

GOLKAR PARTY'S POLITICAL COMMUNICATION STRATEGY IN WINNING THE 2024 GARUT REGENCY DPRD LEGISLATIVE ELECTIONS

Benaldi Ramadhan Putra ^{1,*}, Iis Zulfah Adnan ², Yandi Hermawandi ³

^{1,2,3} Garut University, Indonesia
Email : benaldi.ios@gmail.com^{1*}; iiszulfahadnan@uniga.ac.id²; yandihermawani@uniga.ac.id³

* corresponding author

ABSTRACT

Article history

Received : August 22, 2024
Revised : February 3, 2025
Accepted : February 3, 2025

Keywords:

Political Communication
Golkar Party
Winning Strategy

The purpose of this study is to see (1) how the Golkar Party's political communication strategy is to maintain its victory in the 2024 Garut Regency DPRD legislative election (2) what obstacles the Golkar Party faces in facing the 2024 Garut Regency DPRD legislative election (3) what solutions the Golkar Party has implemented in facing obstacles in the 2024 Garut Regency legislative election. The type of research used is qualitative with observation, interview and documentation methods. The results of this study indicate that (1) the Golkar Party's political communication strategy in winning the 2024 Garut Regency legislative election is to optimize all of the political party's own communication strategies, such as strengthening and selectively selecting a communicator, creating integrated and collaborative communication messages with all teams of each candidate for the council, having various communication media such as approaching community leaders to optimizing online media, and efficiency of audiences/communicants (2) the obstacles faced by the Golkar Party in maintaining its election victory are the industrialization of the party which presents new political parties to the limited freedom of civil servants to speak (3) the solution sought by the Golkar Party in facing obstacles is to continue to strengthen the party coalition and optimize communication media as a real manifestation of adding to the party's vote bank.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



1. Introduction

Indonesia is one of 167 countries in the world that adopts a democratic system. And one of the characteristics of a democratic country is that all its citizens have equal rights in decision-making. Quoting Soche and Astawa (2018), democracy is a government of the people, by the people, and for the people. This means that the people have a central role in running the government and have the right to supervise their representatives. Indonesia, as a democratic country, has adopted these principles. The principle of equality is the main foundation of democracy. In Indonesia, all citizens, without exception, have the same right to speak and be involved in the decision-making

process. This shows that democracy is a system of government that upholds the values of justice and equality.

Indonesia is a democratic country. This is of course clearly stated in our Constitution, namely Article 1 Paragraph 2 of the 1945 Constitution which states: "*Sovereignty is in the hands of the people and is implemented according to the Constitution*". The fourth principle of Pancasila emphasizes that the people are guided by the wisdom of deliberation among their representatives. The constitution of the country known as the Emerald Equator has always prioritized the aspect of democracy for approximately 79 years since its founding, and states that the highest sovereignty is in the hands of the people, not in the hands of God, let alone in the hands of God. The Republic of Indonesia feels very strong in all areas to carry out the democratic process, including general elections or what are commonly called elections, because democracy has been built from the beginning. Communication is the key to life and community life, and can be said to be the foundation of human life. This is due to the nature of humans as social beings who need everything. Interaction and communication between individuals, individuals and groups, and groups take place every day. Like a chain, humans are connected through a chain of communication. People learn information through communication, and by controlling information they control the world. Political communication is a relatively new field of communication research in the world of communication science.

Rush and Althoff (1997) define political communication as the process of exchanging information between the political system and its social environment. Political parties, as key actors in the political system, utilize communication to achieve their political goals. Political communication, as a relatively new discipline, has been the focus of cross-disciplinary studies since the mid-20th century. The case study of Clinton's victory in 1996 shows how political communication can trigger significant political change, as happened in Indonesia in 1998. Political communication is a fairly new study of communication science. Of course, political communication is also a multi-disciplinary study, as a cross-disciplinary field of study, political communication emerged in the 1950s, in which year the label political communication began to be used to describe the process of intervention from political institutions and citizens who interact with each other and political influence is directed and described (Suryani, 2018).

Political parties rely heavily on communication to achieve their political goals. Through communication, political parties can build a positive image, convey ideology and work programs, and mobilize public support. Effective political communication can be a determinant of victory in elections. History has shown how important the role of political communication is in shaping the political landscape, as seen in the reformation events in Indonesia which were influenced by global political dynamics. The Golkar Party is one of several parties that are very active and consistent in Indonesia. The Golkar Party emerged from the collaboration of ideas from three figures, Soekarno, Soepomo, and Ki Hajar Dewantara since 1940. At that time it emerged with the Functional Group. Then it was changed to Golongan Karya from 1959. Currently, Golkar is known as a political party in Indonesia. Of all the general elections held in this country, the Golkar Party has managed to win 7 times in first place, 3 times in 2nd place and only 1 time in 3rd place. This is inseparable from the Golkar Party in Garut Regency which continues to be at the top of the regional legislative election vote count or can be said to be a hat trick. Based on data from the Garut Regency KPU and the Garut Regency Golkar DPRD, it is known that during the period 2014 to 2024, this party won the top position or can be said to be a hat trick (3 periods at the top of the vote acquisition standings in the Regency DPRD general election). This is certainly a big concern for the author, considering that maintaining the existence and obtaining votes from the people of Garut Regency is not easy enough, various strategies are definitely needed including political communication strategies that have been carried out by both the internal party body, legislative candidates to the party wings that continue to be pursued and maximized.

Therefore, all political parties need to implement political communication strategies with a high level of urgency in order to maintain and win votes. This is also what the Golkar Party did in Garut Regency. Of course, so that the votes we get can meet our expectations, the communication strategy carried out by the Golkar Party must be effective. A party's communication strategy needs to pay attention to several characteristics of communication elements in terms of message content,

communicators, media, and feedback (Dewanto, 2022) This study was inspired by several previous studies, the first study conducted by Hariyanti said with the title political communication strategy of parties in winning the legislative elections of the Karimun Regency DPRD for the 2019-2024 period, 2019. The study shows that parties use a multi-faceted approach, including cadre formation, social activities, campaigns based on local figures, and people's economic issues. Dikhorir Afnan's research entitled Political Communication Strategy of the successful team in winning the legislative elections in Kuningan Regency, 2017. The results of this study as a whole indicate that the division of electoral districts (constituent zoning) has a significant influence on the level of popularity or electability of a regional head candidate. Therefore, the role of the campaign team is very crucial in increasing the chances of victory of the candidates they support in the legislative elections Fadly with the title Political communication strategy for the 2015 Gowa Pilkada (case study of the victory of Adnan and abd Rauf Malanganni), 2016 The results of this study indicate that the use of solid capital and networks in formulating and disseminating political messages is a strategic investment for candidate pairs in achieving victory.

Based on the researcher's analysis, the difference between the above research and the research that the researcher is currently studying is regarding a party's strategy in maintaining a 3-period victory. This is something that interests the researcher where a party that always wins the election must have implemented a strategy that is usually carried out by the parties above. This is closely related to the researcher's initial observation where the strategy carried out by the Golkar Party in Garut Regency is clearly different from the political communication strategies of other parties, namely the selection of a political communicator who is always adjusted to the region and culture of the community.

Based on the thoughts and phenomena that have been described above, the researcher is very interested in conducting qualitative descriptive research by evaluating the political communication strategy implemented by the Golkar Party. And what efforts were made by the Golkar Party in maintaining its victory. The researcher channeled this interest through an article entitled Golkar Party's Political Communication Strategy in Winning the 2024 Garut Regency DPRD Legislative Election.

2. Method

With a qualitative descriptive-analytical approach, this study aims to describe and analyze the Golkar Party's strategy in maintaining its vote base in the 2024 legislative elections. Data collection was carried out through participatory observation, in-depth interviews, and document analysis. The focus of this study is specifically directed at an in-depth understanding of the political phenomena that occur in the field. (Assingkily, 2021). Furthermore, researchers want to know in detail how the Golkar Party tries to maintain its supporters in the election. Researchers will directly observe party activities, talk to party members, and study related documents.

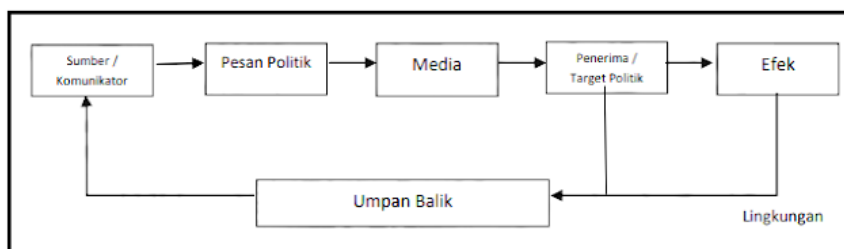
Here are some informants that researchers will observe and interview:

1. Registered as a Golkar Party administrator for Garut Regency as well as the Technical Team for the Garut Regency Legislative Election (Mr. Gea Eka Sakti - General Chairperson of KOSGORO Garut Regency/Personal Assistant to the Deputy Chairperson of the West Java Provincial DPD Golkar Party).
2. Member of the Garut Regency DPRD Golkar Party (Mr. Fahad Fauzi - Elected Member of the Regency DPRD for the 2024-2029 period).
3. Observer of Law and Elections for Garut Regency (Mr. Indra Kurniawan - Observer of Politics, Law and Elections for Garut Regency)

3. Results and Discussion

Golkar Party's Political Communication Strategy in Winning the 2024 Garut Regency DPRD Legislative Elections

This study was conducted to determine the Golkar Party's political communication strategy in an effort to maintain victory in the 2024 Garut Regency legislative election. There are four important indicators in studying this political communication strategy, namely communicators, communication messages, communication media and audiences/communicants as political targets.



Gambar 1 : Political Party Communication Strategy

Communicator

In the context of political communication, communicators play a role as the main actor in planning and implementing communication strategies. To build public trust, a communicator is required to have adequate appeal and credibility. The success of a political communicator is highly dependent on the appeal and credibility he has. These two factors are key to building trust and influencing public opinion.

Political communicators have a central role in conveying party ideas and are actively involved in the party's decision-making process. Therefore, developing an effective communication strategy is a must. A study of the performance of communicators in increasing vote acquisition is crucial. The performance of political communicators in increasing vote acquisition is a very important dimension to study. This shows that the ability of communicators to convey political messages effectively greatly influences the success of the party.

To researchers, Gea Eka Sakti (Chairman of KOSGORO Garut Regency and the Technical Team for the Golkar Party's Winning in Garut Regency) explained that the task of a communicator is not an easy task, for him the communicator is also very responsible for the party and its legislative council candidates. The following are steps that are the Golkar party's strategy in maintaining victory in the legislative elections in Garut Regency in 2024, including the following: Rhetoric, rhetoric is a technique/art in using language effectively so that the public can more easily understand the party's intentions and goals. Political figures from the Golkar Party deliver the party's vision and mission in a more interesting and more contemporary way (current trends). The following are the things that the internal team of the Golkar Party in Garut Regency did before the election:

1. Political agitation, Political agitation is a propaganda technique in forming and growing public opinion through specific and short information with the aim of providing tactics to the public. This is also done by legislative candidates in the Golkar party, where they always make new breakthroughs in convincing citizens so that they are attached to the advantages of each candidate pair.
2. Public relations politics, the Golkar Party proactively makes public communication efforts to reach and establish good relations with various stakeholders. This is done as

part of the party's strategy to maintain a positive reputation and strengthen its support base.

3. Political lobbying, The main purpose of political lobbying is to influence government policies or political decisions taken. Within the Golkar Party, political lobbying is used as a tool to strengthen the party's position and achieve its political goals. Political lobbying in the Golkar Party focuses more on the efforts of party figures to influence internal party decisions. This is done to achieve consensus and unify views among party members.
4. Political campaign, political campaign is something that is inseparable from every general election mechanism. In this case, the Golkar Party conducted a campaign linked to the delivery of its vision, mission and work program which of course could attract the sympathy of the community.
5. Political Dialogue, political dialogue is a process where members of the community interact directly with the candidates for the council. This is done by the Golkar Party with the aim that the entire community can get to know and give more trust to each candidate pair. Another aim of this political dialogue is also one of the Golkar Party's efforts in forming its members to be good at communicating with the people of their chosen region.
6. Political Marketing, Political Marketing is the application of marketing techniques in the world of politics to increase the popularity of a candidate or political idea. The Golkar Party, by requiring its members to be active on social media, has succeeded in optimizing this strategy. As a result, their legislative candidates tend to be better known to the public than candidates from other parties. If commercial marketing aims to sell products, political marketing aims to win the hearts of voters. The Golkar Party has succeeded in utilizing various marketing tools to achieve this goal, one of which is by encouraging party members to be active on social media.
7. Political Branding, Political Branding is a communication process that aims to create and manage perceptions of political parties. This has indeed been done by the Golkar party for a long time, so that even the general public can more easily recognize and remember this party with the banyan tree symbol.

To the researcher, Gea Eka Sakti, explained that *"... all these techniques were carried out with the aim that the people of Garut Regency would be sure and make their choice for the Golkar Party and make the Golkar Party a place for political expression of citizens in channeling all aspirations and making the Golkar Party a party that guards the democracy of the people."*

Communication Message

Messages are a very important force and cannot be ignored. With this message, a communication process can be run optimally. The message itself is the content that provides meaning to the wider audience/community that in a communication process. The legislative elections in Garut Regency cannot be separated from the communication delivery process. One of them is the communication message brought by the party's successful team and the team of its legislative candidates. This successful team will later run the grassroots network so that it uses Alan to deliver political messages to welcome the legislative council candidates in Garut Regency in 2024.

The main purpose of political communication is to disseminate political information, build a positive image, influence public opinion, and respond to views or attacks from political opponents. As explained by Arifin (2003), these goals include the following:

1. Building a Political Image, A positive political image is formed gradually through the delivery of political messages that are consistent and relevant to the needs of the community. Mass media is the main channel in the process of forming this image. The

formation of a political image is a complex process, influenced by various factors, including information presented by the mass media. Accurate, relevant, and consistent information will contribute to the formation of a positive political image in the eyes of the public.

2. **Forming and Fostering Public Opinion**, the formation of public opinion in political communication is largely determined by the role of political media, especially mass media. Mass media is like a teacher, friend, and entertainer. But most importantly, the media also shapes the way we view politics and our leaders.
3. **Encouraging Political Participation**, One of the main goals of political communication is to increase the level of political participation of the community. Active political participation, one of which is reflected in community participation in the general election process. The purpose of political participation is to provide the community with the opportunity to participate in decision-making. Political communication plays a role in informing and inviting the community to use their voting rights.

Golkar Party in its efforts to attract public sympathy is by implementing a social approach strategy. The reason is, Golkar Party always gives an appeal to its best cadres to be able to directly participate in various social activities through the party machines/infrastructure in Garut Regency. They must collect everything related to existing aspirations and meet directly through mass activities. In implementing a political communication strategy, each party has several characteristics and methods as an indicator of the party's ideology and platform, including the Golkar Party. Golkar Party has very complex equipment from the central level to the regions.

In addition to optimizing political communication within and outside the party, Golkar Party always implements several things that are the advantages of its party. Here are some of the results of interviews with Mr. Gea Eka Sakti as the General Chairperson of KOSGORO Garut Regency and the Golkar Party's Winning Technical Team in Garut Regency regarding the advantages of the Golkar Party in Garut Regency, including:

1. *Complete Party Infrastructure. The Golkar Party has one body that other parties do not have. Namely the BSN (National Witness Agency) whose movement process is from the center to the TPS. This means that in addition to each legislative council candidate preparing individual witnesses, there are also witnesses prepared from the party's perspective in order to reduce the number of frauds and maintain votes for the party.*
2. *The process of selecting the right candidate for council members. The resource person explained that the Golkar party has never lacked cadres from both the regional and central levels, the party only recruits cadres who clearly have a work (as the identity of the Golkar party which always works for the progress of Indonesia). So in conclusion, it is the cadres who need the party, not the party that continues to invite cadres.*
3. *The Golkar Party is the only party that has a strong base, especially for those who have a PNS (Civil Servant) background. Soeharto's effects are still felt among the people of Garut Regency, so in this case the mass base and community commitment are strong.*
4. *Golkar Party has a party wing that continues to move and provide impact, not only in the community environment, but also in the student environment. Such as KOSGORO, SOKSI and so on. Which of course provide significant vote contributions for the party.*

Furthermore, the informant explained that the communication messages that the party raised were always supported and collaborated with the winning teams of each respective council candidate, so that this had an impact on the concentration of voters in the community.

Communication Media

Communication media is a tool that connects the sender of a message (communicator) with the recipient of the message (communicant). This tool facilitates the widespread dissemination of information, utilizing human senses such as sight and hearing. Simply put, communication media functions as an intermediary to convey messages efficiently. Communication media acts as a bridge between individuals and the outside world. It not only conveys information, but also forms opinions, gives instructions, and even reflects ourselves. By utilizing various senses, media allows us to access broad and diverse information, and interact with others. Communication media is an inseparable part of our social life. It shapes the way we think, behave, and understand the world. As a window to the world, media allows us to connect with people from various backgrounds and cultures, and share experiences and ideas. The Golkar Party campaign in Garut Regency was very effective because it utilized various media, both conventional such as direct meetings and home visits, and digital such as social media and mass media. This is important to reach the wider community and convey the party's political message. By combining offline and online campaign strategies, the Golkar Party succeeded in reaching the Garut Regency community widely. Starting from direct dialogue, visits to residents' homes, to utilizing various social media platforms, this party has demonstrated its commitment to disseminating its vision and mission. The following is an excerpt from an interview with an informant who is the General Chairperson of KOSGORO Garut Regency as well as the Golkar Party's Winning Technical Team in Garut Regency regarding the initial steps of the political communication strategy carried out by the Golkar party internally: *"... as an initial step in the political communication strategy used, we often go down to the community to convey our various successes and advantages, to then introduce the prospective council members who will represent the party in fighting for the rights and aspirations of the people in their respective electoral districts. On the other hand, we also continue to optimize the vote bank that has become the party's base to local community leaders while putting up banners and billboards containing the vision and mission of the candidates and the party"*. As explained earlier, it can be described that the winning team formed by the Golkar party was carried out very massively for a goal, namely being able to influence the audience. This campaign team also has the responsibility to be the right bridge in forming and providing benefits so that the positive image that has been built in the eyes of the public in the previous period, always influences and directs the audience to choose the incumbent.

Furthermore, Mr. Fahad Fauzi (elected Member of the DPRD Council for the 2024-2029 period) also provided an overview of the political communication strategy, because in addition to being the task of political parties, individual candidates for the council must also do various ways to be able to attract their people to vote. The following is an excerpt from an interview with Mr. Fahad Fauzi as an Elected Member of the DPRD for the 2024-2029 period as follows: *"... We are running because we are very confident that the party I am joining is a solid party and has quite a large party loyalists. My job as a Candidate is to focus on social branding so that the people of my electoral district are more familiar with and confident in all my big ideas which will later be collaborated with the surrounding community through their aspirations."* The results of the interviews above indicate that the political communication relationships built by the Council Members certainly overlap and are continuous with the Golkar Party's agenda itself..

Furthermore, the informant explained that the use of this communication media has a very direct role, one of which is by optimizing the role of community leaders and online media such as social media. The following is an excerpt from the interview: *"... We use the approach of community leaders because we see a fairly large polished side of the presence of these figures, occasionally I can gather people in village halls to village fields with a movement that we call Teman Fahad, to be further strengthened by optimizing social media which is the basis for beginners "*. This is clearly a concern for researchers where it is important to

optimize communication media in winning the election process, especially in the legislative elections for Garut Regency. As the informant said above, who has proven that by moving a movement called Teman Fahad accompanied by optimizing social media devices, it can bring him as one of the 50 councils elected to sit in the Garut Regency DPRD for the 2024-2029 period.

Audience/Communicator

Communicants in the context of political campaigns refer to the community or audience that is the main target of political message delivery. Voters, as part of the communicants, have a central role in the political process, because they have the right to choose leaders and determine the direction of a country's policies. Political communication is often aimed at heterogeneous audiences, including those with different levels of political understanding. This study aims to identify factors that influence the level of acceptance of political information by the audience. The two main sub-indicators studied are the credibility of the communicator and the quality of the information content, with a focus on the use of social media. Political communication has a unique challenge, namely reaching an audience that may not be interested in politics or does not have sufficient understanding of political issues. Therefore, the form of political communication must be adjusted to the characteristics of the audience. In this study, the main focus is on the level of acceptance of information by the audience. Factors such as the credibility of the communicator and interesting information content, for example through social media, are considered important to increase the effectiveness of political communication.

Obstacles Faced by the Golkar Party in Maintaining Victory in the 2024 Garut Regency DPRD Legislative Election

Industrialization of the Party

2024 is a year full of uncertainty, especially in politics. The current era of disruption has certainly caused many problems, especially in the domestic political arena. Disruption is a phenomenon of radical and rapid change, often marked by the emergence of new technology that disrupts the existing order. In the context of Indonesian politics, this disruption is manifested in the form of the proliferation of new political parties that offer alternatives to society. According to Rhenald Kasali (2017), disruption can be defined as an innovation process that replaces the existing system with a more efficient system. The emergence of new political parties is a manifestation of political disruption marked by the use of digital technology in political campaigns and communications. The development of new political parties has enriched the dynamics of politics in Indonesia. The current political disruption has triggered an evolution in political strategy and tactics, both at the local and national levels, thus creating a more complex political order. The growth and development of political parties is a reflection of the social and political dynamics of society. Comparative studies by Lipsky and Rokkan have shown a correlation between social differentiation and political party configuration. The 2024 election is expected to be a fierce competition, which has the potential to trigger party and coalition fragmentation, especially if the internal decision-making process is not inclusive. To the researcher, Mr. Indra Kurniawan (Lecturer at STH-Garut and Observer of Law and Elections for Garut Regency), explained in an excerpt from his interview regarding the main obstacles and threats to the Golkar party, namely the existence of Party Industrialization where today, the Golkar party will clearly have new competitors that must be taken into account. *"... The biggest threat to the Golkar party today is the arrival of new parties that will continue to erode its votes, plus for the day of the existence of PNS (Civil Servants) there are already rules to be neutral and not to be open in giving their side. Even though what we all know is that this PNS barn is the main base and loyalist of the party characterized by this banyan tree"*. This was also confirmed by Mr. Fahad Fauzi (elected

Member of the Garut Regency DPRD for the 2024-2029 period). *"... yes, it is true, that PNS members are our granary and loyalists, but my team and the party side have certainly prepared various scenarios."*

Golkar Party's Solution to Maintaining Victory in the 2024 Garut Regency DPRD Legislative Election

Party Coalition

Political parties are collective entities formed by individuals who share the same vision and mission. The main objective of political parties is to gain control over the government and formulate public policies in accordance with the party's ideology and program. Carr's definition of political parties that seek to achieve and maintain control over the government is very much in line with the role of political parties in the democratic process, especially in the context of general elections. As organized political entities, political parties have a cadre mechanism that aims to produce leaders who are able to represent the interests of the party. Through political surveys, political parties can evaluate the potential for victory and formulate effective coalition strategies. Gea Eka Sakti said that: *"... Political party coalitions are a common political strategy used to achieve common goals, especially in the context of general elections. The minimal winning coalition theory put forward by Arend Lijphart explains that political parties tend to form minimal but sufficient coalitions to gain power. Golkar's participation in the Advanced Indonesia coalition in 2019 is a real example of the application of this theory"*. Strong public support is an important capital for political parties in forming coalitions. The decision to form a coalition with other parties is based on strategic considerations to achieve the party's political goals. Analysis of common interests is a key factor in forming a coalition. An effective coalition is one that is able to optimize resources and achieve common goals. Majority support is very important in forming a coalition. Political parties will choose a coalition that can help achieve their goals. Each party has different considerations in choosing a coalition, but basically, the main goal of a coalition is to combine strengths and achieve common goals. A good coalition is one that is mutually beneficial and in line with the party's vision and mission.

Optimizing Political Media

The Golkar Party in its efforts to maintain its victory in the 2024 legislative elections in Garut Regency is by optimizing political media. The Golkar party team already knows that there has been a significant shift in voters, they also realize that the loyal PNS barn cannot be used as a factor in victory alone, it is necessary to add vote barns, especially for new voters who can be entered with various interesting content through their social media. The following is an excerpt from an interview with Gea Eka Sakti *"... We realize that the Golkar party cannot just sit still waiting for our loyalists, we as a large party will certainly optimize all media that can certainly lead us to victory. One of them is by being active on social media such as Facebook, Instagram, Tiktok and even entering WhatsApp groups"*. So, in conclusion, optimizing social media can provide a significant increase in votes.

4. Conclusion

Based on the description above, it can be concluded that (1) the Golkar Party's political communication strategy in winning the 2024 Garut Regency legislative election is to optimize all of the political party's own communication strategies, such as strengthening and selectively selecting a communicator, creating integrated and collaborative communication messages with all teams of each candidate for the council, having various communication media such as approaching community leaders to optimizing online media, as well as efficiency of audiences/communicants (2) the obstacles faced by the Golkar Party in maintaining its election victory are the industrialization of the party which presents new

political parties to the point of limiting the freedom of civil servants to speak (3) the solution sought by the Golkar Party in facing obstacles is to continue to strengthen the party coalition and optimize communication media as a real manifestation of adding to the party's vote bank.

References

- Arikunto, Suharsimi. 2020. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: PT. Rineka Cipta.
- Assingkily, M. S. (2021). *Metode Penelitian Pendidikan: Panduan Menulis Artikel Ilmiah dan Tugas Akhir*. Yogyakarta: K-Media.
- Astawa, I. P. A. (2018). *Demokrasi Indonesia*. Bandung: Universitas Udayana.
- Budiardjo, Miriam. 2008. *Dasar-Dasar Ilmu Politik*. Jakarta: Balai Pustaka.
- Bungin, Burhan. 2007. *Penelitian Kualitatif: Komununikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial lainnya*. Jakarta: Kencana Prenada Media Group.
- Cangara, H. (2018). *Komunikasi Politik: Konsep, Teori, dan Strategi*. Jakarta: RajaGrafindo Persada.
- Dewanti, I. N. (2022). "Black Campaign Social Media Sebagai Komunikasi Aktor Politik dalam Pemilihan Umum di Indonesia" *Jurnal Lensa Mutiara Komunikasi*, 6(1), 98-105. <http://e-journal.sari-mutiara.ac.id/index.php/JLMI/article/view/2845>.
- Firmanzah, Prof. Ph.D. 2008. *Marketing Politik*. Jakarta: Yayasan Pustaka Obor Indonesia
- Liliweri, Alo. 2010 *Strategi Komunikasi Masyarakat*. Yogyakarta: PT LKIS Printing Cemerlang.
- Putra, A. S., Fatimah Yasmin Zein, & Rizal B. D. Herdian. (2024). Beyond the Marketing Hype: Analysis of Communication Campaigns of Electric Vehicles Eco-Friendly Image and Battery Waste Concerns. *Jurnal Spektrum Komunikasi*, 12(1), 13–27. <https://doi.org/10.37826/spektrum.v12i1.653>
- Rush & Athoff, 2017. *Pengantar Sosial Politik*. Jakarta: Raja Grafindo.
- Robert A. Dahl. 1992. *Demokrasi dan Para Pengkritiknya*. Jakarta: Yayasan Obor Indonesia
- Suryanni, E. I. (2018). "Komunikasi Politik: Asal Usul dan Konsepsi" *Jurnal Analisis Sosial Politik*, 2(2), 39-53. <https://jasp.fisip.unila.ac.id/index.php/JASP/article/view/29>.
- Undang-undang Pemilu dan Partai Politik. 2008. Jakarta: Gramedia Mediatama.