.

Political communication is important, especially as a bridge to convey messages. The message will arrive well if the communicator can convey it well to their communicants. Effective communication is important for everyone. Therefore, leaders and communicators need to understand and perfect their communication skills. The team that won the Husler-Budiman pair in compiling the message was synchronized with the conditions in the field and where the message was delivered. The pattern of compiling messages also depends on the target group based on the segments formed so that it can have a significant influence on the direction of support from the community.

In general, regional heads who become incumbents have good political communication. There is an interesting phenomenon in the post-conflict local election, namely the presence of incumbents who mostly win in every competition to occupy the number one seat in the region. This is because, apart from having the support of several networks and a fairly solid political engine, this incumbent candidate has an image position as a popular official in the eyes of the public. Moreover, if the process is supported by the performance of positive figures, it will certainly strengthen the correlation between the election and the candidate candidates in terms of obtaining victory. The political message conveyed by the candidate winning team to the community regarding the Husler-Budiman figure who is social and upholds religious tolerance is one of the benchmarks for the pair's success in winning the 2020 East Luwu election contestation.

Based on the results of the author's observations in the field related to compiling messages as a Political Campaign Strategy in Elected Regent Network in East Luwu Regency, where the messages compiled contain information related to candidate programs, candidate visions, and missions as well as candidate framing that describes a populist candidate. The message conveyed depends on the process of using the media used and the target group that will access the information. So that the process of disseminating information can be accessed by the entire community as voters and through this information becomes a decision for the community in determining their choice.

Media Selection

The campaign is a systematic effort to influence the public, especially prospective voters, with the aim of making prospective voters cast their votes for candidates who are competing in an election. There are many tools that can be used to convey a campaign or political message to the public. One of them is new media and social media. New media and social media create a cyberspace community, which is a new world community that has network connections with one another without time and space limits (Alfiyani, 2018). The Local Election was held in the midst of the Covid-19 pandemic so it required the candidates and the winning team to apply the Covid-19 health protocol and use online media in the process of implementing the campaign to prevent crowds. This condition requires the candidate pair Husler-Budiman to form a strategy in political marketing activities through an information technology approach.

The use of media in the political arena in East Luwu is a challenge for the supporting parties to see the extent of the media's role in building public opinion against the Husler-Budiman pair. Meanwhile, the use of social media must still get the attention of the winning team to always anticipate so that cyber crimes do not appear. Social media is used as a political communication channel. In fact, the political process intensively and continuously uses it as a medium to socialize, convey, influence, and construct public opinion. In the process of influencing, there will be many opinions that emerge that social media can be a place for dialogue about differences of opinion. Social media can be a place to accommodate the aspirations of anyone who wants to participate in building a political system (Hayat, 2021).

The selection of media as a means of delivering political communication in the 2020 East Luwu election is a marketing step for the candidate's vision and mission. Of course, the selection of media is also adjusted to the users who can access it. The purpose of using social media in the 2020 election campaign is to break the chain of the spread of Covid-19 because the process of disseminating information in this case is a campaign, carried out using social networks without having to meet or meet face to face which will cause crowds and increase the risk of transmission of Covid-19. 19. In addition, social media can also be used as a more effective and efficient campaign tool.

The use of social media itself for some voters is a step to reduce campaign costs for candidates because it does not require large costs. The most important thing for voters is that the information submitted can be received by the public so that it can be taken into consideration in making choices in the 2020 East Luwu election (Waluyo, 2019). The Husler-Budiman success team used social media to build the image of their candidate pair with the aim of forming public opinion against the candidate pair. The Husler-Budiman success team also uses social media as a two-way communication-interaction tool. This two-way communication-interaction strategy was maintained by the Husler-Budiman success team to form public opinion on the candidate pairs for Governor and Deputy Governor.

Table 1. Husler-Budiman Social Media

Social Media	Account Name	Followers
Facebook	Husler Budiman Lutim	2.183 Orang
Instagram	@MHTBudiman	3.276 Orang
Youtube	Team Kasih Husler-Budiman	3.400 orang

(Source: Husler-Budiman East Luwu Pilkada Winning Team in 2020)

The use of social media in order to increase campaign activities virtually in the regional head election of East Luwu Regency. The use of social media itself contains video illustrations and images related to the vision-mission and priority programs of the Husler Budiman couple in the 2020 East Luwu election.

Table 2. Campaign Participants Via Zoom

No.	Subdistrict	Number of Villages	Participants
1.	Mangkutana	11	550
2.	Nuha	5	250
3.	Towuti	18	900
4.	Malili	15	750
5.	Angkona	10	500

6.	Wotu	16	800
7.	Burau	18	900
8.	Tomoni	13	650
9.	Kalaena	7	350
10.	Tomoni Timur	8	400
11.	Wasuponda	6	300
Total		**127**	**6.350**

(Source: Husler-Budiman East Luwu Pilkada Winning Team in 2020)

The number of people who participated in virtual campaign activities using the zoom application reached 6,350 people, this indicates that the virtual campaign is very possible to be carried out with quite a large number of people. According to data provided by the candidate winning team, a total of 50 participants in each village in campaign activities. This is in accordance with the target set by the winning team in accordance with the results of an appeal from the East Luwu KPUD.

Based on the results of research related to virtual campaigns using the zoom application, in the implementation process the winning team formed from the district to village levels has compiled a schedule of campaign activities for each region. The winning team in each village serves to provide projectors and laptops which are then connected to the zoom application as a place for candidates to carry out campaign activities virtually. The mass mobilization itself was carried out in a place determined by the winning team with a capacity of 50 people for each village. Meanwhile, candidates can campaign from home or the main winning post.

The team to win the Husler-Budiman pair used several social media and electronic media approaches. The use of this media as a forum for candidates to market their programs. The selection of several media was carried out to touch all segments of voters in East Luwu. Where not all people can access media online due to lack of understanding of using the application or constrained by the internet network, so the use of traditional media such as billboards, pamphlets and brochures is also carried out. To maximize victory, not all campaign agendas are carried out virtually. However, there is also the usual way, namely face-to-face meetings between candidates and constituents by paying attention to the health protocol for handling Covid-19.

Conclusion

The strategy of using social media in political campaigns is carried out in several stages. First, determine communicators as directors of campaign activities in the network based on the results of joint decisions with candidates, winning teams, and supporting parties who appoint members of the Golkar Party DPRD as communicators in the 2020 East Luwu Pilkada which are divided into several segments such as region, age, and work to facilitate the communication process in building support for candidates. Furthermore, the campaign team compiled messages, information related to the vision and mission, superior programs, and the image of the Husler-Budiman pair which became campaign material to be conveyed to the public as voters in the 2020 East Luwu Pilkada. The winning team created social media accounts for campaign activities. Similarly, the use of online news to improve the image of candidates and the installation of billboards and distribution of campaign brochures.

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