
ANIES BASWEDAN'S POLITICAL COMMUNICATION STYLE ON INSTAGRAM

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Abstract

The purpose of this research is to examine Anies Baswedan's political communication style on Instagram. The research methodology utilized in this study is qualitative research, specifically a case study. The use of a case study is justified as it allows the researcher to gain an in-depth understanding of the context, processes, and complexities of the phenomenon under investigation. The research findings elucidate that Anies Baswedan, a prominent political figure in Indonesia, utilizes Instagram as a primary tool for communicating with his constituents. The analysis of Anies Baswedan's Instagram content, the use of hashtags and visual style, and the impact of his communication on voters and Indonesian politics are relevant and significant topics.

Keywords: Style, communication, politics, anies baswedan

Abstrak

Tujuan penelitian ini adalah untuk mengetahui gaya komunikasi politik anies baswedan pada instagram. Metode yang digunakan dalam penelitian ini adalah metode penelitian kualitatif adapun jenis penelitian yang digunakan yakni studi kasus, penggunaan studi kasus dikarenakan peneliti dapat memahami secara mendalam konteks, proses, dan kompleksitas fenomena yang sedang diteliti. Hasil penelitian ini menjelaskan bahwa Gaya Komunikasi Politik Anies Baswedan, sebagai tokoh politik terkemuka di Indonesia, menggunakan Instagram sebagai alat utama untuk berkomunikasi dengan pemilihnya. Analisis konten Instagram Anies Baswedan, penggunaan hashtag, gaya visual, dan dampak komunikasinya terhadap pemilih dan politik Indonesia adalah topik yang relevan dan penting.

Kata kunci: Gaya, komunikasi, politik, anies baswedan

INTRODUCTION

In the process of democratizing a country, political communication is very important. Political communication is very important in a democratic political system because it influences people's perceptions of candidates, political parties, and developing political issues. Political communication style is an important element in political communication. According to Alfiyani (2018), political communication style is a term that refers to the way a politician or political leader communicates with the public in an effort to influence voters, create an image, and achieve their political goals.

Political communication has undergone major transformations during the current era of globalization and advances in information technology. This is due to increased access to social media, news channels, and easily accessible information (Anshari, 2013). Politicians not only have to be able to speak well in public or in political debates, but they also have to know how digital communication works and how to use it to win politically. As a result, research on political communication styles has become increasingly important for understanding the dynamics of modern politics.

The concept of political communication style is very complicated and includes various different aspects of communication that politicians use to interact with the public (Ardha, n.d.). Political communication can include public speaking, political campaigns, interactions with the media, and communicating online, among others. Apart from that, the way a politician communicates politically can show his true nature. Meanwhile, according to Siagian (2015), voters in democratic countries need clear and transparent information so they can make the right political decisions. An effective political communication style can help convey political messages and make voters understand a candidate's plans and views. However, political communication faces significant challenges, especially with an increasingly critical electorate and sometimes incorrect information.

Opinion of Sartikasari et al. (2021) In political science studies, communication, media studies, and research on political communication styles have become the main focus. Much research has been conducted to understand how politicians control their image, how they use rhetoric to influence voters, and how the media plays a role in shaping public perceptions of politicians and political issues. Contextual and cultural factors also influence political communication styles. Political culture, communication standards, and difficulties communicating with voters vary by country. Consequently, it is crucial to understand how political communication functions in each country's cultural and political context.

There are several strong reasons why research on political communication styles is very important: First, Influence on Voter Decisions: Political communication styles can have a big impact on voter decisions. Often, voters choose candidates who they think can communicate well and suit their needs and principles. Consequently, understanding how politicians communicate can help evaluate voter behavior and election outcomes. Second, Creating Political Perception: Politicians often try to have a good perception in the eyes of their voters. Using an effective political communication style can create the desired image and gain voter support. Third Technological Change: The development of social media and information technology has changed the way politicians interact with the public. How politicians adapt to these technological changes and take advantage of them should also be the subject of research on political communication styles. Fourth, Understanding Political Dynamics: The ideology and political strategies of candidates or political parties are also shown in political communication. The study of political communication styles can help understand the dynamics and competition in politics.

Fifth, Improving the Quality of Democracy: Effective and transparent political communication is an important part of a democratic political system to maintain the quality of democracy. The study of political communication styles can improve our understanding of how democracy works and how voters make wise decisions (Rizki & Putra, 2019).

The use of social media as a communication tool has transformed political campaigns and engagement with voters in the modern political context. For presidential candidates, especially those aspiring to serve as president, social media platforms like Instagram have become powerful tools. This change in political communication is critical to reaching the millennial generation, a demographic group known for its technological expertise, activism, and political influence (Sepriansyah et al., 2021). Presidential candidates in the modern era realize how important Instagram is for spreading their vision, policies, and aspirations to people, especially the millennial generation. This study investigates the use of Instagram as a strategic communication tool by presidential candidates and how it has succeeded in attracting the attention of the millennial generation (Munzir, 2019; Nulhakim, 2023).

Instagram is the most popular social media platform because it focuses on visuals and allows users to share photos and videos with captions. This platform is the perfect platform for political communication with a user-friendly interface, popularity among adults and young people, and attractive visuals. (Weninggalih & Fuady, 2021) Nurhalimah & Turistiati (2019) said that Instagram has more than one million active users worldwide, most of whom are millennials. Instagram therefore allows presidential candidates to convey their messages through images, short videos, and impressive infographics, making complex political issues easier to understand for a wider audience (Kanda, 2021). So this part of Instagram is very suitable for attracting the attention of the millennial generation, which prefers to consume information quickly and visually.

Many countries have a majority of voters from the millennial generation, defined as those born between 1981 and 1996. For example, in the United States, the millennial generation has surpassed the baby boomer generation as the largest adult generation. Every presidential candidate who tries to gain millennial support must understand the preferences and behavior of the millennial generation. Digital capabilities, progressive principles, and a desire to be original in political discourse are their most common traits.

As a result, according to Kanda (2021), Instagram's role in presidential campaigns is becoming increasingly important, such as: Authenticity and Transparency: Millennial voters like clean and transparent political communication. Instagram allows candidates to convey a more genuine picture of their lives, principles, and rules. Images, stories, and live moments shared by candidates can humanize them in the eyes of millennials and create a bond. Engagement and Interaction: Instagram allows users to actively engage through features such as polls, Q&A sessions, and live broadcasts. Using these tools, presidential candidates can communicate directly with millennials, answer their

questions, address their concerns, and gauge how the public is feeling. This two-way communication helps young voters feel engaged and inclusive. **Visual Storytelling:** Because Instagram focuses on visual content, candidates can tell compelling stories about their personal journeys, policy proposals, and campaigns. Effective visual storytelling methods can capture the attention of the millennial generation and convey complex ideas in an easy-to-understand form. **Base Mobilization:** Instagram allows candidates to gain grassroots support by sharing campaign events, anniversaries, and volunteer opportunities. These online channels allow the millennial generation, known for its active involvement in social and political struggles, to be mobilized. **Issue Advocacy:** Instagram can be used to inform millennials about important political issues. Infographics, data visualizations, and short videos explaining candidates' policy positions and solutions can be shared. This educational method can attract the millennial generation, which is looking for important information.

Azmi et al. (2022) provide examples of presidential campaigns that used Instagram effectively to attract the attention of the millennial generation, namely: Barack Obama's campaign (2008 and 2012): During his presidential campaigns in 2008 and 2012, Barack Obama was a pioneer in using social media, including Instagram, to communicate with young voters. His campaign team used Instagram to share behind-the-scenes stories of the candidate's life and campaign events, connecting with the millennial generation. Justin Trudeau (2015 and 2019): The Canadian Prime Minister's campaign team used the visual appeal of Instagram to promote diversity and inclusivity. Trudeau's Instagram presence shows his support for issues important to the millennial generation, such as gender equality and climate change. Emmanuel Macron (2017): During the French presidential campaign, Emmanuel Macron used Instagram to communicate with millennials using a combination of visual stories and interactive content. This method attracted the attention of young voters and helped him win the election.

General elections, or general elections, are one of the most important components of a democratic system, and this applies to Indonesia. Since reform in 1998, Indonesia has held elections regularly. In the next few years, the 2024 election will be another important milestone in Indonesia's democratization process. However, the significant role that social media, particularly Instagram, has played as a platform for widespread political socialization makes this election even more interesting. Instagram is one of the most famous social media sites in Indonesia, with more than 100 million active users every month in 2021. This platform has developed into an important place to communicate, share ideas, and influence public opinion. Therefore, politicians, political parties, and election candidates recognize how effective Instagram is for contacting their potential voters (Hidayat, 2018).

Rizki & Putra (2019) explained that political socialization carried out via Instagram includes various important aspects, such as: **First Digital Campaign:** In previous elections, political campaigns in Indonesia mainly concentrated on conventional media

such as television and newspapers. Despite this, Instagram has changed how campaigns are conducted. Every political party or candidate currently has an official Instagram account that is used to share their campaign messages, programs, and political promises. This makes it easier for voters to access information and communicate directly with their candidates. Second Voter Engagement: Instagram has the ability to drive voter engagement, which is one of its advantages. Voters can interact directly with candidates and political parties through features such as comments, likes, and direct messages. Additionally, it gives voters the ability to ask questions, express concerns, or provide direct support for their candidates. Additionally, features like Instagram Live allow candidates to hold live Q&A sessions with voters, enhancing relationships. Third Use of Visuals: Instagram, an image-based platform, has a significant influence on political campaigns. Candidates often share photos and videos showing them at polling stations, meetings with citizens, and campaign events. This helps shape a positive image of the candidate and enhances the visual appeal of the campaign message. Fourth Use of Hashtags: Hashtags are an important tool for political campaigns on Instagram. Political parties and candidates often create unique hashtags for their campaigns, allowing voters to easily follow and participate in relevant online discussions. Plus, it makes it easier for voters to find political content they care about. Fifth Celebrity Collaboration and Endorsement: A large number of Indonesian influential users and celebrities have millions of followers on their Instagram accounts. To gain support in their campaigns, politicians often collaborate with them. Celebrities can influence young voters and boost campaigns. Sixth: Spread of false and inaccurate information: Unfortunately, the benefits of Instagram in politics also have a downside. Fake news and disinformation have been spread through these platforms, influencing voters in the wrong way. Therefore, to avoid the negative effects of the media, good supervision and literacy are very important. Seventh Data Analysis: Instagram, like other social media platforms, collects user information. Political parties and candidates use this data to shed light on their potential voters. This allows them to create better campaign plans and discover voters' most important issues.

When looking at and considering the 2024 Indonesian elections, it is important to understand the possibilities of Instagram as an effective tool for widely disseminating political information. However, negative impacts, such as the spread of fake news and polarization, must also be considered. To use Instagram wisely during elections, here are some steps you can take: Education and Media Literacy: Governments, educational institutions, and civil society organizations can work together to increase media literacy and understanding of fake news and disinformation. This will help voters be more critical in assessing Instagram content. Campaign Transparency: Funds for campaigns must be given to candidates and political parties openly, including the source. They must also show how the funds are used. This will contribute to reducing the likelihood of corruption and misuse of campaign funds. Online Monitoring: Independent organizations can track political campaigns on Instagram to spot the spread of fake news and other violations of the law. They have the ability to maintain the integrity of

elections. Governments can use Instagram and other social media platforms to carry out more thorough voter education campaigns. This will increase voters' understanding of their rights and the electoral process. Digital Codes of Conduct: Political parties and candidates can establish digital codes of conduct that govern how they behave on social media. This will encourage more ethical and error-free campaigns (Kanda, 2021; S. M. Putra & Baiti, 2023).

Based on the discussion above, researchers are interested in conducting research with the title "Anies Baswedan's Political Communication Style on Instagram." This is due to the fact that Anies Baswedan is considered one of the potential presidential candidates in Indonesia. The study of "Anies Baswedan's Political Communication Style on Instagram" will help understand how a political figure like Anies Baswedan uses social media, especially Instagram, as a tool to communicate with his voters, and of course, this research will provide useful knowledge to the presidential candidates of the Republic of Indonesia.

METHOD

The research method used by researchers is qualitative research. According to Murdiyanto (2020), qualitative research methods focus on in-depth understanding, interpretation, and revealing the meaning of the data collected. Case studies are the type of research that researchers use. The use of case studies is because researchers can understand in depth the context, process, and complexity of the phenomenon being researched (Iswadi et al., 2023). This type of research allows researchers to explore perspectives, experiences, and meanings that may be hidden in the data collected regarding Anies Baswedan's political communication style on Instagram. The research results can provide in-depth, contextual, and detailed insight into the cases studied, which can be used to inform policy, practice, or further theoretical development. The subject of this research is Anies Baswedan's Instagram social media.

RESULTS AND DISCUSSION

Anies Baswedan's political communication style on Instagram is an important study that provides insight into understanding how a prominent political figure in Indonesia uses social media to communicate with his voters. In an increasingly digitally connected world, social media platforms such as Instagram have become one of the main tools for political campaigns and communication with voters. In this article, we will investigate Anies Baswedan's political communication style on Instagram, analyzing the type of content he shares, use of hashtags, visual style, and the impact of his communication on voters and Indonesian politics more broadly.

Anies Baswedan is a politician and intellectual known in Indonesia. He once served as Governor of DKI Jakarta, one of the most prestigious political positions in the country. Additionally, he also has a strong educational background, including doctoral degrees in economics and educational leadership. The combination of political and academic experience makes Anies Baswedan an interesting figure to research in the context of

political communication on social media. The type of content shared by Anies Baswedan on his Instagram account. Instagram is an image-based platform, and that influences the type of content politicians share. On Anies Baswedan's Instagram account, we can see a number of types of content that reflect his political communication:

- a. **Photos and Videos:** Anies Baswedan regularly shares photos of himself in various contexts, including meetings with residents, visits to electoral districts, and participation in political events. He also often shares short videos containing his political messages or clips from events he attends. The use of photos and videos allows him to visually connect with his constituents.
- b. **Text and Quotes:** Apart from visual content, Anies Baswedan also shares messages in the form of text and quotes. These can be political statements, messages of support to citizens, or quotes from speeches. This text is often used to convey important messages or to stimulate voters' political thinking.
- c. **Stories:** Instagram Stories is a temporary feature that allows users to share content that can only be viewed for a limited time. Anies Baswedan uses this feature to provide insight into his daily life, including his personal moments and more casual political activities.

Apart from that, Anies Baswedan uses hashtags, which are an important tool in political campaigns on social media (Lubis, 2023). and Anies Baswedan uses this hashtag to communicate with his voters and the wider community. On his Instagram account, he often uses hashtags that are relevant to political issues and the campaigns he leads. Using this hashtag has several purposes:

- a. **Coordinating the Campaign:** Anies Baswedan and his campaign team used special hashtags for their campaign. This helps in coordinating online support and allows voters to easily follow campaign developments.
- b. **Creating Issue Awareness:** By using hashtags that focus on specific issues such as education, welfare, or the environment, Anies Baswedan can help popularize these issues on the Instagram platform. This can influence voters to better understand and support the issues they consider important.
- c. **Connecting with Voters:** Hashtags also allow Anies Baswedan to interact directly with his voters. Voters can use the same hashtag to share their opinions or ask Anies Baswedan questions.

Instagram is a highly visual platform, and the way Anies Baswedan presents himself and his messages has a huge impact on voters. Some visual aspects to pay attention to include:

- a. Color: Are there certain color patterns that are frequently used in the content? These colors can be used to build its visual identity and political brand.
- b. Photo and Video Style: How Anies Baswedan chooses to take photos and videos can affect how voters perceive him. Does he appear more often in casual or serious situations? Is there a specific style for photo and video editing?
- c. Clothing Style: The clothes worn by Anies Baswedan in photos on Instagram can also convey messages about his personality and political values.
- d. Supporting Visual Elements: Are there other visual elements, such as graphics, infographics, or illustrations, used in the content to strengthen the political message?

It cannot be denied that Anies Baswedan's political communications on Instagram have had a significant impact on Indonesian voters and politics. The following are some of the possible impacts: **Raising Support:** Effective political communication on Instagram can help Anies Baswedan gather support from his voters, especially among young voters who tend to be active on social media. **Issue Influence:** By conveying his political messages via Instagram, Anies Baswedan can influence voters to care more about issues he considers important, such as education or social welfare. **Image Enhancement:** A politician's image can be strengthened or deteriorated through social media. A good communication style can help build a positive image, while errors in communication can damage it. **Increased Voter Participation:** By inviting voters to engage in political conversations on Instagram, Anies Baswedan can increase voter participation in general elections. **Involvement of Activists and Volunteers:** Instagram can also be used to mobilize activists and volunteers who support Anies Baswedan in his campaign. They can use this platform to coordinate and spread campaign messages (Puspitasari, 2020).

The use of Instagram for communication is basically in accordance with digital communication theory. The theory of digital communication holds that communication is a fundamental aspect of human life (Yuniarto, 2019). As technology develops, communication has undergone significant transformation. One of the most striking forms of change is the emergence of digital communication. Instagram is a social media platform that plays an important role in digital communication today. The research will explain the basic concepts of digital communication theory and how the use of Instagram fits into this theory.

Digital communication theory is a conceptual framework used to understand, analyze, and explain how communication is carried out in the digital era (Putra & Irwansyah, 2020). And of course, it involves the use of information and communications technology (ICT) to transmit messages, interact with other people, and build relationships. According to Badri (2022), some of the main theories in digital

communication include: **New Media Theory:** This theory emphasizes the fundamental changes brought by new media, such as the internet and social media, to the way communication is carried out. New media allows active participation, user production of content, and wider distribution. **Convergence Theory:** This theory focuses on combining different forms of media and technology on one platform. For example, today's mobile devices allow users to access the internet, social media, television, and various other forms of media on one device. **Social Network Theory:** This theory views communication as an activity that is intertwined in a complex social network. It describes how people connect with each other and interact through social media and other online platforms. **Engagement Theory:** This theory focuses on the level of user engagement with digital content. Engaged users tend to be more active in sharing, participating, and creating content, which then influences communication dynamics. **Social Media Effects Theory:** This theory examines the impact of social media use on individuals and society. This includes its influence on self-perception, body image, politics, and various other aspects.

Instagram is one of the most popular social media platforms. Launched in 2010, Instagram was initially designed as a photo sharing application, but over time, it has undergone a major evolution with the addition of features such as Stories, IGTV, Reels, and others. Anwar & Rusmana (2017) explain Instagram's compatibility with digital communication theory, the first being **Active Participation:** Instagram allows users to actively participate in creating and sharing content. They can upload their daily photos, videos, and stories, as well as interact with content created by others. This reflects the main principle of digital communication theory, namely active participation. **Second Media Convergence:** Instagram combines various forms of media, including images, video, text, and sound, on one platform. Users can combine these elements in their posts to convey their messages more effectively. **Third Social Network:** Instagram is a platform that is very social network-oriented. Users can follow other accounts, interact through comments and direct messages, and share content with their followers. This creates a vast and complex social network within the platform. **Fourth Engagement:** Instagram emphasizes user engagement with features such as likes, comments, emoji reactions, and sharing. These interactions trigger high levels of engagement, which is one of the key characteristics of digital communications. **The Five Effects of Social Media:** Instagram has a significant impact on self-perception, body image, and mental health. Users often feel pressured by the pressure to present themselves in an ideal manner on these platforms, reflecting one important aspect of social media effects theory.

The use of Instagram as a communication medium has had a significant impact on various aspects of society and culture. Here are some important impacts to pay attention to:

- a. **Influence on Body Image:** Instagram often promotes an idealized body image and unrealistic beauty standards. This can influence the self-

perception of individuals, especially adolescents and young women, who strive to achieve an idealized body image.

- b. **Widening Social Networks:** Instagram allows people to connect with individuals from all over the world. This can expand a person's social network and open up opportunities for the exchange of culture, ideas, and information.
- c. **Changes in the Marketing Industry:** Instagram has changed the way companies interact with consumers and market their products. Instagram influencers often act as intermediaries between brands and their audiences, creating new opportunities in digital marketing.
- d. **Generation Gap:** Instagram is often the primary means of communication for the younger generation. This can lead to gaps in communication preferences between older and younger generations, as well as differences in how they process information.
- e. **Politics and Activism:** Instagram is also used as a platform to convey political messages and support various social issues. Social movements and activism often use Instagram to create awareness and gather support (Nurhalimah & Turistiati, 2019).

Instagram has many benefits for digital communication, but there are a number of challenges and issues to be aware of: **Privacy:** Users often share their personal information on Instagram without understanding the potential privacy risks involved. This can lead to problems such as identity theft and data misuse. **Social Media Addiction:** Excessive use of Instagram and social media in general can lead to addiction, which can have a negative impact on mental health and interpersonal relationships. **Spread of Disinformation:** Instagram is a platform where information can easily be spread, including disinformation and fake news. It can damage the reputation of individuals and organizations and affect society's understanding of important issues. **Online bullying:** Instagram has also become a place where online bullying and harassment spread. This can have a serious impact on the mental well-being of the victimized individual. **Access Inequality:** Not everyone has the same access to Instagram and social media. This could deepen the digital divide between those who have access and those who do not.

According to Arnanda's research, Anies Baswedan's political branding via social media Instagram in the 2024 presidential election issue is formed from four aspects. These four aspects are that to become a leader, you must be intelligent, honest, able to be a trendsetter, and have a good or visionary vision. His own personal values also support the political branding he does. and be responsible for what is said (integrity), as well as being able to be a role model or trendsetter of values and big ideas. This is reflected in his courageous attitude (courage) to be a pioneer and his strong will (passion) in deciding policies in order to achieve common goals. and how he creates a good vision

and is always forward-oriented, to realize in the future the reality he is facing and how he creates, formulates, communicates, socializes, transforms, and implements ideal thoughts that originate from him or, as a result, social interaction.

CONCLUSION

Based on the findings and discussion above, it can be concluded that Instagram has emerged as a powerful tool for presidential candidates to interact with the millennial generation in the current era of society. Its visual nature, interactive features, and ability to create authenticity make it an ideal platform for political communication. However, candidates must overcome challenges in the form of filter bubbles, disinformation, privacy, and algorithm bias to effectively reach the millennial generation. With millennials continuing to influence election outcomes, the strategic use of Instagram in presidential campaigns is expected to become even more important. Anies Baswedan must utilize Instagram's potential to convey their vision, policies, and aspirations effectively.

Political communication style Anies Baswedan, a leading political figure in Indonesia, uses Instagram as the main tool to communicate with his voters. Analysis of Anies Baswedan's Instagram content, use of hashtags, visual style, and the impact of his communication on Indonesian voters and politics are relevant and important topics. Studies like this can help us understand how social media influences political dynamics and how politicians adapt themselves to keep up with these developments.

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