

DAFTAR PUSTAKA

- Alkadrie, A. (2024). The role of social media and digital activities in the 2024 election. *Jurnal Perspektif Politik*, 13(2), 145–158.
- Arsyad, N. (2023). Pengaruh media sosial terhadap proses komunikasi politik pada pemilih pemula. *Jurnal Ilmu Politik dan Komunikasi*, 8(1), 23–35.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2013). *Effective public relations* (11th ed.). Pearson Education.
- Effendy, O. U. (2017). *Ilmu komunikasi: Teori dan praktek*. PT Remaja Rosdakarya.
- Firmanzah. (2012). *Marketing politik: Antara pemahaman dan realitas*. Yayasan Pustaka Obor Indonesia.
- Indriasari, R. (2024). *Komunikasi politik pemerintahan di era digital*. STIP-AP Press.
- Kreiss, D. (2021). *Prototype politics: Technology-intensive campaigning and the data of democracy*. Oxford University Press.
- Littlejohn, S. W., & Foss, K. A. (2018). *Theories of human communication* (11th ed.). Waveland Press.
- McNair, B. (2018). *An introduction to political communication* (6th ed.). Routledge.
- Middleton, K. (2009). *Strategic communication planning*. McGraw-Hill.

Moekahar, F. (2022). Social media political campaign model of local elections.

Jurnal Kajian Komunikasi, 10(2), 201–214.

Mulyana, D. (2016). *Ilmu komunikasi: Suatu pengantar*. PT Remaja Rosdakarya. Nimmo,

D. (2011). *Komunikasi politik: Khalayak dan efek*. PT Remaja Rosdakarya.

Ruslan, R. (2016). *Manajemen public relations dan media komunikasi*. PT RajaGrafindo Persada.

Sari, E. A., & Setiawan, R. A. D. (2023). Social media in electoral communication: Case study of local election campaigns. *Channel: Jurnal Komunikasi*, 11(1), 55–68.

Strömbäck, J., & Esser, F. (Eds.). (2020). *Comparing political communication: Theories, cases, and challenges*. Routledge.

Towner, T. L., & Dulio, D. A. (2022). *Social media and elections in America: Enhancing democratic engagement*. Routledge.

Vaccari, C., & Valeriani, A. (2021). *Outside the bubble: Social media and political participation*. Oxford University Press.