



Indonesian Presidential Election 2024: Between Post on Platform X, Personal Image, and Digital Politics Participation

Faza Adinda Fatinah¹, Prida Ariani Ambar Astuti^{2*}

^{1,2} Universitas Kalbis, Indonesia

*Correspondence: prida.astuti@kalbis.ac.id

Abstract: *This research explores the impact of social media posts on the personal image of Gibran Rakabuming Raka and his influence on digital political participation during the 2024 Indonesian presidential election. Social media, notably platform X, has become an essential tool for political communication, enabling politicians to connect directly with voters. This study aims to understand how Gibran's posts on platform X affect public perception and encourage political engagement, particularly among younger voters from Generation Z. The research employs a quantitative design, using a survey method to collect data from respondents who actively follow Gibran's posts. The study operates within a positivist paradigm, focusing on empirical data to investigate the relationships between social media engagement, personal image, and political participation. The findings indicate that social media significantly influences personal image and political participation. Analysis revealed a moderate positive correlation between Gibran's social media posts and his image and followers' political participation. While Gibran's posts were generally perceived as transparent, engaging, and relatable, their impact on active political participation was somewhat limited, primarily resulting in passive engagement, such as likes and retweets. Regression analysis confirmed that social media posts play a crucial role in shaping Gibran's image, which, in turn, has a positive, though moderate, effect on his followers' political activity. In conclusion, while social media is an effective tool for enhancing personal image and promoting digital political participation, the study also identifies areas for improvement, such as the need for greater message coherence and encouraging more active political engagement. This research contributes to understanding how politicians can leverage social media to shape public perception and drive political participation in the digital age.*

Keywords: *digital political participation, election, Gibran, personal image, platform X*

1. INTRODUCTION

Elections in Indonesia consistently present a dynamic arena for political figures vying for public support. In this context, effective communication strategies are paramount for constructing a positive personal image and encouraging voter participation. Social media has emerged as a primary tool in political communication strategies, allowing politicians to convey their messages and interact directly with the public. As an interactive communication platform, social media enables political figures to forge closer relationships with the public. Through quality posts, politicians can shape and manage their images in the eyes of the public. According to Pohan et al. (2023), a politician's image can be constructed through various content shared on social media that reflects their personality, values, and connection with society. For instance, Ganjar Pranowo and Anies Baswedan, two political figures competing in the elections, have successfully created strong images through posts that depict their character and commitment to the community (Nurfadilah & Khoirotunnisa, 2023).

The studies underscore the pivotal role of social media in shaping political

and personal image or branding and its subsequent impact on public perception and political participation. Enli and Rosenberg (2018) found that populist politicians who are active on social media are perceived as more authentic, thereby enhancing public trust. This aligns with Enli and Skogerbø's (2013) findings that politicians use platforms like Twitter and Facebook for personalized campaigns, allowing them to interact directly with voters and build a more personal image. Farkas and Bene (2020) emphasize that image-based political communication strategies on social media can significantly influence public perception of politicians. Using visuals and other content forms effectively conveys political messages and establishes a solid personal brand. Gonçalves (2018) adds that social media has become a crucial arena in political communication, where politicians can directly shape and manage their image to the public. In the Indonesian context, Yasa (2024) demonstrates that politicians utilize social media to attract Generation Z by building personal branding that aligns with their preferences and values. This reflects the importance of adapting political communication strategies to technological advancements and demographic changes among voters. Social media has become an indispensable tool for politicians to build and manage their brands. Direct interaction with the public through these platforms allows politicians to convey political messages more personally and authentically, which can influence public perception and political participation. Therefore, a deep understanding of the use of social media in political communication is essential for politicians aiming to build a positive image and enhance voter engagement.

The importance of social media in political image formation is further highlighted by how the public responds to the information presented. Research shows that interaction on social media not only increases political awareness but also influences voter decision-making. Anggraini et al. (2022) emphasize that the quality of information received through social media significantly impacts political participation, which can affect the decision to cast votes. This is consistent with previous studies indicating that the youth, particularly Generation Z, are increasingly seeking information about their political leaders via social media (Kata Data Insight Center, 2023). Numerous studies have examined the impact of social media on political knowledge and participation. Boulianne (2009), through a meta-analysis, found that internet use, including social media, positively affects political engagement. Internet users tend to be more involved in political activities compared to non-users. Gil de Zúñiga, Jung, and Valenzuela (2012) highlighted that using social media to access news enhances social capital, civic engagement, and individual political participation. Social media serves as a crucial

platform for political information and social interaction. Bode (2017) investigated how political news appearing in social media feeds can improve users' political knowledge. Interaction with political content on social media contributes to a better understanding of politics. Kwak et al. (2010) discovered that Twitter functions as a social network and a source of political news. Twitter users are more likely to engage in political discussions and possess higher political knowledge. Tufekci (2014) demonstrated that social media plays a crucial role in facilitating political participation, especially in political protests—social media aids in mobilizing and coordinating protest actions. Boulianne (2015), through a meta-analysis, found that social media use significantly increases political participation. Social media users are more active in political activities compared to non-users. Valenzuela, Park, and Kee (2009) found that Facebook enhances college students' social capital, trust, and political participation. Social media acts as a tool for building social relationships and political engagement. Boulianne (2018) demonstrated that consuming news online, including through social media, increases political knowledge and participation. Easy access to political information via social media contributes to higher political engagement. Boulianne (2019) confirmed that social media use positively impacts political participation. Social media serves as an essential platform for political information and social interaction. Through a meta-analysis, Vaccari et al. (2015) found that social media enhances political participation, especially in online forms such as sharing political content and discussions. Social media serves as a tool for political mobilization and discourse. Overall, these studies indicate that social media plays a significant role in enhancing individuals' political knowledge and participation. Social media provides a platform for accessing political information, social interaction, and political mobilization, encouraging higher user engagement.

In the context of the 2024 Indonesian presidential election, the presence of Gibran Rakabuming Raka as a vice-presidential candidate adds a new dimension to political communication strategies on social media. With over 1.5 million followers on platform X, Gibran uses his account @Gibran_tweet to directly communicate his political messages to the public. Data from Drone Emprit shows that public responses to Gibran's posts are diverse, with 39% offering positive feedback and 41% negative regarding his candidacy (CNBC Indonesia, 2023). This imbalance in responses illustrates that while social media can be a powerful tool for shaping political image, it also risks attracting criticism from the public.

This study will focus on how Gibran's social media posts influence his image and

their impact on political participation among the youth. By examining the interactions and responses generated from these posts, insights can be gained regarding the effectiveness of political communication strategies in the digital age. Furthermore, this research will discuss the relevance of understanding the influence of social media on voter behavior, particularly among Generation Z, who are increasingly connected through technology. Through a comprehensive understanding of social media and political interaction, this research aims to contribute valuable literature to communication studies, especially in Indonesia's political communication context. Thus, this study is expected to provide academic and practical benefits for researchers, political practitioners, and the broader society.

The novelty of research regarding the influence of posts on media platform X on digital political participation, with the personal image as a mediating variable, can be articulated through several vital aspects. Firstly, this study focuses specifically on platform X, which has unique characteristics and interaction dynamics that differentiate it from other social media platforms like Facebook or Instagram. Previous research often discusses social media in general terms or concentrates on different platforms, making an in-depth analysis of platform X's impact on political participation highly relevant, especially given recent algorithm and policy changes. Secondly, by integrating personal image as a mediating variable, this research offers a fresh perspective on how the personal image constructed on social media can influence political engagement levels. Many prior studies may have explored the direct relationship between social media usage and political participation without considering how politicians' image and reputation on these platforms act as connecting factors.

Furthermore, this research emphasizes digital political participation, encompassing online actions, such as sharing political content, commenting, or engaging in political discussions. As voter behaviors increasingly shift towards digital platforms, it is essential to understand how posts on media platform X influence digital participation. Additionally, with the rising engagement of Generation Z and Millennials in politics through social media, this study can provide new insights into how these age groups respond to posts on platform X and how they construct or evaluate politicians' images. Previous research often lacked emphasis on the differences in how various age groups interact with political content on social media. The relevance of the local context is also a significant factor; this study explores Indonesia's political and social landscape, which may differ markedly from the contexts examined in previous research. By investigating

the impact of posts on media platform X during election campaigns in Indonesia, this research can provide more profound, more applicable insights into political communication strategies in the region. Lastly, considering the ever-evolving political dynamics, including the intensifying use of social media during election campaigns, this study can offer a contemporary understanding of how changes in digital political communication affect voter behavior and participation. Thus, this research contributes significantly to the existing literature by introducing a new perspective on the interaction between social media, personal image, and digital political participation in a relevant and current context.

2. METHODS

This research employs a comprehensive and systematic methodology to investigate the influence of social media posts on personal image and political participation, mainly focusing on the account of Gibran Rakabuming Raka on media platform X. The study operates within the framework of a positivist paradigm, which posits that reality is universal and objective. As Karupiah (2022) stated, positivism emphasizes the empirical measurement of social realities, allowing for objective observation of the phenomena under investigation. The choice of this paradigm aligns with the objective nature of the research, which seeks to explore the causal relationships between social media engagement and the resulting impacts on personal image and political participation. The positivist approach underpins the empirical observations collected through the survey method, ensuring that the findings are grounded in measurable data rather than speculation.

The research adopts a quantitative approach to generate statistical data by analyzing survey responses. According to Sugiyono and Lestari (2021), quantitative research is employed to analyze populations and samples based on statistical data, facilitating the collection of empirical data through research instruments. This approach is particularly suited for the study, as it quantitatively examines the relationships between social media usage, personal image, and digital political participation. The survey method utilized in this study involves distributing questionnaires to a selected sample, enabling the collection of detailed data representative of the larger population. As outlined by Kriyantono (2021), the explanatory survey method is employed to understand the causes and influences of one condition on another, making it ideal for assessing how social media posts affect personal image and political participation.

The operational definitions for independent and dependent variables are carefully crafted to ensure clarity and focus on data collection. The independent variable in this study is social media posts on platform X, with indicators encompassing clarity, conciseness, correctness, coherence, completeness, and courteousness of the content. On the other hand, the dependent variables include personal image and political participation, measured through specific indicators such as the laws of leadership, visibility, and engagement metrics like retweets and likes. This structured operationalization allows for precise measurement and analysis of the relationships among the variables.

The research employs a purposive sampling technique to gather responses from a specific demographic, mainly focusing on Generation Z followers of the @gibran_tweet account who have the eligibility to vote in the upcoming elections. By employing the Slovin formula, the study determines that a sample size of 100 respondents is adequate to represent the larger population of 1.5 million followers. This non-probability sampling method ensures that the respondents meet predefined criteria, enhancing the findings' relevance and reliability. The online survey is administered using Google Forms, allowing efficient data collection from the targeted audience and active platform X users.

Data collection occurs through primary sources, specifically via a structured questionnaire designed to capture comprehensive information from respondents. The closed-ended nature of the questionnaire facilitates focused responses, minimizing the risk of misinterpretation. This method not only enhances the reliability of the data collected but also allows for more accessible analysis using statistical tools. The validity and reliability of the questionnaire are rigorously tested through Pearson's correlation for validity and Cronbach's alpha for reliability, ensuring that the instruments accurately measure the intended variables.

Data analysis in this research incorporates several statistical techniques, including descriptive statistics to summarize the responses, correlation analysis to assess the relationships between variables, and regression analysis to determine the impact of social media posts on personal image and political participation. The variance (ANOVA) study was also conducted to explore differences between groups within the sample. By employing these quantitative techniques, the research aims to provide robust conclusions about the influence of social media on digital political participation and personal image, contributing valuable insights into the dynamics of digital political communication. The methodology employed in this research is designed to provide a comprehensive examination of the influence of social media posts on personal image and political

participation. Through a positivist paradigm, a quantitative approach, and a carefully structured survey method, the study aims to produce reliable and valid findings that enhance our understanding of how social media impacts political dynamics in contemporary society.

3. FINDINGS AND DISCUSSION

The study investigated the influence of Gibran Rakabuming Raka's Twitter account (@gibran_tweet) on personal image and political participation during the 2024 presidential campaign. 100 respondents were surveyed, representing a small fraction of the 1.5 million followers of the account. The demographics revealed a predominance of female respondents, accounting for 71%, while males constituted 29%. The surveyed audience primarily comprises young, tech-savvy individuals aged 21 to 24, indicating their active engagement with digital platforms for political information (Aeni, 2022; Yeptro, 2024). Most respondents reported using the social media platform X for more than three years, with daily usage of approximately 3 to 4 hours, aligning with the findings of Syaeschia and Pramesti (2022), which highlighted similar usage patterns among Generation Z. The majority of respondents (74%) fall within the 21-24 age category. This indicates that their engagement with platform X enhances interactions through tweet postings. This finding aligns with the research conducted by Damaris in Novianti et al. (2023), which highlights that platform X facilitates dynamic interactions through messaging.

The analysis of the overall mean scores for the variables under consideration demonstrated a significant understanding of Gibran's posts among respondents during the campaign period. The overall mean score for social media postings (X) was calculated at 3.34, with personal image (Y1) at 3.37 and political participation (Y2) at 3.19. Notably, the highest score was attributed to the personal image variable, particularly on the indicator of distinctiveness, which received a mean score of 3.55, indicating that respondents perceived Gibran as a humorous political figure. This aligns with the research by Suri and Aini (2023), which also depicted Gibran as a leader who stands out from traditional political figures. The clarity of Gibran's tweets, crucial in a microblogging context, was reflected in a high score of 3.49, affirming that his posts allow the audience to grasp the intended messages quickly. Among the indicators of political participation, the "like" feature garnered the highest mean score of 3.29, suggesting that respondents actively supported Gibran's tweets, corroborating the assertion by Yolanda and Halim

(2020) that followers express support through engagement.

A correlation analysis assessed the strength and direction of the relationships between social media posts and personal image and between personal image and digital political participation. The analysis revealed a significant positive correlation, indicating a strong relationship between these variables. The coefficient of determination (R^2) showed that a substantial portion of the variance in political participation can be explained by personal image. This finding highlights the importance of a politician's online persona in engaging and gaining support among younger voters.

Table 1: Test of the Determination Coefficient of Variable X Against Variable Y1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.535 ^a	.286	.279	5.69030

a. Predictors: (Constant), UNGGAHAN MEDIA SOSIAL (X)
 b. Dependent Variable: CITRA PERSONAL (Y1)

Table 2: Test of the Determination Coefficient of Variable X Against Variable Y2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.496 ^a	.246	.238	3.32406

a. Predictors: (Constant), UNGGAHAN MEDIA SOSIAL (X)
 b. Dependent Variable: PARTISIPASI POLITIK (Y2)

Further correlation analyses revealed a moderate to strong positive relationship between social media postings and personal image, with a correlation coefficient of 0.530. Similarly, the relationship between social media postings and political participation showed a coefficient of 0.496. The coefficient of determination indicated that social media postings accounted for 28.6% of the variance in personal image and 24.6% in political participation. These results suggest that while social media significantly influences personal image and encourages political participation, the overall extent of this influence is relatively moderate.

A simple linear regression analysis was performed to explore further the predictive power of social media posts on personal image. The results indicated a significant positive effect, confirming that increased engagement with Gibran's posts correlates with enhanced perceptions of his image among followers. Simple linear regression analysis showed a positive relationship between social media postings and personal image, with a

consistency value of 18.015 and a coefficient of 0.720. This indicates that an increase in Gibran's social media postings is associated with enhancing his image. Additionally, the regression analysis for political participation showed that a rise in postings could lead to a 0.379 increase in political engagement among his audience. The t-test results further confirmed these relationships, with t-values for social media postings against personal image at 6.273 and for postings against political participation at 5.657, significantly exceeding the critical t-value of 1.644. The t-test results showed a significant relationship between social media posts and personal image, supporting the hypothesis that effective social media communication influences public perceptions of political figures.

Table 3 Test of Simple Linear Regression of Variable X Against Variable Y1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.015	5.089		3.540	<.001
	UNGGAHAN MEDIA SOSIAL (X)	.720	.115	.535	6.273	<.001

a. Dependent Variable: CITRA PERSONAL (Y1)

Table 4 Test of Simple Linear Regression of Variable X Against Variable Y2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.947	2.973		.318	.751
	UNGGAHAN MEDIA SOSIAL (X)	.379	.067	.496	5.657	<.001

a. Dependent Variable: PARTISIPASI POLITIK (Y2)

Despite these positive correlations, the overall influence of social media postings on personal image and political participation was deemed relatively low. This was evidenced by the findings from the partial regression analysis, which highlighted three indicators with the lowest scores for personal image: coherence (0.018), courtesy (0.233), and conciseness (0.294). Low coherence suggested that the audience did not easily process the information presented by Gibran. At the same time, courtesy reflected a disconnect with the characteristics of Generation Z. Furthermore, the conciseness indicator indicated barriers in message clarity, suggesting that followers faced challenges in comprehending the content of Gibran's tweets. Partial tests were employed to investigate the unique contributions of specific post characteristics to the overall impact on personal image. The

analysis revealed that attributes such as clarity, conciseness, and relevance significantly contributed to the respondents' perception of Gibran as an approachable and relatable candidate. These findings align with existing literature that highlights the role of social media in shaping political narratives and influencing voter behavior (Boulianne, 2015; Gil de Zúñiga et al., 2012).

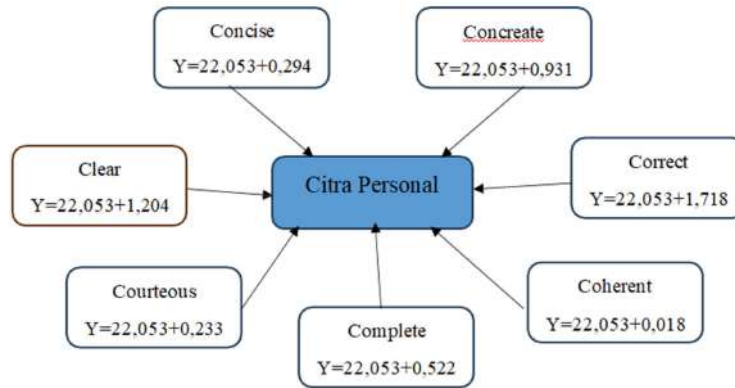


Figure 1: Partial Regression Test of Variable X on Variable Y1

Similar trends were observed in political participation, with the lowest scores in the same indicators, indicating that Gibran's content was insufficient in politically engaging his audience. The indicator of conciseness was particularly notable, scoring 0.123, suggesting that Gibran's posts lacked succinctness and visual elements that could enhance engagement. These findings echo the conclusions drawn by Chris Heuer and Brian Solis (in Veronika & Aulia, 2022), which emphasize the importance of seven dimensions in social media measurement that were not met by Gibran's posts. Conversely, the indicator of clarity had the highest impact on personal image, scoring 1.204. This revealed that transparency about his political activities and the use of humor significantly shaped Gibran's image. Similarly, for political participation, the indicator of concreteness scored 0.944, emphasizing that focused messaging significantly influences audience engagement.

The study utilized the theory of computer-mediated communication (CMC), which posits that digital media can shape and alter behavior through the presentation of information. Findings indicated that the textual and visual information shared via social media had some influence on personal image and digital political participation, although the impact was relatively low. The constraints of platform X, such as the character limit of 280, posed challenges for effectively conveying messages (Puspatiningrum et al., 2020). The research findings also highlighted three perspectives of CMC: impersonal, interpersonal, and hyperpersonal. The impersonal perspective, focused on verbal communication, showed that clarity and concreteness were vital in influencing

perceptions. The interpersonal perspective emphasized creating a friendly image through textual content and visual elements, which helped Gibran connect with his audience. Lastly, the hyperpersonal perspective illustrated that exchanging information through social media could influence audience behavior, aligning with the notion that Gibran's tweets could positively affect follower engagement despite the limited impact. The research illuminates the nuanced relationship between social media postings, personal image, and political participation, underscoring the importance of effective communication strategies in the digital age. While Gibran's social media presence has contributed to his public image and engagement levels, further refinement in content delivery is needed to enhance audience participation and fully leverage social media's potential as a political tool.

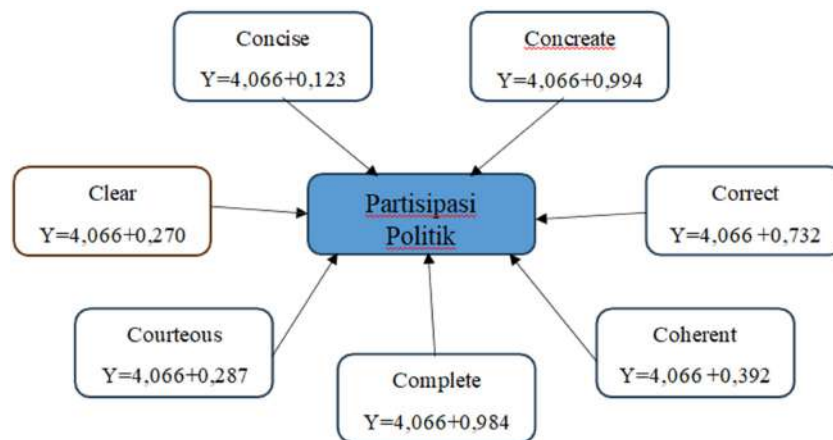


Figure 2: Partial Regression Test of Variable X on Variable Y2

The discussion of these results suggests that social media is a vital tool for political engagement, particularly among Generation Z, adept at navigating digital platforms for information. Gibran's strategic use of humor and relatability in his posts has fostered a positive image, encouraging followers to actively participate in political discussions and express their support through retweets and likes. This reflects a broader trend where personal image on social media is increasingly essential for politicians aiming to connect with younger demographics and enhance their political capital. This research demonstrates the significant influence of social media posts on personal image and political participation, highlighting the interplay between digital communication and political engagement in contemporary electoral contexts. By leveraging social media's unique characteristics, politicians like Gibran can effectively shape their public image and engage with constituents, ultimately influencing voter behavior and participation in democratic processes.

4. CONCLUSION

This research analyzed the impact of Gibran Rakabuming Raka's social media account (@gibran_tweet) on personal image and digital political participation during the 2024 presidential campaign. The study involved respondents from Generation Z, aged 17-28, who actively followed @gibran_tweet's posts during the campaign period. The demographic results indicated a predominantly young, tech-savvy audience, with a significant representation of female participants. These respondents were highly engaged with social media, particularly with platform X, where Gibran actively posted content related to his political activities and personal, lighter posts.

The study employed various statistical methods to analyze the responses, including calculating the overall mean scores for social media posts, personal image, and political participation. The results indicated a positive but moderate correlation between Gibran's social media activity and how respondents perceived his image and their political participation. The average score for social media postings suggested a generally favorable opinion of Gibran's digital presence and its influence on his public image and voter engagement.

Further analysis revealed that Gibran's posts were generally well-received in clarity, conciseness, and coherence, with respondents appreciating his use of humor and relatable language. However, there were some limitations regarding message conciseness and coherence, as Gibran's posts occasionally lacked the depth and precision that could have further enhanced political engagement. These insights were reinforced by the overall mean scores for specific indicators like clarity, conciseness, and concreteness. They showed that while Gibran's messages were clear and straightforward, they could have been more impactful with better alignment with audience expectations.

Regression and correlation analyses also demonstrated a positive relationship between social media activity and developing a solid personal brand, with a notable influence on political participation. This aligns with existing research on the power of digital platforms in shaping political figures' images and mobilizing their supporters. The study also found that Gibran's posts, characterized by humor and informal language, resonated particularly well with Generation Z, who favor approachable and relatable leaders.

In terms of political participation, the study found that while respondents were generally active in interacting with Gibran's posts, such as retweeting, liking, and replying, the level of active political involvement remained somewhat low. This indicates

that Gibran's posts primarily influenced passive engagement rather than more profound political actions. This aligns with the findings of previous studies that highlight the potential of social media in mobilizing digital participation and the need for more compelling calls to action to drive substantial political engagement.

The research confirms that social media plays a significant role in shaping politicians' image and encouraging political participation, especially among younger voters. Gibran's humor, direct communication, and consistent posting significantly contributed to his positive image, enhancing his visibility and influence. However, there remains room for improvement in content depth and engagement strategies to fully leverage the potential of social media as a tool for political communication. This study adds valuable insights into the growing role of social media in modern electoral campaigns, particularly in connecting political figures with younger, digital-first voters.

Despite the valuable insights gained, this study does have some limitations. First, the sample size of 100 respondents, although representative of Gibran's follower base on Twitter, may not fully capture the diversity of opinions and behaviors across all demographic groups. Future studies could expand the sample size and include other social media platforms to explore cross-platform political participation and image dynamics. Additionally, this study focused primarily on Generation Z followers. Nevertheless, it would be beneficial to include other generational cohorts to understand how different age groups interact with political content on social media. Another limitation of the analysis is its scope, which primarily focuses on descriptive statistics and correlation analysis. Although these methods offered valuable insights, a more in-depth qualitative approach could improve our understanding of the motivations behind political engagement on social media. Conducting interviews or focus groups could provide a more nuanced perspective on why certain posts resonate more than others. Lastly, the study did not explore the long-term effects of social media engagement on political participation. Future research should consider longitudinal studies to evaluate whether the effects of social media posts on personal image and political participation are sustained over time, especially as political dynamics evolve.

In conclusion, while the study found that social media is a powerful tool for enhancing personal image and encouraging digital political participation, it also identified areas for improvement. Moving forward, Gibran and other politicians seeking to leverage social media for political engagement should focus on refining message clarity, increasing the coherence of their posts, and crafting content that more actively involves their

audience in political actions.

REFERENCES

- Alam, I. (2022). Political communication strategies in image building. *Journal of Political Communication*, 14(2), 102–115.
- Anggraini, E., Ariesta, N., & Wuryanta, A. (2022). Social media and political participation: A case study of young voters. *Journal of Communication Science*, 5(1), 8–9.
- Bode, L. (2017). Political news in the news feed: Learning politics from social media. *Journal of Computer-Mediated Communication*, 22(5), 205–223.
- Boulianne, S. (2009). Does Internet use affect engagement? A meta-analysis of research. *Political Communication*, 26(2), 193–211.
- Boulianne, S. (2015). Social media use and participation: A meta-analysis of current research. *Information, Communication & Society*, 18(5), 524–538.
- Boulianne, S. (2018). Online news, political knowledge, and participation: A meta-analysis of research 1995–2018. *Political Communication*, 35(3), 322–344.
- Boulianne, S. (2019). Social media use and participation: A meta-analysis of current research. *Information, Communication & Society*, 22(5), 1–19.
- CNBC Indonesia. (2023). Analysis of public responses to vice presidential candidates. [Report data].
- Enli, G., & Rosenberg, L. (2018). Trust in the age of social media: Populist politicians seem more authentic. *Social Media + Society*, 4(1), 2056305118764430.
- Enli, G., & Skogerbø, E. (2013). Personalised campaigns in party-centered politics: Twitter and Facebook as arenas for political communication. *Information, Communication & Society*, 16(5), 757–774.
- Farkas, X., & Bene, M. (2020). Images, politicians, and social media: Patterns and effects of politicians' image-based political communication strategies on social media. *The International Journal of Press/Politics*, 26(1), 119–142.
- Gil de Zúñiga, H., Jung, N., & Valenzuela, S. (2012). Social media use for news and individuals' social capital, civic engagement, and political participation. *Journal of Computer-Mediated Communication*, 17(3), 319–336.
- Gonçalves, G. (2018). Political communication. *International Encyclopedia of the Social & Behavioral Sciences*, 1–9.
- Haroen, A. (2014). Personal branding: Merek diri untuk sukses. *Jurnal Komunikasi*, 8(1), 91–101.
- Karupiah, P. (2022). Positivism. In *Researching the Research: Theoretical and Methodological Perspectives on Research in Education* (pp. 123-140). Springer.

https://link.springer.com/chapter/10.1007/978-981-19-5441-2_6

- Kata Data Insight Center. (2023, October). Survei nasional politik di mata anak muda. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/publikasi/2023/11/14/politik-di-mata-anak-muda>
- Kriyantono, R. (2021). Teknik praktis riset komunikasi kuantitatif dan kualitatif (L. Novita, Ed.; 9th ed.). Kencana.
- Kruikemeier, S., Boerman, S. C., & Zuiderveen Borgesius, F. J. (2013). Engaging politicians and citizens on Twitter: Does the source matter? *Public Relations Review*, 39(3), 274–284.
- Kwak, H., Lee, C., Park, H. W., & Moon, S. (2010). What is Twitter, a social network or a news media? *Proceedings of the 19th International Conference on World Wide Web*, 591–600.
- Milewicz, K., & Milewicz, C. (2014). Political personal branding on social media: A case study of the 2013 Italian parliamentary election. *Journal of Political Marketing*, 13(4), 1–22.
- Novianti, Y., Chaarnailan, A., Hanifahturahmi, H., & Saudi, A. (2023). Pengaruh konten viral #BoikotAice di media sosial Twitter terhadap citra perusahaan PT. Alpen Food Industry pada masyarakat Pinang Sebatang Timur Perawang. *Journal of Social Science and Digital Marketing*, 3(2), 29–38. <https://doi.org/10.47927/jssdm.v3i2.633>
- Nurfadilah, D., & Khoirotunnisa, N. (2023). The personal image of political candidates: A study on social media. *Communication Journal*, 12(1), 81–83.
- Pohan, A., Ramadhan, R., Anjani, F., & Pasaribu, H. (2023). Social media and the formation of politician images in Indonesia. *Communication Journal*, 15(2), 420–423.
- Puspatingrum, D., Laura, P., & Irwansyah. (2020). Teori kekayaan media dalam penggunaan media sosial Twitter sebagai media komunikasi pejabat publik: Studi kasus gerakan blokir akun Twitter juru bicara presiden. *Jurnal Communicology*, 8(2), 228. <https://doi.org/https://doi.org/10.21009/COMMUNICOLOGY.020.07>
- Scammell, M. (2015). The political brand. *The SAGE Handbook of Political Communication*, 1–15.
- Sugiyono, & Lestari, P. (2021). Metode penelitian komunikasi (kuantitatif, kualitatif, dan cara mudah menulis artikel pada jurnal internasional) (Sunarto, Ed.; 1st ed.). Alfabeta.
- Suri, M., & Aini, S. (2023). Personal branding Gibran Rakabuming Raka sebagai Walikota Solo melalui media baru analisis semiotika aktivitas Twitter @gibran_tweet. *Jurnal Penelitian Inovatif (JUPIN)*, 3(2), 453–457. <https://doi.org/https://doi.org/10.54082/jupin.181>
- Syaeischa, C., & Pramesti, L. (2022). Pengaruh anonimitas terhadap self disclosure pada generasi Z di Twitter. *Character*, 9(5).
- Tufekci, Z. (2014). Social media and the decision to participate in political protest:

- Observations from Tahrir Square. *Journal of Communication*, 64(2), 201–220.
- Vaccari, C., Valeriani, A., Barberá, P., Bonneau, R., Jost, J. T., Nagler, J., & Tucker, J. A. (2015). Social media and political participation: A meta-analysis of current research. *Information, Communication & Society*, 18(5), 1–19.
- Valenzuela, S., Park, N., & Kee, K. F. (2009). Is there social capital in a social network site?: Facebook use and college students' life satisfaction, trust, and participation. *Journal of Computer-Mediated Communication*, 14(4), 875–901.
- Veronika, R., & Aulia, S. (2022). Pengaruh daya tarik konten media sosial @akutahu terhadap minat baca generasi milenial. *Jurnal Koneksi*, 6(2), 300. <https://journal.untar.ac.id/index.php/koneksi/article/view/15677>
- Wulan, S., Suryanto, S., & Suryadi, D. (2014). Analisis citra Prabowo Subianto di media sosial Twitter. *Jurnal Ilmu Komunikasi*, 2(2), 132–144.
- Yasa, I. K. W. P. (2024). Personal branding of politicians through social media as political communication in attracting Gen-Z people. *Jurnal Pewarta Indonesia*, 6(1), 1–13.
- Yolanda, H. P., & Halim, U. (2020). Partisipasi politik online generasi Z pada pemilihan presiden Indonesia 2019. *CoverAge: Journal of Strategic Communication*, 10(2), 33. <https://doi.org/https://doi.org/10.35814/coverage.v10i2.1381>