Journal of Media, Culture and Communication
ISSN: 2799-1245
Vol: 04, No. 04, June-July 2024
http://journal.hmjournals.com/index.php/JMCC
DOI: https://doi.org/10.55529/jmcc.44.34.44

Dynamics of Political Communication and Personal Branding Joko Widodo as a President Indonesia via Instagram @Jokowi

Vrista Claudia[1*], Vera Wijayanti Sutjipto[2], Maulina Larasati Putri[3]

[1,2,3]Ilmu Komunikasi, Universitas Negeri Jakarta, Nigeria.*

Corresponding Email: [1]claudiavrista@gmail.com*

Received: 04 March 2024 **Accepted:** 25 May 2024 **Published:** 06 July 2024

Abstract: ***This research examines the dynamics of political communication and personal branding of Joko Widodo or who is familiarly called Jokowi Dodo, with a focus on his interactions with the public, the impact of his political messages, and maintaining his personal image. Through qualitative research methods and a case study approach, data was collected mainly from Jokowi's official Instagram account (@jokowi) and supplemented with relevant literature. Analysis shows that Jokowi uses various communication strategies, including short speeches and political messages on social media platforms such as Instagram, which are accompanied by visual documentation of his activities. His political messages, which emphasize infrastructure development and pandemic management, influence public perception, although challenges remain, especially regarding policy implementation. Jokowi's personal branding, characterized by simplicity, strong leadership and consistency, was received positively by the public, contributing to his popularity. Additionally, media coverage plays an important role in shaping public opinion, despite criticism and controversy surrounding Jokowi's administration. Overall, this research contributes to a deeper understanding of the complexities of political communication and personal branding, and offers insights into the dynamics of leadership and public perception.***

Keywords: Political Communications, Personal Branding, Social Media, Public Perception.

1. INTRODUCTION

In the modern era which is dominated by development technology, the internet has be one element important in life social man. In line with progress, the internet has bring up phenomenon newly known as new media or newmedia. New media is evolution from the mass media traditional, current digital- based and utilizing technology communication latest For convey information and messages to public. Development technology communication No only change method We communicate, but also penetrate to various aspect life man. Social media

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Media, Culture and Communication
ISSN: 2799-1245
Vol: 04, No. 04, June-July 2024
http://journal.hmjournals.com/index.php/JMCC
DOI: https://doi.org/10.55529/jmcc.44.34.44

be one most prominent form from new media, which makes it possible individual For interact one with each other, share information, and building networking social digitally(Tamim & Zamzamy, 2023).

Social media has be one very form of mass media interested because serve information with fast and possible interaction two direction between user by online. As a platform for interact social, social media own potency big For influence public with fast, because many people depend on the information conveyed via the platform (Rahmah, 2021). New media and social media has change method man interact, communicate, and share information. Man has give room for expression personal, participation public, and formation opinion in a way more wide and fast than previously. Through digital platforms, individuals can with easy access various content, start from news actual until entertainment, as well interact with other people around the world.

Popularity a leader political is a complex phenomenon and influenced by various factor. One of factor main contributor to popularity a leader political is strategy communication their politics apply as well as development effective personal image in the eyes public. Communication political That Alone is a purposeful communication process For influence opinions and actions public so that they can involved in relevant problems with activity politics. Objective main from communication political is for create attachment between society and government through formation understanding and support to proposed policies (Rahmah, 2021). Besides that 's communication politics works too as tool for increase understanding politics and consciousness inhabitant about problems important state. Through communication politics, happens mutual interactions influence between society and government, so created dynamic relationship between public civil society and institutions political (Indrawan et al., 2023).

Communication political according to Suprayitno (et al., 2023) is branch studying science behavior and activities communication in context politics, both who have impact directly into the political process or influence behavior political individual. Communication political is one of from seven function main, incl in matter socialization politics, recruitment, articulation and aggregation interests, as well creation, application, and enforcement rule. Communication own role in operate every function these, and each other related with various aspect political (El Qudsi & Syamtar, 2020). Besides that, role the public too important in context communication politics, because dynamics that occur in public influence pattern communication political in a way whole.

In focus problem This is the familiar president of Indonesia, Joko Widodo called Jokowi, has become center attention with continued popularity increase. Strategy communication effective politics is one of key success in build image and get support strong public. A leader political must capable communicate vision, mission and policies they with clear and persuasive to public. This matter involve various type communication, start from speech public, media interviews, to interaction direct with public. Joko Widodo is known with style the communication is simple, straightforward and easy understood by many layer society, which is significant has contributed to its popularity.

Besides strategy communication strong politics, development an effective personal image is also an factor important in increase popularity a leader political (Falah, 2024). Personal image includes various aspect, incl appearance physique, style leadership, held values, and

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Media, Culture and Communication
ISSN: 2799-1245
Vol: 04, No. 04, June-July 2024
http://journal.hmjournals.com/index.php/JMCC
DOI: https://doi.org/10.55529/jmcc.44.34.44

consistency in action and communication. Joko Widodo is known with style simple and close leadership with the people, who created proximity emotional with public. Besides that, integrity, honesty, and dedication to interest the people are too held values firm by Jokowi Dodo, who strengthened image positive in the eyes public.

As has been outlined previously, that social media play role important in form opinion public to a leader politics. Involvement active on social media platforms can help strengthen image positive a leader politics in the eyes public. Joko Widodo has utilize the platform with good with do various initiative strengthening communication connection between himself and the people.

The problem will be discussed in study This covers a number of aspect strategic related with Joko Widodo's leadership, which includes strategy communication politics, dynamics message influencing politics perception public, construction and maintenance image as well as personal branding, the influence of mass media to opinion public, influencing factors its popularity among people, and the challenges they face in maintain its popularity.

Joko Widodo's presence on social media, in particular through @jokowi Instagram account, interesting attention as an integral part of study. So from that, you can is known that objective from study This is For dig aspects related keys with Joko Widodo's leadership. Study This aim For No only analyze strategy communication politics implemented by him, but also for understand dynamics message the politics conveyed, how personal image and branding built and maintained via the social media platform Instagram, as well how about mass media play role in form opinion public about it. Besides that, research this is also purposeful For understand Joko Widodo's resonance with society, with explore causal factors its popularity among people. This matter including method he interact with society, implemented policies, and relevance message his politics with needs and aspirations public wide.

Another goal is for identify challenges and controversies faced by Joko Widodo in guard its popularity. This matter covers various aspect, start from critics to policy his government until difference possible opinion arise among public. Through understanding the research This will give more understanding Good about how Joko Widodo responded and managed challenging situation. Lastly, research this will too know impact from Joko Widodo's popularity in context policy his government, stability politics, and dynamics social economy in Indonesia.

2. RELATED WORK

In this research, researchers obtained references to previous research which had similar variables to the research to be conducted, namely research on political communication and personal branding.

The first research is entitled “The Role Of Instagram Social Media As A Means Of Political Communication” in 2019 in the pantarei journal. The aim of this research is to determine the role of Instagram social media as a means of political communication for members of the House of Representatives on the Instagram account @sartonohutomo. The research method in this study is qualitative with a post-positivism paradigm. The subjects of this study were DPR RI member Sartono Hutomo and his social media team. The object of research is Instagram. The theory used in this study uses the theory of Uses and Gratification. The results of research look

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Media, Culture and Communication
ISSN: 2799-1245
Vol: 04, No. 04, June-July 2024
http://journal.hmjournals.com/index.php/JMCC
DOI: https://doi.org/10.55529/jmcc.44.34.44

for cognitive needs needs that are closely related to the need to strengthen adding information, knowledge and understanding of one's environment, the affective needs of needs associated withpleasant things and emotional experiences, the need for personal integration of these needs is associated with strengthening creativity, trust, stability, and individual status, the need for social integration is associated with strengthening relationships of family, friends and other people in the world. These needs are based on a person's desire to join or group with others, and the need for entertainment needs is associated with the need to escape, let go, rest and desire to seek entertainment or diversion

The research above shows the connection with this research that social media, especially Instagram social media, can be a means of political communication with the aim of increasing knowledge or information and even influencing a person's attitude. This is in line with the results of the analysis in this research which states that the results of publications on Instagram @jokowi can influence perceptions and shape public opinion which will directly influence public support for a person.
Second research related to this research is entitled “Instagram as a Medium for Political Communication for the Millennial Generation” in 2023 which is published in the journal expression and perception: journal of communication science. The aim of this research is to describe and explain how Instagram is used as a means of political communication by the millennial generation. Instagram was chosen because it is a social media that is of great interest to millennials because they are looking for direct and fast information. The development of information and communication technology is increasing today.
The millennial generation is the most affected by the development of this communication technology? The development of information and communication technology is also marked by the development of types of media, known as new media. One form of new media is social media. The development of information and communication technology has also influenced the development of forms of political communication, from what is usually done offline, now to the online realm. One of the social media that is widely used in political communication activities is Instagram. From the results of the author's research, Instagram is widely used by the millennial generation to carry out political communication activities. The ease with which this type of social media is used makes the millennial generation make Instagram their main social media platform when it comes to matters related to political activities. The research results show that the main medium for political communication between rulers and politicians today is social media. Instagram can be used as a means of conveying public policies, political statements, and comments related to national or international events.
This is related to this research which discusses how President Jokowi carries out political communication and personal branding of himself to society through his publications on Instagram @jokowi. In the study of political communication today, social media is an effective medium and an interesting phenomenon to research.

3. METHODOLOGY

A paradigm is a model or frame of reference used to observe and understand (Babbie, 2016). The paradigm used in this research is the constructivism paradigm. The constructivist paradigm

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Media, Culture and Communication
ISSN: 2799-1245
Vol: 04, No. 04, June-July 2024
http://journal.hmjournals.com/index.php/JMCC
DOI: https://doi.org/10.55529/jmcc.44.34.44

is a paradigm that looks at how truth is formed based on the subjectivity of participants. Through this paradigm, social reality plays an important role in building understanding based on relative experience. The aim of research using this paradigm is how researchers can study social construction or participants' views regarding a situation and can describe the social reality that occurs. Subjectivity plays an important role in building social construction, in this case researchers must be able to see how a situation is formed in a group consisting of different individuals who have their own subjectivities to build their perceptions of certain situations (John W. Creswell & Creswell, 2018).

This research uses a constructivist paradigm, where this paradigm is in accordance with this research which sees and describes in real terms the dynamic process of political communication and personal branding that the president of the Republic of Indonesia wants to build and carry out through the Instagram account @jokowi.

Study This will use approach qualitative with focus on studies case or case studies. Study qualitative or qualitative research is type fruitful study findings that are not can obtained through analysis statistics or method quantitative other. The qualitative method is an approach taken by exploring and understanding the meaning of individuals or groups related to human social problems.
In this method, it involves questions and procedures that arise. In data collection conducted in a participant setting, data analysis inductively builds from details to general themes, and the researcher makes interpretations about the meaning of the data. The resulting data is in the form of a final written report that has a flexible structure (John W. Creswell & Creswell, 2018). Qualitative research methods are used to collect data, where the data is obtained from in-depth interviews with sources, documentation (photos, videos, audio), field notes, and other things that are not numbers. Apart from that, research design also determines the broadcast of research conducted by research (Babbie, 2016).

Method this more focus on understanding deep about the phenomenon under study through analysis descriptive and interpretive, as well interpretation on the data collected from interview, observation, or analysis text (Nugrahani, 2014). Research subjects can be interpreted as keys and have an important meaning in a study because they relate to the data to be obtained. The research subject is a research study where the subject we want to research becomes an appropriate picture and source of information to get answers to the things we want to research (Babbie, 2016). The object that becomes center study is Joko Widodo's social media accounts, especially via the Instagram platform with username @jokowi.

Primary data in study is information principal earned in a way direct from subject study or source original (Nasution, 2023). Primary data sources will be obtained in a way direct from Joko Widodo's official Instagram account, which includes various content posted by him as well as interaction with his followers. Deep data study qualitative referring to existing information in form text, fine That in the form of words, sentences, expressions narrative, nor picture (Nasution, 2023).

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Media, Culture and Communication
ISSN: 2799-1245
Vol: 04, No. 04, June-July 2024
http://journal.hmjournals.com/index.php/JMCC
DOI: https://doi.org/10.55529/jmcc.44.34.44

Besides that is, secondary data sources will obtained from studies literature relevant past with topic research, like article journals, books, and reports study related to social media, communication politics, and leadership politics. Like understanding from secondary data in research that refers to information that is not obtained direct from subject study or source original, but originate from other sources have used previously for objective study (Nasution, 2023).

Researchers will carry out secondary data mining using qualitative data collection methods consisting of qualitative audiovisual and digital materials (including social media materials). This data can be in the form of photos, art objects, video tapes, website home pages, emails, text messages, social media texts, or any form of sound (John W. Creswell & Creswell, 2018). Main data collection techniques will done through documentation content posted on Joko Widodo 's Instagram account, which includes relevant images, text, videos and comments. Combination between primary data from social media accounts direct and secondary data from literature relevant expected can give comprehensive and indepth understanding about strategy communication politics, dynamics message politics, personal branding, mass media influence, resonance with people, challenges, controversies, and impacts Joko Widodo's popularity in context dynamics politics and social affairs in Indonesia.

4. RESULTS AND DISCUSSION

Strategy Communication Political

Analysis strategy communication political disclose that Joko Widodo took advantage of various communication platforms For intertwine interaction with public, such as social media. In today's digital era this, social media own significant role in communication politics. This matter caused by inadequate social media capabilities limited by time and space, so socialization politics and participation political can carried out and accepted by anyone, anytime and anywhere. Utilization of social media in context political give profit Because become factor main in realize openness and transparency in the political process (Azmi et al., 2022).



Figure 1. Profile Instagram account @jokowi

Source: Documentation Personal

One of the most dominant platforms is Instagram, where the account officially @jokowi become source main information related activities and messages his politics. Although management the Instagram account carried out by the President's Digital Communications

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Media, Culture and Communication
ISSN: 2799-1245
Vol: 04, No. 04, June-July 2024
http://journal.hmjournals.com/index.php/JMCC
DOI: https://doi.org/10.55529/jmcc.44.34.44

Team, every posted visual content Of course will through a careful selection process, both by Jokowi himself nor team the. The goal is For ensure that every upload create image positive politics for president. Approach This generally considered as common practice in management image politics, because No There is individual or politicians who want presented in detrimental light or negative (Alvin, 2023).
Through the Instagram account, Jokowi directly routine share speech short and message designed politics For reach more audience wide. Use of social media platforms like Instagram is smart strategy For reach generation young inclined active on the platform.



Figure 2. Posts activity laying rock First development building Bank Mandiri office in the IKN area

Source: Documentation Personal
One of characteristic typical from Joko Widodo's Instagram account is visual documentation provided through taking pictures uploaded activities in a way regular. Taking pictures the No only show activity official president, but also informal moments that provide impression proximity and accessibility between Jokowi and his people. Existence taking pictures This give more picture complete and touching in a way emotional about life daily a leaders who are also human normal.



Figure 3. Posts Photo meeting with the Australian Prime Minister

Source: Documentation Personal
Besides taking pictures documentation activities, the @jokowi Instagram account is also available routine post picture illustration celebration national or incident important other. For example, at celebrations Year New Year, Good Friday, Easter, and Year New. Jokowi shared picture illustration For commemorate moments important the. This matter show Jokowi's

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Media, Culture and Communication
ISSN: 2799-1245
Vol: 04, No. 04, June-July 2024
http://journal.hmjournals.com/index.php/JMCC
DOI: https://doi.org/10.55529/jmcc.44.34.44

efforts to No only inform, but also celebrate moments important in Indonesian history and culture, as well build Spirit nationalism among public.



Figure 4. Posts commemoration of Good Friday

Source: Documentation Personal

Dynamics Message Political

Message politics conveyed by a person leader own very role important in form perception public towards him. Message politics used by Jokowi Dodo, President of Indonesia, includes a number of issue the key to be focus main his government. One of message political main frequent be delivered is about development infrastructure. Jokowi has emphasize importance development infrastructure as one of the foundation For growth sustainable and improving economy quality life public. Through message This, Jokowi is trying For show his commitment in increase accessibility, connectivity, and power competitive Indonesian economy.

Besides that is, empowerment economics is also one message frequent politics emphasized by Jokowi Dodo. He believe that with empowering economy society, will created chance more work many, distributions more income evenly, and growth more economic inclusive. Message This reflect Jokowi's vision is deep building a just Indonesia social and economic for all layer public. Issues key others who become focus attention in message Jokowi Dodo's politics included handling pandemic and development national. As example, in face the 2020 COVID -19 pandemic, Jokowi has active in convey messages about importance cooperation international in face crisis this global health. He also continued promote importance discipline in apply protocol health and compliance to policy government in handle pandemic.

National development also becomes focus attention in message Jokowi Dodo politics. Jokowi stressed importance development in various sector like infrastructure, education, health and agriculture For increase well-being people and mobilize wheel economy national. Message This reflect Jokowi's deep commitment building an independent and empowered Indonesia competitive at the global level. In dynamics message politics, it's important For acknowledged that perception public to a leader No only influenced by the messages conveyed, but also by actions actually done. Jokowi Dodo has try For change message his politics become action real through implementation supportive policies development infrastructure, empowerment economics, handling pandemic, and development national. Action real This help strengthen confidence public to policies government and provide legitimacy to the message politics conveyed.

Dynamics message Jokowi Dodo's politics are not only reflect priority policy his reign, but also an strategy For influence perception public and constructive support to the vision and agenda

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Media, Culture and Communication
ISSN: 2799-1245
Vol: 04, No. 04, June-July 2024
http://journal.hmjournals.com/index.php/JMCC
DOI: https://doi.org/10.55529/jmcc.44.34.44

of his government. Through effective communication and consistent action, messages Jokowi Dodo's politics have been become powerful instrument in reach objective development national and welfare Indonesian society as a whole whole.

Personal Branding

Personal branding is an involved process arrest and promotion from strength and uniqueness individual to intended audience (Rahmah, 2021). This matter involve creation capable personal identity give rise to perception in the mind audience about values and qualities possessed by individuals the. Each person has a unique personal brand, which reflects characteristics personal and unique Alone. Formation of personal branding can done through various strategy, incl the use of a personal branding pyramid that includes four step main, i.e determine who you are, determine what you do, position yourself, and manage your brand (Rahmah, 2021).

Joko Widodo's image and personal branding were built through various covering elements appearance public, style leadership, and consistency in the communication. Appearance Jokowi's public is often flagged with simplicity or low profile and closeness with people (Hidayati, 2021). He seen often interact with public in a way directly, visit various regions, and hold open dialogue with various layer public. This matter create impression that Jokowi is close leader with its people, and strengthen image alignment with interests people in personal branding.

Besides that 's style Jokowi's simple and firm leadership is also an integral part of his personal branding. He known as firm leader in take decision and act with fast in handle various problem. Highlighting leadership style alignment with interests people and justice social also becomes characteristic typical from Jokowi's personal branding. Values like integrity leadership is also a part important from Jokowi Dodo's personal branding. He often confirm importance integrity in leadership, as well commitment For combat corruption and committing reform bureaucracy. This matter strengthen image honesty and trust become part from Jokowi's personal branding.

Resonance with the People

Influencing factors popularity a leader politics, such as Joko Widodo, among people No only based on implemented policies, but also on interactions direct with public. Jokowi is known as frequent leader interact with Good with various layer society in Indonesia. He seen friendly in answer and listen question as well as input from society, which makes it get extensive support from various circles. Although so, analysis from Jokowi's official Instagram account, @jokowi, is available difference in pattern interaction direct with follower. No Lots found interaction straight away, fine through post nor column comments, between Jokowi and his followers on the platform. This matter can become consideration that interaction direct No always happen in a way explicit via social media, and you can so Jokowi is more choose For interact direct with community in activities outside social media, such as meeting direct or visit to various area.

However, column comment Instagram account @jokowi always fulfilled with various comment positive from public. Many of comments the containing praise on Jokowi's performance, remarks accept love and support For he. This show that although interaction direct Possible No happen in a way directly on social media platforms, however impression positive and supportive against Jokowi remains delivered through comments posted by his

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Media, Culture and Communication
ISSN: 2799-1245
Vol: 04, No. 04, June-July 2024
http://journal.hmjournals.com/index.php/JMCC
DOI: https://doi.org/10.55529/jmcc.44.34.44

followers. Resonance positive with the people are also reflected in various policies implemented by the Jokowi government. For example, development programs expanded infrastructure to various regions in Indonesia have give benefit direct for society, like more access Good to transportation, education, and services health. Besides that, other policies such as empowerment programs economy micro and macro also have give impact positive for the people, especially for those who are at the level economy intermediate to lower.
Factors here, together with Jokowi's openness and willingness to listen and respond input from society, has strengthen connection between leaders and their people. Although No always happen through interaction directly on social media, impression positive received from public in form comments and support still reflect exists strong resonance between Jokowi and his people. Therefore that's, resonance with people No only reflected in interaction direct, but also deep support and appreciation given by the community to Jokowi's performance and leadership. This matter show importance leader For Keep going communicate with the people are good in a way direct nor through various channel communication, use strengthen relationships and maintaining popularity among people.

5. CONCLUSIONS

Through analysis strategy communication politics, discovered that Joko Widodo uses the Instagram communication platform for interact with public, incl speeches short and documented activity. Dynamics message politics conveyed by Jokowi, such as development infrastructure and handling pandemic, affecting perception public towards him, though there is controversy related with implementation policy his government. Jokowi's image and personal branding were built through appearance his public simple, stylish firm leadership, and consistency in its communication, which contributes to resonance positive with people.
Contribution study This lies in understanding more deep about complexity dynamics communication politics and personal branding a leader, as well its influence to perception and support public. Through analysis this, research can give outlook for studies political communication and science social in a way more broad, as well give solid foundation For study advanced in field.

Acknowledgment
Saying accept love to the writers research that becomes reference important in study This. Without contribution and dedication they in produce work relevant and valuable scientific, research This No will can materialized. Accept love on understanding and analysis that has been done become base important for development and discussios.

6. REFERENCES

1. Alvin, S. (2023). Read Emotion Communication Jokowi's politics on Instagram. Journal Knowledge Communications, 6 (1). https://www.instagram.com/jokowi/
2. Azmi, F., Yoah Amiel, B., Balqis, A., Nabila, IM, Arindah, F., Ilmu, P., Upn, P., & Jakarta, V. (2022). Communication Political Anies Baswedan in Shaping Opinion Public

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Media, Culture and Communication
ISSN: 2799-1245
Vol: 04, No. 04, June-July 2024
http://journal.hmjournals.com/index.php/JMCC
DOI: https://doi.org/10.55529/jmcc.44.34.44

Via Social Media Approaching Election President 2024. In Journal Of Politics And Democracy Studies (Vol. 3, Issue 2).

3. Babbie, E. (2016). The Practice of Social Research. Fourteenth Edition. Cengage Learning
4. Hidayati, FR (2021). Communication Politics and Leader Branding Political Through Social Media : A Conceptual Paper. Journal Pearl Lens Communication, 5 (2), 145–161. https://doi.org/10.51544/jlmk.v5i2.2385
5. Indrawan, J., Elfrita Barzah, R., & Simanihuruk, H. (2023). Instagram as a Communication Media Political for Generation Millennials. Expression and Perception: Journal Knowledge Communications, 6 (1), 109–118. https://doi.org/10.33822/jep.v6i1.4519
6. John W. Creswell, & Creswell, J. D. (2018). Research Design: Qualitative, quantitative and
7. mixed methods research (Dörnyei). In Introducing English Language. https://doi.org/10.4324/9781315707181-60
8. El Qudsi, MI, & Syamtar, IA (2020). Instagram and Communication Political Generation Z in Election President 2019. December, 4 (2), 167–185.
9. Nasution, AF (2023). Method Study Qualitative (Merniar Albina, Ed.; 1st ed.). Harva Creative.
10. Nugrahani, F. (2014). Method Research Qualitative in Language Education Research. In.
11. Suprayitno, D., Jerry Indrawan, & Putrawan Yuliandri. (2023). Exposure Communication Joko Widodo's politics towards Generation Millennials at the Election General 2019. Expression and Perception : Journal Knowledge Communications, 6 (3), 465–477. https://doi.org/10.33822/jep.v6i3.5544
12. Rahmah, S. (2021). Personal Branding Ganjar Pranowo For Build Communication Politics on Instagram Social Media. Journal Interaction : Journal Knowledge Communications, 5 (1). https://doi.org/10.30596/interaksi.v5i1.5584
13. Tamim, FM, & Zamzamy, A. (2023). Strategy Communication Political Party Gerindra in Increase Participation Political Young Voters via Twitter Social Media in the Election Year 2024. http://Jiip.stkipyapisdompu.ac.id
14. Falah, Z. (2024). Role Communication Political in Shaping Candidate Image Election. Syntax Idea, 5 (9). https://doi.org/10.36418/syntax-idea.v3i6.1227

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)