Political Products Delivery of Presidential Candidates in the 2024 Presidential Election Contest

Penyampaian Produk Politik Calon Presiden dalam Kontes Pilpres 2024

Sharin Atika Rafi [1], **Achmad Nurmandi** [2], **Helen Dian Fridayani** [3]

[1, 3]Government Science Study Program, Universitas Muhammadiyah Yogyakarta, Bantul, Indonesia

[2]Department of Government Affairs and Administration Jusuf Kalla School of Government Universitas Muhammadiyah Yogyakarta, Bantul, Indonesia

Corresponding Author: sharinatikarafi@gmail.com

Abstract

The implementation of elections is a forum for democracy that requires community participation. Community involvement in the election is motivated by the political campaign strategy implemented by the candidates. In the 2024 election, three candidates with their uniqueness will compete in the presidential election. The purpose of this research is to find out the political campaign strategy of each candidate through the perspective of political product delivery in the 2024 presidential election. The data collection technique was carried out using mass media, which was determined by the purposive sampling technique using three main criteria so that as many as 60 news articles were obtained. The data analysis technique uses an interactive model with the stages of data reduction, data presentation, verification, and conclusion drawn. The results of the study show that each candidate uses the same strategy in conducting political campaigns. The three candidates used to push marketing, pull marketing, and pass marketing strategies in political campaigns. However, each candidate uses a different dominant strategy in conveying his political products. The delivery of political products by each candidate also has different activities in their strategy to attract the attention of the public so that they can vote for a certain candidate. This research is limited to the use of data only in the form of online mass media and scientific articles. Further research can use primary data by developing new research in the form of the role of political product delivery and the number of votes obtained in the presidential election.

Keywords
Campaign Strategy; Political Product Delivery; 2024 Presidential Election.

Abstrak

Pelaksanaan pemilu merupakan wadah demokrasi yang membutuhkan peran serta masyarakat. Keterlibatan masyarakat dalam pemilu dilatarbelakangi oleh strategi kampanye politik yang diterapkan oleh para kandidat. Pada pemilu 2024, tiga kandidat dengan keunikannya masing-masing akan bersaing dalam pemilihan presiden. Tujuan penelitian ini adalah untuk mengetahui strategi kampanye politik masing-masing kandidat melalui perspektif penyampaian produk politik pada pemilihan presiden 2024. Teknik pengumpulan data dilakukan dengan menggunakan media massa yang ditentukan dengan teknik purposive sampling dengan menggunakan tiga kriteria utama sehingga diperoleh sebanyak 60 artikel berita. Teknik analisis data menggunakan model interaktif dengan tahapan reduksi data, penyajian data, verifikasi, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa masing-masing kandidat menggunakan strategi yang sama dalam melakukan kampanye politik. Ketiga kandidat menggunakan strategi push marketing, pull marketing, dan pass marketing dalam kampanye politik. Akan tetapi, masing-masing kandidat menggunakan strategi dominan yang berbeda dalam menyampaikan produk politiknya. Penyampaian produk politik yang dilakukan masing-masing kandidat juga memiliki kegiatan yang berbeda dalam strateginya untuk menarik perhatian masyarakat agar dapat memilih kandidat tertentu. Penelitian ini terbatas pada penggunaan data hanya berupa media massa daring dan artikel ilmiah. Penelitian selanjutnya dapat menggunakan data primer dengan mengembangkan penelitian baru berupa peran penyampaian produk politik dan jumlah suara yang diperoleh dalam pemilihan presiden.

Kata Kunci
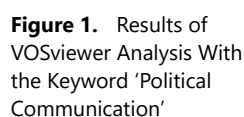*Strategi Kampanye; Penyampaian Produk Politik; Pemilihan Presiden 2024.*

1. Introduction

The implementation of elections in Indonesia is a forum for democracy to increase public participation. Elections in Indonesia have experienced developments in their implementation that make people have to be wise in voting. One of them is the contestation of the Presidential Election which in the era before the reform of the election of the president and his deputies were elected by the People's Consultative Assembly (MPR) (Pratama, 2023). However, in 2004, there was a transition to a presidential election system that used a direct election system elected by the people (Sugitanata & Majid, 2021). The direct election system is a system to elect a candidate for power or leader, and voters give their voting rights directly to a candidate they want to be elected (Lubis et al., 2023). In the 2004 presidential election, it started to use radio and television advertising media even though there was a tendency to do black campaigns (disgrace the other party), block campaigns (maintain self-opinion), blank campaigns (making empty promises), and blame campaign (blame the other party). The use of the internet and mass media in the 2014 presidential election has become a new color for the implementation of the presidential election to disseminate political information and messages through various platforms such as Twitter, YouTube, Facebook, and blogs (Firmansyah et al., 2017).

The increasingly widespread use of social media in the implementation of political campaigns has given rise to a movement on online media to disseminate information and promote a candidate. Buzzer can be understood as an individual or group that is paid to carry out the task of promoting ideology or disseminating information through electronic media in order to get significant attention from the public (Dewantara et al., 2022). The use of buzzers in the implementation of the presidential election began to run rampant in 2019, and they tended to spread hoax news that triggered disputes. Social media as a voice booster that can significantly shape public opinion as a tool to support the 2019 presidential election campaign; social media such as Facebook, Twitter, and YouTube are used, although the use of conventional media such as television and newspapers is still used (Mujahid et al., 2024).

The development of political campaigns in Indonesia during the implementation of the presidential election is inseparable from voters and the development of the times. Political campaigns require adaptation to voters and the times in order to determine an appropriate campaign strategy to support an increase in votes cast for a candidate (Stier et al., 2018). The development of this political campaign is also in line with the development of democracy in Indonesia, which requires skill in influencing the public to improve their understanding and handling of critical issues. Along with the development of the times and voters, every candidate or supporter needs creative and innovative work in delivering political campaigns to attract the attention of the public. This is in line with research from Alhadar et al. (2024) currently, a political campaign is required not only to be effective in conveying the message but also to increase the understanding and involvement of the community itself creatively and innovatively.

The phenomenon of the development of political campaigns in Indonesia has not only changed the way presidential candidates convey political messages but also enriched the interaction between candidates and voters. In this information age, voters are increasingly critical and have more comprehensive access to information. Innovative and effective campaign strategies are essential elements in determining the success of a presidential candidate. The 2024 Presidential Election in Indonesia marks a fierce competition between three leading candidates, each with a unique approach to their campaigns. These three candidates utilize various communication channels and political marketing techniques to reach multiple segments of voters.

Political communication itself is a form of conveying messages, especially those that contain political information, from one source to many recipients (Tinov & Wicaksono, 2015). Political campaigns are said to be important in the political system and the democratic process that runs because they encourage the participation of citizens in a democracy by giving them the right to vote and be elected (Rosdiana & Suryaningtyas, 2024). In addition, campaigns are a means for voters to select various information, candidates, political parties, policies, and so on (Kartini, 2017). Each candidate must provide programs that have a positive impact and attract voters' sympathy (Marasabessy et al., 2021).

The 2024 presidential election campaign has used a digital campaign strategy, one of the most influential instruments in shaping public opinion. Digital campaigns are carried out by optimizing the candidate's official website, and using digital advertising plays a role in influencing the candidate's electability. A number of political parties realize that the party's electability has increased with the role of social media, therefore open campaigns are no longer the primary choice (Cobis & Rusadi, 2023). In addition to using digital campaign strategies, the phenomenon of creating programs that provide opportunities for the public to meet and discuss public issues is in demand with the aim of increasing political awareness and the involvement of the younger generation (Wahyudi & Firdaus, 2024). By implementing communication strategies with the aim of influencing public political knowledge, trust, and actions so that campaign linkages are considered objects that are part of emphasizing political communication.

Figure 1. Results of VOSviewer Analysis With the Keyword 'Political Communication'

Based on the results of researcher analysis of 379 articles conducted bibliometric analysis using VOSviewer, it was found that previous research focused on political communication, especially in the context of campaigns as one of the primary forms of political communication. Previous research tends to focus on the role of social media as the primary tool in political communication. The lack of research that discusses political campaigns from the perspective of political product delivery makes this study to be studied comprehensively. Therefore, the novelty of this study is the analysis of political campaigns from the perspective of political product delivery by using three main variables, namely push, pull, and pass marketing in analyzing the strategy of delivering political products.

In the modern world of politics, the concept of delivering political products is increasingly relevant as a political campaign strategy. This is Because the success of

political practice is highly dependent on the effectiveness of both verbal and nonverbal interactions that are harmoniously intertwined (Ridwan, 2013). The concept of delivering political products is used as a strategy for a presidential candidate in packaging and offering his political products to voters and involves self-image and personal character that he wants to show to the public (Susila et al., 2020). In the midst of increasingly complex competition, the ability to effectively convey political messages is critical in attracting voters' sympathy. In this context, the strategy of delivering political products of presidential candidates plays a vital role in shaping public perception and influencing voter decisions. Therefore, this study will analyze how the Political Product Delivery strategy used by the three presidential candidates is critical to uncovering patterns that may affect the final outcome of the election. This research aims to understand each candidate developing and implementing their campaign strategy, as well as the extent to which the strategy successfully achieves the desired goal. This research uses the theory of Adman Nursal To analyze the political product delivery strategy carried out by each presidential candidate in the implementation of the 2024 Presidential Election. This research not only contributes to political literature but also has the potential to be an essential reference for political practitioners in designing more effective campaigns in the future. This study is expected to provide in-depth and scientific insights into the practice of political campaigns in Indonesia, as well as its implications for democracy in this country.

2. Methods

This study uses a qualitative approach with a case study method. A qualitative approach is used to understand phenomena holistically by describing them in the form of words and utilizing various methods of interpretation (Moleong, 2006). A case study method to investigate and understand an event or problem that has occurred by collecting various kinds of information that is then processed to get a solution so that the problem revealed can be solved (Yin, 2009). The use of this method is to conduct an in-depth analysis and provide a complete picture systematically, factually, and accurately regarding the strategy of delivering political products of presidential candidates in the 2024 presidential election contest. The data sources used are in the form of mass media, which are determined based on three criteria: the period from 2023 to 2024, curated and verified mass media, and mass media that discusses candidate pairs in the 2024 presidential election. Based on the determination of the three criteria, as many as 60 news stories were used with the following details.
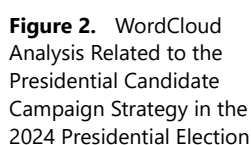
Table 1. Data Source by Online News

Online Mass Media	Intensity
Antara News	19 News
CNN Indonesia	12 News
Detik.com	12 News
Compass	11 News
IDN Times	6 News

Source: Data collected through online newspaper (2024)

An interactive model carried out the data analysis technique in this study from Miles et al. (2018). It consists of four stages, namely, data collection, data reduction, data display, verification, and conclusion. Data analysis was carried out with Qualitative Data Analysis Software (QDAS) in the form of NVivo 14 software. First, data is collected from various mass media that have been obtained. Then, at the data

reduction stage, simplification and focusing are carried out by making categorizations from existing data to be more specific and in accordance with the focus of the research. Data reduction is carried out by determining keywords from the data obtained with the assistance of NVivo 14. Furthermore, data is presented by compiling data and information that has been received in descriptive form. Finally, conclusions are drawn and verified from the data that has been given by triangulating data sources (scientific articles, photos, videos, and social media) and theories used to improve the accuracy and credibility of the results.

3. Results and Discussion

In the implementation of the 2024 presidential election, each candidate applies their own campaign strategy to attract the attention of voters. The implementation of elections requires a political campaign carried out by candidate pairs in order to convey their political products to the public (Octovina et al., 2022). This campaign strategy can be done through various methods, both online and offline. In determining the serial number of the candidate in the plenary session of the General Election Commission (KPU), it was determined that candidate pair one (Anies Baswedan-Muhaimin Iskandar), candidate pair 2 (Prabowo Subianto-Gibran Rakabuming Raka), candidate pair 3 (Ganjar Pranowo-Mahfud MD). The candidates offer programs that are relevant to the actual issues and needs of the constituents. This campaign activity aims to give a specific political meaning and direct voters to choose a particular candidate pair.


Figure 2. WordCloud Analysis Related to the Presidential Candidate Campaign Strategy in the 2024 Presidential Election

Source: Processed by researchers using NVivo 14 (2024)

Based on Figure 2, the dominant words seen in news processing through NVivo are campaign, young voters, politics, media, and elections. In this case, the Campaign refers to public communication activities that are planned with the aim of mobilizing and involving voters to disseminate information through written media or directly to the public (Damayanti & Hamzah, 2017). Some of the young voters are first-time voters, who are citizens aged 17-21 and are participating in the election for the first time (Yuliahsaridwi, 2015). Politics itself is a process and method to make decisions that govern a community or country. Elections are a process in which citizens can elect their representatives or make decisions related to specific issues through a voting mechanism. This campaign serves as a means of education and political marketing for the candidate partner to attract young voters. Voters from the millennial generation and Generation Z dominate the total number of voters in the

2024 election (Muhamad, 2023). Therefore, it is necessary to have a massive campaign strategy that will increase public participation (Pulungan et al., 2020).

3.1. Political Push Marketing

Push marketing is a form of strategy that involves directly delivering political products to voters. This strategy can be realized through various campaign activities, such as face-to-face meetings between candidate partners and potential voters. Political marketing by taking a direct and personal approach can be effective in influencing voters' emotions directly (Bintang, 2020). This activity involves a large number of participants, including large campaigns, public hearings, *blusukan*, and the like. The use of political push marketing is used to analyze how the three presidential candidates convey their political agenda directly to voters, which is a crucial element of their campaign strategy in the 2024 presidential election.

Figure 3. Analysis of Political Push Marketing in the Presidential Election
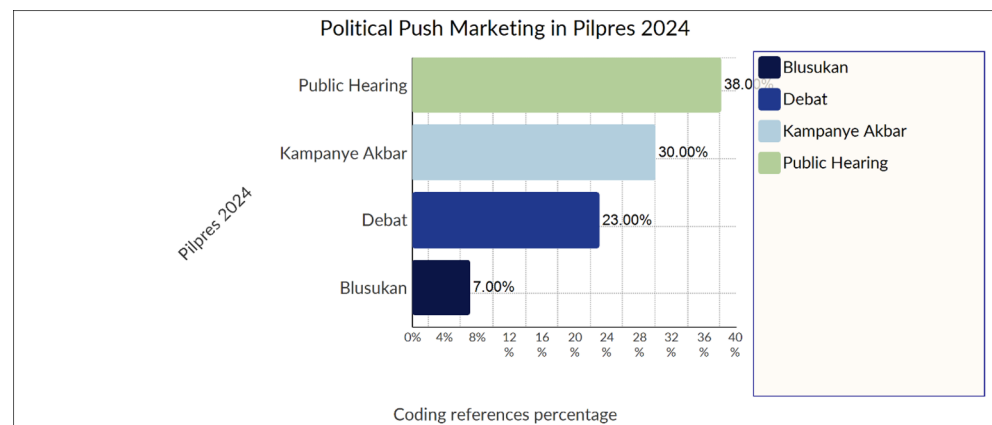
Source: Processed by researchers using NVivo 14 with Crosstab Feature

Based on the analysis using political push marketing analysis of direct delivery of political products, a public hearing is the media with the highest percentage among the direct delivery of political products. This can be seen from the number one candidate pair who made two agendas, namely "Desak Anies" and "Slepet Imin", where this agenda, as referred to by the number one pair in the implementation of the 2024 Presidential Election, does not make social media the primary intermediary in delivering political products. This is due to limited budget or campaign funds in using social media as a campaign tool (Hakim, 2023). Meanwhile, the 2nd candidate pair has a "Gibran Mendengar" agenda, which its National Campaign Team assists in carrying out this program which is carried out by greeting and listening to the aspirations of the community (Susilo, 2023). Not only that, the number three candidate pair has a "Tabrak, Prof" agenda, where the number three candidate pair discuss political issues in a more relaxed atmosphere (Nastitie, 2024). With increased public participation accompanied by critical thinking, it can maximize the election (Muhaling, 2014).

According to the data shown in Figure 3, the Grand Campaign is the second most frequently carried out direct campaign activity. The strategy of getting closer to the community by meeting face-to-face can increase self-acceptance and increase the voice of political parties (Zulham & Syaputra, 2023). Participating in the campaign directly is a form of right for every citizen, in addition to being elected and voting, and participating in political organizations (Bawamenewi, 2019). Each of the three candidates held a grand campaign; Candidate One chose Jakarta International Stadium (JIS) as the central location of their campaign, Candidate Two chose Gelora Bung Karno (GBK), while Candidate Three held a campaign in two places, namely Solo and Semarang. This is because the political image that has been formed can be

built and attract support for candidate pairs by focusing on targeted campaign media (Susanto et al., 2018).

Debate is an integral part of the KPU's campaign strategy. There were five debate sessions held during the campaign period, involving presidential candidates and vice-presidential candidates. According to the data listed in Figure 3, debate occupies the third place in a live campaign. The debate session is one part of the candidates' branding efforts. The pair of candidates two and one attracted much public attention both pro and con assessments, during the debate session, while three candidates received minimal public attention compared to the other two candidates, even though the 3rd candidate pair did not object when they did not receive attention during the debate (Ramadhan & Krisiandi, 2023). However, personal branding in campaigns can provide advantages in attracting voters' votes (Sulastri & Khoirotunnisa, 2023).

The candidates carried out the blusukan campaign activities by going directly to the community to listen to their complaints and aspirations to make policies based on existing problems. However, a policy must reflect the concrete actions taken rather than just a plan (Febrina & Isril, 2018). Conventional styles such as blusukan in conveying political messages are still relevant to positive public sentiment (Anggalia & Efriza, 2020). However, based on the data depicted in Figure 3, blusukan is an activity that is rarely carried out compared to other direct campaign activities. Candidate Three ranks top in the frequency of blusukan, followed by Candidate One, while Candidate Two conducts a minimal number of blusukan. Conducting a direct campaign is helpful in political imagery with the aim of convincing the public (Saputra, 2015).

3.2. Political Pull Marketing

Political Pull Marketing is a strategy for delivering political products using various media. The development of information and communication technology has changed the use of media, not only limited to conventional media but also through digital technology. Political candidates focus on gaining support from the public through the media by presenting exciting and relevant content. The use of particular terms in supporting media can reinforce the message conveyed and influence voter perception. Through the application of Political Pull Marketing, an analysis was carried out on three pairs of candidates in their campaign efforts using social media and distinctive terms that aim to attract interest slowly or naturally.

Figure 4. Political Pull Marketing Analysis
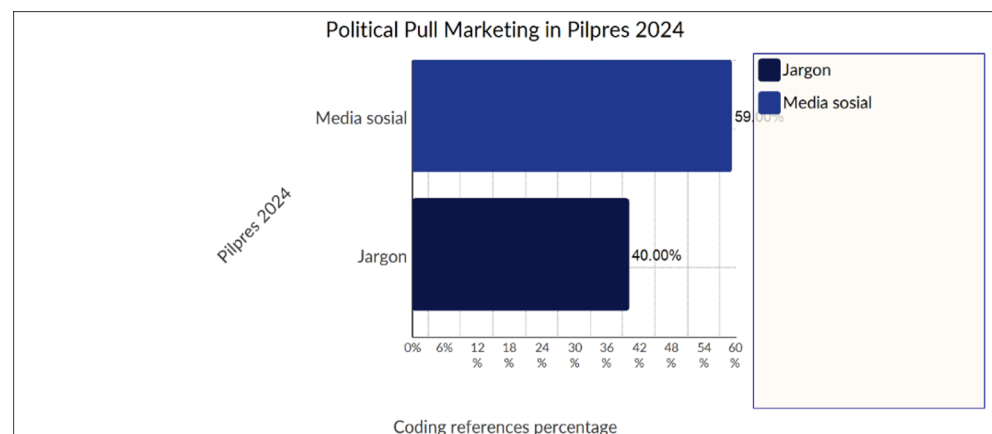
Source: Processed by researchers using NVivo 14 with Crosstab Feature

In Figure 4, the researcher found that the implementation of the candidate campaign tended to use social media as a critical indicator in increasing the political

participation of the public at large (Sari & Hadi, 2023). The emergence of social media changes perspective and attracts the attention of the masses in order to influence voters (Alfiyani, 2018). Social media is the primary intermediary in delivering political products. The 1st candidate pair uses personal social media in the form of Instagram from @aniesbaswedan and @cakiminow accounts, in addition to that, the mass media of MetroTV television displays various activities, visions and missions, work programs, and even propaganda agitation due to the support of the Nasdem Party, especially Surya Paloh as the owner of MetroTV.

Figure 5. AMIN National Team Instagram Account and Anies Baswedan Live TikTok

Source: @timnasamin Instagram account (2024) and Meliana (2023)

Candidate number one also tried a new breakthrough by going live on TikTok social media as an effort to attract young voters, with a discussion approach method to greet the public and provide education. It is not uncommon for Anies Baswedan to answer questions outside politics by giving advice or advice. This is what earned him the nickname "Abah Online". TikTok is a new platform that can significantly reach young voters who are very active using TikTok.

Use Creative campaign transformation needs to be carried out to create a more attractive campaign strategy (Arianto, 2015). Candidate 1 tends to use Jargon change, which is in line with initiating changes to address public disillusionment and boredom with corrupt and manipulative political parties (Barokah et al., 2022). Meanwhile, Candidate Two has a variety of jargon used by their supporters, such as *gemoy*, which was popular during the campaign period and came from the nicknames of supporters and Jargon Advanced Indonesia. Candidate Two received the most attention compared to other candidates because of the amount of Jargon they used. On the other hand, Candidate Three uses jargon Lightning-iron which symbolizes speed, but receives less attention compared to other candidates.

3.3. Political Pass Marketing

Political Pass Marketing is a strategy for delivering political products by using third parties who are able to influence voters, including community leaders or other influential figures. Figures who are considered influential in society have significant value and are able to influence public opinion, so they can be a channel to convey political messages such as policies or programs. Political communication actors influence public participation in determining the importance of public involvement in the election itself and provide stimulus for voters to exercise their rights (Hasanuddin et al., 2021). This is because marketing communication is a crucial aspect of a marketing mission that determines success, as it facilitates the relationship between candidates and constituents that is difficult to predict (Hasanuddin & Syamsuadi, 2013). Through the application of Political Pass

Marketing, an analysis was carried out on three pairs of candidates to see which third party was more dominating in influencing public opinion.

Figure 6. Political Push Marketing Analysis
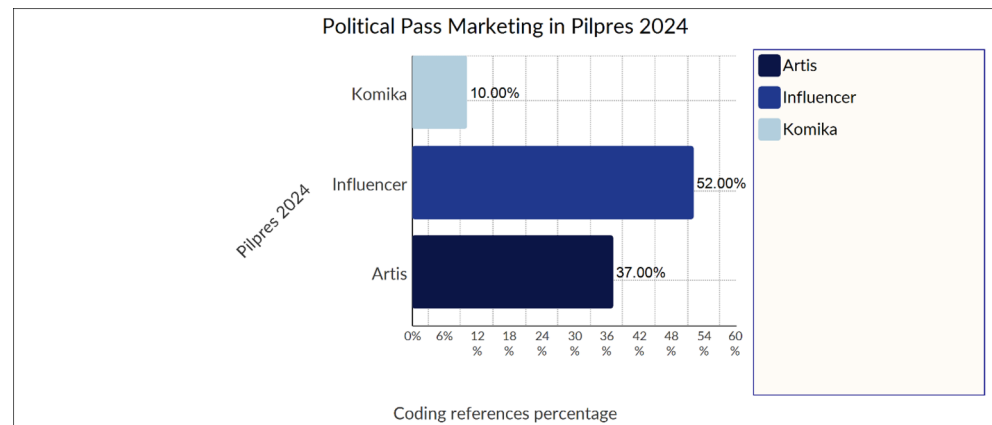
Source: Processed by researchers using NVivo 14 with Crosstab Feature

Figure 6 shows that in the implementation of the 2024 presidential election campaign that uses third parties in political marketing, the role of influencers and artists is dominated. Meanwhile, comics are the least used party during the campaign period. Third parties also become a medium for conveying information and attracting a solid mass base. Other actors who are close to the community can help in attracting voters' votes (Putra, 2022). With an intense marketing strategy through various media, political promotion will be more effective (Rinova, 2018). The 2024 election campaign shows that the three candidates use influencers as the third parties who help the most in influencing public opinion. This is because political communicators affect public participation in elections, as well as the quality of the candidates themselves.

Figure 7. Instagram Social Media Posts

Source: Instagram Social Media 2024

Figure 7 shows the number of third parties who assisted Candidate one in carrying out the campaign. Influencers such as Hasan Abdillah, Fadil Jaidi, Clara Shinta, and other influencers, dominant third parties also support the number one candidate. In addition, artists such as Ramzi and comic David Nurbianto also support Candidate one in the 2024 election. The presenter, known as Abi Ramzi, is

a NasDem cadre who, at the same time, in 2024, will advance as a candidate for legislative member of the West Java 5 constituency. In the same year, the NasDem Party formed a coalition with Candidate one in the 2024 presidential election, which could also result in Ramzi supporting Candidate one. Coalitions can be formed because there are similarities in the ideology of the parties that form the coalition (Khodijah & Subekti, 2020). By using the coalition system, the party's behavior is due to the purpose of increasing the chances of getting a position (Romli, 2017). Therefore, Abi Ramzi's existence in the 1st candidate camp is due to political interests.

Figure 8. Instagram Social Media Posts

Source: Instagram raffinagita1717

Figure 8 shows an Instagram post by artists Raffi Ahmad and Nagita Slavina, who uploaded posters of artists, influencers, and comics supporting candidate two. Unlike Candidate One, Candidate Two is dominated by artists, comics, and several famous influencers. The figure of Prabowo, with a military background and political experience, brings the impression of a firm figure and is considered capable of bringing stability and change to the country. Some artists feel connected to their vision and mission. Artists with popularity and a large number of fans can expand the reach of the audience. The phenomenon of participation by celebrities or artists in the Indonesia political arena is considered an inevitable part of the ever-changing dynamics of politics (Ritonga & Harahap, 2023). This is acceptable because, as a citizen, you get the same rights and opportunities as others in a democracy.

Based on Figure 9, there are influencers, comics, and artists who support the 3rd candidate. The jam is a portrait of Young Lex with an influencer, Mutiara Adiguna, as part of the Young Volunteers of Uncontrollable Bullets conducting a campaign organized by candidate 3. The supporters of candidate three are dominated by influencers; this is in line with the program carried out by candidate 3, which will provide free internet. The influencers support the candidate 3 programs related to

Figure 9. Instagram Social Media Posts

Source: Instagram Social Media 2024

free internet because they see it as a progressive step that can increase the accessibility of information and education for the wider community. This program can reduce the digital divide, especially in remote and underprivileged areas, so that more people can connect with the digital world and benefit from technological developments. Influencers, who often rely on digital platforms to create and communicate with their followers, understand the importance of equitable internet access. The success or failure of a campaign is determined by its political communication channel (Jaya et al., 2015). Therefore, supporters of candidate 3 are dominated by influencers to support the program.

Political marketing is a planned activity with long and short terms in order to spread specific political meanings to voters (Kustiawan et al., 2022). Elaborating the strategy by meeting directly with the community, the use of social media, and receiving support from various parties can maximize the campaign strategy (Diniyanto & Sutrisno, 2022). Planning a political marketing strategy needs to be carried out in order to form public opinion. In short, marketing is selling or promoting a political product (Baihaqi et al., 2022). By using the right political marketing concept with minimal material resources, it can produce maximum results with the support of a structured, creative, and innovative strategy (Handika & Al Rafni, 2022). With the help of political marketing that runs appropriately, campaign strategies can persuade people's thinking.

4. Conclusion

Based on the research that has been conducted, it can be concluded that in the 2024 presidential election campaign strategy using the perspective of Political Product Delivery, the three candidates have their strategies. Where the three candidates have used push, pull, and pass marketing. However, the difference is the activities chosen by each candidate to attract the voice of the community. The strategy used by the number one pair is to build a two-way discussion between the number one pair and the community, as evidenced by the fact that both of them have a discussion event. Meanwhile, the strategy of Candidate Two promotes the use of digitalization, as evidenced by a large number of social media users and the embracing of many influential figures in society. Candidate three does not have a strong enough strategy from the other two candidates, where based on push, pull, and pass marketing, no one is too representative of this candidate. This is also a weakness for Candidate

Three to be able to gain many votes. This study only focuses on discussing the political product delivery strategy as a forum to see how dominant each candidate pair is in promoting themselves. In addition, the method used only uses secondary data in the form of online mass media and scientific articles. From these limitations, it can be developed into new research by linking Political Product Delivery with the number of votes and electability. In addition, the author recommends adding primary data in the form of in-depth interviews or questionnaires.

References

Alfiyani, N. (2018). Media Sosial Sebagai Strategi Komunikasi Politik. *Potret Pemikiran, 22*(1), 57–69. https://doi.org/10.30984/pp.v22i1.762

Alhadar, S., Sahi, Y., & Katili, P. P. (2024). Penguatan Demokrasi dan Pemilu bagi Pemilih Pemula Menjelang Pemilihan Umum Tahun 2024: (Studi Pengabdian pada Mahasiswa Universitas Nahdlatul Ulama Gorontalo). *Community Development Journal, 5*(1), 1115–1123. https://doi.org/10.31004/cdj.v5i1.25097

Anggalia, A., & Efriza. (2020). Strategi Kampanye Model Blusukan Joko Widodo dalam Pemenangan Pemilihan Umum Kepala Daerah Kota Jakarta Tahun 2012 (Studi Kasus di Kecamatan Kemayoran, Jakarta Pusat). *Jurnal Renaissance, 5*(2), 657–669. https://doi.org/10.53878/jr.v5i2.118

Arianto, B. (2015). Kampanye Kreatif dalam Kontestasi Presidensial 2014. *JSP (Jurnal Ilmu Sosial dan Ilmu Politik), 19*(1), 16–39. https://doi.org/10.22146/jsp.10854

Baihaqi, A., Muksin, N. N., Harmonis, Fal., Setiawan, A., & Karmila, L. (2022). Strategi Marketing Politik Bobby Nasution dan Aulia Rachman di Media Sosial pada Pilkada Kota Medan 2020. *Jurnal Ilmu Komunikasi Balayudha, 2*(1), 1–14. https://doi.org/10.56869/jikoba.v2i1.361

Barokah, F., Maryanah, T., Darmastuti, A., & Hertanto. (2022). Disrupsi Politik: Peluang dan Tantangan Partai Politik Baru Jelang Pemilu 2024. *Nakhoda: Jurnal Ilmu Pemerintahan, 21*(1), 1–13. https://doi.org/10.35967/njip.v21i1.273

Bawamenewi, A. (2019). Implementasi Hak Politik Warga Negara. *Majalah Ilmiah Warta Dharmawangsa, 13*(3), 43–56. https://doi.org/10.46576/wdw.v0i61.434

Bintang, A. N. (2020). *Strategi Kampanye Pemenangan Pasangan Joko Widodo – KH. Ma'ruf Amin pada Pilpres 2019 (Studi Atas Marketing Politik Melalui Goyang Jempol)* [Undergraduate Thesis, Universitas Islam Negeri Syarif Hidayatullah]. https://repository.uinjkt.ac.id/dspace/handle/123456789/49993

Cobis, M. Y., & Rusadi, U. (2023). Sosial Media Sebagai Media Kampanye Partai Politik. *Da'watuna, 3*(4), 1196–1208. https://doi.org/10.47467/dawatuna.v3i4.3314

Damayanti, N., & Hamzah, R. E. (2017). Strategi Kampanye Politik Pasangan Jokowi-JK pada Politik Pemilihan Presiden 2014. *Wacana: Jurnal Ilmiah Ilmu Komunikasi, 16*(2), 279–290. https://doi.org/10.32509/wacana.v16i2.52

Dewantara, J. A., Syamsuri, Wandira, A., Afandi, Hartati, O., Cahya, N., Sapitri, P., & Nurgiansah, T. H. (2022). The Role of Buzzers in Social Media in Guiding Public Opinion Regarding Political Choices. *Jurnal Etika Demokrasi, 7*(3), 681–694. https://doi.org/10.26618/jed.v7i3.8103

Diniyanto, A., & Sutrisno, W. (2022). Pengawasan Pemilihan Umum di Era Post-Truth: Problem, Tantangan, dan Strategi. *Jurnal Adhyasta Pemilu, 5*(1), 44–58. https://doi.org/10.55108/jap.v5i1.79

Febrina, R., & Isril. (2018). Proses Politik dalam Pembahasan Ranperda Kota Pekanbaru tentang RPJMD Kota Pekanbaru Tahun 2017-2022. *Nakhoda, 17*(30), 101–116. https://doi.org/10.35967/jipn.v17i30.7063

Firmansyah, M. A., Karlinah, S., & Sumartias, S. (2017). Kampanye Pilpres 2014 dalam Konstruksi Akun Twitter Pendukung Capres. *Jurnal The Messenger, 9*(1), 79–90. https://doi.org/10.26623/themessenger.v9i1.430

Hakim, I. A. (2023, November 16). *Timnas Amin Akui Dana Kampanye Medsos Terbatas, Optimis di Darat Lebih Baik*. KompasTV. https://www.kompas.tv/nasional/461485/timnas-amin-akui-dana-kampanye-medsos-terbatas-optimis-di-darat-lebih-baik

Handika, R., & Al Rafni. (2022). Mahyeldi-Audy Political Marketing Innovation During the COVID-19 Pandemic During the 2020 West Sumatra Regional Election. *Politicon, 4*(1), 91–110. https://doi.org/10.15575/politicon.v4i1.16719

Hasanuddin, Rizaldi, A., Marta, A., & Ishak. (2021). Kesenjangan Angka Partisipasi Pemilih: PILKADA Riau 2018 dengan PEMILU 2019 di Riau. *Nakhoda: Jurnal Ilmu Pemerintahan, 20*(2), 143–151. https://doi.org/10.35967/njip.v20i2.219

Hasanuddin, & Syamsuadi, A. (2013). Pemetaan Media Luar Ruang pada Pelaksanaan Pemilihan Gubernur dan Wakil Gubernur Riau (Pilgubri) Tahun 2013 di Kota Pekanbaru. *Nakhoda: Jurnal Ilmu Pemerintahan, 12*(20), 133–140. https://doi.org/10.35967/jipn.v12i2.2907

Jaya, W., Cangara, H., & Hasrullah. (2015). Keberhasilan dan Kegagalan Strategi Komunikasi Kampanye Para Kandidat dalam Perebutan Kursi Legislatif DPRD Kabupaten Barru Periode 2014–2019. *Kareba: Jurnal Ilmu Komunikasi, 4*(3). https://journal.unhas.ac.id/index.php/kareba/article/view/624

Kartini, D. S. (2017). Demokrasi dan Pengawasan Pemilu. *Journal of Governance, 2*(2), 146–162. https://doi.org/10.31506/jog.v2i2.2671

Khodijah, S., & Subekti, V. S. (2020). Dinamika Pembangunan Koalisi Partai Politik Pengusung Calon Tunggal Pemilihan Kepala Daerah Kabupaten Lebak Tahun 2018. *Nakhoda: Jurnal Ilmu Pemerintahan, 19*(2), 177–187. https://doi.org/10.35967/njip.v19i2.111

Kustiawan, W., Kartika, N. W., Kesuma, C. I., Silalahi, F. A., & Nasution, A. M. (2022). Kampanye dalam Pemasaran Politik dan Brand Politik. *Jurnal Ilmu Komputer, Ekonomi dan Manajemen, 2*(1), 959–964. https://ummaspul.e-journal.id/JKM/article/view/3303

Lubis, Mhd. A., Lubis, A. A., & Frensh, W. (2023). *Sistem Pemilihan Umum: Proporsional Terbuka dan Tertutup*. Eureka Media Aksara. https://repository.penerbiteureka.com/publications/567191/

Marasabessy, Abd. C., Nurdiyana, Setiawati, & Utami, I. S. (2021). Perilaku Pemilih pada Pemilihan Umum Kepala Daerah Kota Tangerang Selatan dalam Masa Pandemi COVID-19. *Jurnal Ilmiah Mimbar Demokrasi, 21*(1), 8–18. https://doi.org/10.21009/jimd.v21i1.22147

Meliana, R. (2023, December 30). *Viral Aksi Anies Live TikTok Jadi Sorotan, Apa Saja yang Dibicarakan?* Suara.com. https://www.suara.com/lifestyle/2023/12/30/125443/viral-aksi-anies-live-tiktok-jadi-sorotan-apa-saja-yang-dibicarakan

Miles, M. B., Huberman, A. M., & Saldana, J. (2018). *Qualitative Data Analysis: A Methods Sourcebook*. SAGE Publications.

Moleong, L. J. (2006). *Metodologi Penelitian Kualitatif*. Remaja Rosdakarya.

Muhaling, A. (2014). Partisipasi Politik Masyarakat dalam Pemilukada di Kecamatan Siau Barat Selatan Kabupaten Sitaro. *Politico, 3*(2). https://ejournal.unsrat.ac.id/v3/index.php/politico/article/view/7100

Muhamad, N. (2023, July 5). *KPU: Pemilih Pemilu 2024 Didominasi oleh Kelompok Gen Z dan Milenial*. Databoks. https://databoks.katadata.co.id/pasar/statistik/faf64350269d0c8/kpu-pemilih-pemilu-2024-didominasi-oleh-kelompok-gen-z-dan-milenial

Mujahid, M. N., Cahyadi, R., & Hertanto. (2024). Peran Penting Media Sosial Sebagai Alat Pendukung Berkampanye Partai Politik (Pilpres 2019). *Nusantara: Jurnal Ilmu Pengetahuan Sosial, 11*(3), 1044–1048. https://doi.org/10.31604/jips.v11i3.2024.1044-1048

Nastitie, D. P. (2024, January 15). *"Tabrak, Prof!", Forum Buka-bukaan Politik dan Hukum yang Riuh dan Apa Adanya*. Kompas.id. https://www.kompas.id/baca/polhuk/2024/01/15/tabrak-prof-forum-buka-bukaan-politik-dan-hukum-yang-riuh-dan-apa-adanya

Octovina, R. A., Agustino, L., & Kartini, D. S. (2022). Strategi Kampanye Joko Widodo dan Ma'ruf Amin dalam Debat Calon Presiden pada Tahun 2019. *Perspektif, 11*(1), 385–393. https://doi.org/10.31289/perspektif.v11i1.5656

Pratama, R. (2023). Abadinya Persoalan Presidential Threshold di Meja Mahkamah Konstitusi. *Jurnal Penelitian Multidisiplin, 2*(1), 22–26. https://doi.org/10.58705/jpm.v2i1.87

Pulungan, M. C., Rahmatunnisa, M., & Herdiansah, A. G. (2020). Strategi Komisi Pemilihan Umum Kota Bekasi dalam Meningkatkan Partisipasi Pemilih pada Pemilu Serentak Tahun 2019. *Politea, 3*(2), 251–271. https://doi.org/10.20414/politea.v3i2.2439

Putra, R. A. C. (2022). *Strategi Pemenangan Drs. H. Mahmud Abdullah dan Dewi Noviany, S.Pd., M.Pd Sebagai Bupati dan Wakil Bupati Terpilih pada Pilkada Serentak Tahun 2020 di Kabupaten Sumbawa* [Diploma Thesis, Institut Pemerintahan Dalam Negeri]. http://eprints.ipdn.ac.id/id/eprint/10004

Ramadhan, A., & Krisiandi. (2023, December 14). *Santai Jika Dianggap Tak Jadi Sorotan Saat Debat, Ganjar: Yang Penting Pesannya Masuk*. Kompas.com. https://nasional.kompas.com/read/2023/12/14/11210711/santai-jika-dianggap-tak-jadi-sorotan-saat-debat-ganjar-yang-penting

Ridwan, M. (2013). Komunikasi Politik dan Diplomasi Berbasis Kearifan Lokal dalam Masa Kampanye Pemilukada Kabupaten Kuantan Singingi Tahun 2011. *Nakhoda: Jurnal Ilmu Pemerintahan, 12*(20), 123–132. https://doi.org/10.35967/jipn.v12i2.2906

Rinova, D. (2018). Strategi Political Marketing untuk Pemilih Pemula pada Pemilihan Gubernur Provinsi Lampung 2014 Menggunakan Teknik Analytical Hierarchy Process. *Administratio: Jurnal Ilmiah Administrasi Publik dan Pembangunan, 9*(1), 1–8. https://doi.org/10.23960/administratio.v9i1.59

Ritonga, M., & Harahap, R. (2023). Keterlibatan Selebriti Pasca Parliamentary Threshold dalam Kontestasi Politik Elektoral di Indonesia. *Jurnal Pemerintahan dan Politik, 8*(3), 238–245. https://doi.org/10.36982/jpg.v8i3.3320

Romli, L. (2017). Koalisi dan Konflik Internal Partai Politik pada Era Reformasi. *Jurnal Politica, 8*(2), 95–118. https://doi.org/10.22212/jp.v8i2.1138

Rosdiana, A. C., & Suryaningtyas, A. A. (2024). Politik Identitas dalam Kampanye Politik Ganjar Pranowo Menjelang Pilpres 2024. *Jurnal Audiens, 5*(1), 77–90. https://doi.org/10.18196/jas.v5i1.336

Saputra, D. P. (2015). Strategi Komunikasi Politik Calon Legislatif dari Partai Kebangkitan Bangsa (PKB) Menuju Pemilu 2014 di Kabupaten Kubar. *EJournal Ilmu Komunikasi, 3*(3), 170–184. https://ejournal.ilkom.fisip-unmul.ac.id/site/?p=2101

Sari, A. E., & Hadi, K. (2023). Akselerasi Upaya Mengoptimalkan Partisipasi Politik Masyarakat dalam Menghadapi Pemilu Tahun 2024: Studi: Komisi Pemilihan Umum (KPU) Kota Blitar. *Nahkoda: Jurnal Ilmu Pemerintahan, 22*(2), 207–219. https://doi.org/10.35967/njip.v22i2.555

Stier, S., Bleier, A., Lietz, H., & Strohmaier, M. (2018). Election Campaigning on Social Media: Politicians, Audiences, and the Mediation of Political Communication on Facebook and Twitter. *Political Communication, 35*(1), 50–74. https://doi.org/10.1080/10584609.2017.1334728

Sugitanata, A., & Majid, A. (2021). Sistem Pemilu Sebagai Wujud Demokrasi di Indonesia: Antara Orde Lama, Orde Baru dan Reformasi. *Qaumiyyah, 2*(1), 1–21. https://doi.org/10.24239/qaumiyyah.v2i1.18

Sulastri, A. N., & Khoirotunnisa, P. (2023). Personal Branding Anies Baswedan dalam Membangun Citra pada Pilpres 2024 di Instagram. *JPW (Jurnal Politik Walisongo), 5*(1), 73–84. https://doi.org/10.21580/jpw.v5i1.16743

Susanto, T., Muhamad, R. P. N., & Syamsuri, S. A. (2018). Pembentukan Positioning dengan Video Baca #tweetjahat Pasangan Anies-Sandi Sebagai Strategi Political Marketing Melalui Sosial Media. *Jurnal Riset Komunikasi (JURKOM), 1*(1), 35–45. https://doi.org/10.24329/jurkom.v1i1.12

Susila, I., Dean, D., Yusof, R. N. R., Setyawan, A. A., & Wajdi, F. (2020). Symbolic Political Communication, and Trust: A Young Voters' Perspective of the Indonesian Presidential Election. *Journal of Political Marketing, 19*(1–2), 153–175. https://doi.org/10.1080/15377857.2019.1652224

Susilo, I. (2023, December 3). *Program Gibran Mendengar, Rosan Roeslani: Untuk Menangkap Semua Aspirasi Warga.* TvOnenews. https://www.tvonenews.com/berita/nasional/171317-program-gibran-mendengar-rosan-roeslani-untuk-menangkap-semua-aspirasi-warga?page=all

Tinov, T., & Wicaksono, B. (2015). Gaya Komunikasi Politik Presiden Joko Widodo dalam Menyikapi Isu-Isu Kebijakan Publik Melalui Media Massa. *Nakhoda: Jurnal Ilmu Pemerintahan, 14*(24). https://nakhoda.ejournal.unri.ac.id/index.php/njip/article/view/47

Wahyudi, F. S., & Firdaus, M. I. (2024). Strategi Komunikasi Desak Anies: Analisis Kampanye Gaya Baru untuk Mencerdaskan Bangsa dan Membangkitkan Semangat Konstitusionalisme dalam Amanat UUD 1945. *Journal of International Multidisciplinary Research, 2*(5), 174–185. https://doi.org/10.62504/jimr456

Yin, R. K. (2009). *Case Study Research: Design and Methods*. SAGE Publications.

Yuliahsaridwi, D. (2015). Pemanfaatan Twitter Buzzer untuk Meningkatkan Partisipasi Pemilih Muda dalam Pemilihan Umum. *Jurnal The Messenger, 7*(1), 41–48. https://doi.org/10.26623/themessenger.v7i1.288

Zulham, & Syaputra, Y. P. (2023). Analisis Branding Politik pada Instagram @sandiuno Masa Kampanye Pemilu Presiden 2019 di Kabupaten Padang Lawas Utara (Sumut) Sebagai Acuan Medsos Pemilu 2024. *Journal of Innovation Research and Knowledge, 3*(7), 1467–1474. https://bajangjournal.com/index.php/JIRK/article/view/7163