REFERENCES

Abid, Abhishek, & Roy, Subhadeep K. (2024). Social media marketing: Adoption, strategies, approaches, audience behavior, and content for political marketing. Journal of Political Marketing. https://doi.org/10.1080/15377857.2023.2157894

Achor Princewell Nwanganga, G., Awofala, Amos Olusegun Adekunle, & Owoeye, James A. (2017). Political branding and its influence on voter decisions: A study of the 2015 general elections in Nigeria. International Journal of Political Science, 3(1), 21-34.

Algharabat, Raad. (2017). Social media marketing and its impact on consumer engagement. Journal of Business Research, 79, 27-36. https://doi.org/10.1016/j.jbusres.2017.06.014

Algharabat, Raad. (2017). The role of social media marketing elements in building relationships with customers: Implications for political branding. Journal of Political Marketing, 16(3), 254–274. https://doi.org/10.1080/15377857.2017.1334256

Ali, Shahab, Anum Hamid, and Bakht Zaman. 2023. "Exploring the Relationship between Social Media Use and Voting Decision." The Discourse 9(1): 16–30.

AlsiraNovaega, Jiwan, and annafi Farni Syam Maella. 2024. "Political Branding On Instagram Of Young Female Politicians In Indonesia." KPTCN: Komunitas Pendidikan Tinggi &Cendikiawan Nusantara: 91–102.

Anderson, M., & Jiang, J. (2018). Teens, social media & technology 2018. Pew Research Center. https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology-2018/

Andespa, Netra, Fakhri, M., & Muis, M. (2023). The role of brand image, perceived value, and brand awareness on customer trust and loyalty in Islamic

banking. International Journal of Bank Marketing, 41(2), 387-403. https://doi.org/10.1108/IJBM-08-2022-0367

Andespa, R., Yeni, Y. H., Fernando, Y., & Sari, D. K. (2023). Citra merek, nilaipersepsi, kesadaranmerek, kepercayaannasabah, dan loyalitasnasabah pada perbankan syariah. Jurnal Ekonomi dan Ekonomi Syariah, 6(2), 126-138. https://doi.org/10.36778/jesya.v6i2.1266

Balmas, Meital, & Sheafer, Tamir. (2010). Candidate image in election campaigns: Attribute agenda setting, affective priming, and voting intentions. Journal of Communication, 60(4), 693-712. https://doi.org/10.1111/j.1460-2466.2010.01513.x

Belch, George E., & Belch, Michael A. (2007). Advertising and promotion: An integrated marketing communications perspective (7th ed.). McGraw-Hill/Irwin

Bennett, W. Lance, &Segerberg, Alexandra. (2012). The logic of connective action: Digital media and the personalization of contentious politics. Information, Communication & Society, 15(5), 739-768. https://doi.org/10.1080/1369118X.2012.670661

Bode, Leticia, & Dalrymple, Kajsa E. (2016). Politics in 140 characters or less: Campaign communication, network interaction, and political participation on Twitter. Journal of Political Marketing, 15(4), 311-332. https://doi.org/10.1080/15377857.2014.959686

Bossetta, Michael. (2018). The digital architectures of social media: Comparing political campaigning on Facebook, Twitter, Instagram, and Snapchat in the 2016 U.S. election. Journal of Political Marketing, 16(3-4), 287-313. https://doi.org/10.1080/15377857.2017.1334259

Bowen, John T. (2015). The broader reach of social media compared to tradisional media. Journal of Marketing Management,31(1-2), 92-108. https://doi.org/10.1080/0267257X.2015.1011579

Ceaser, James. (2022). Political branding and identity management: The impact on voter perceptions and election outcomes. Political Communication, 39(4) 486-505. https://doi.org/10.1080/10584609.2022.2048439

Chadwick, Andrew, & Stromer-Galley, Jennifer. (2016). The hybrid media system: Politics and power. Oxford University Press.

Cheung, Marcus L., Pires, Guilherme D., & Rosenberger, Philip J. (2020). The influence of social media marketing on brand building in the mobile telecommunications industry. Journal of Marketing Communications, 26(1),

20-39. https://doi.org/10.1080/13527266.2018.1437300

Collins, Alice R. (2023). The evolution of social media marketing. Journal of Digital Marketing, 12(1), 15-29. https://doi.org/10.1016/j.jdmar.2023.02.002

Creswell, John W. (2013). Qualitative inquiry and research design: Choosing among five approaches (3rd ed.). Sage Publications.

Dalton, Russell J. (2018). Citizen politics: Public opinion and political parties in advanced industrial democracies (7th ed.). CQ Press.

Deloitte. (2022). 2022 Gen Z and Millennial Survey. Deloitte Global. https://www2.deloitte.com/global/en/pages/about-deloitte/articles/genz-millennial-survey.html

KEDJAJAAN

Dillaway, Heather E. (2017). Conducting qualitative research. In Norman K. Denzin & Yvonna S. Lincoln (Eds.), The Sage handbook of qualitative research (pp. 383-400). Sage Publications.

Dimock, Michael. (2019). Defining generations: Where Millennials end and Generation Z begins. Pew Research Center https://www.pewresearch.org/fact- tank/2019/01/17/where-millennials-end-and-generation-z-begins/

Dwivedi, Yogesh K., et al. (2020). Setting the future of digital and social media marketing research: Perspectives and research propositions. International

Journal of Information Management, 51, 102-178. https://doi.org/10.1016/j.ijinfomgt.2019.102122

ElAydi, Mohamed. (2018). Social media marketing as a strategic tool for business. Journal of Business Strategies, 35(2), 83-94. https://doi.org/10.1016/j.jbs.2018.04.001

Elfandari, Safitri. 2023. "Influence of Political Advertising Effectiveness on the Perspectives of Young Voters in the 2024 Indonesian Election." Ultimacomm 15(2): 300–315.

Elste, Joachim, Jansen, Bernard J., & Peters, Kimberly. (2022). The impact of influencer marketing on brand awareness and purchase intention among Gen Z. Journal of Marketing Communications, 26(4) 332-352. https://doi.org/10.1080/13527266.2021.1885324

Enli, Gunn. (2017). Twitter as an arena for the authentic outsider: Exploring the social media campaigns of Trump and Clinton in the 2016 US presidential election. Information, Communication & Society, 20(5), 715-731. https://doi.org/10.1080/1369118X.2017.1328515

Fikri, Miftakhul. 2023. "ISJC Representasi Citra Politik Calon Presiden Indonesia Tahun 2024 Di Instagram (Studi Semiotika Roland Barthes Pada Akun @prabowo, @ganjar_pranowo Dan @aniesbaswedan)." DPOAJ: Dohara Publisher Open Access Journal 1(2): 79–89. http://dohara.or.id/index.php/isjc/.

Geiss, Stephan, Leidecker, Tobias, &Altmeppen, Klaus-Dieter. (2021). Political branding on social media: Examining the role of personal characteristics in building brand identity. Media and Communication, 9(1), 99-110. https://doi.org/10.17645/mac.v9i1.3567

GlobalWebIndex. (2020). Connecting the dots: The trends defining the next decade. https://www.gwi.com/reports/trends-2020

Gürel, Edanur, and Ezgi Eyüboğlu. 2023. "Political Communication In Digital Media And Online Political Participation Of Generation Z." Turkish Online

Journal of Design Art and Communication 13(4): 980–94. doi:10.7456/tojdac.1321756.

Hanaysha, Jalal R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. Journal of Brand Management, 29(3), 203-218. https://doi.org/10.1057/s41262-021-00250-4

Hassan, Mohd Sufiean, Abdul Rauf Ridzuan, Abd Aziz A'zmi, Rizky Hafiz Chaniago, and Siti Nurshahidah Sah Allam. 2021. "Social Media Use and Political Efficacy: Structural Effect of the Voting Decision of New Voters." International Journal of Academic Research in Business and Social Sciences 11(6). doi:10.6007/ijarbss/v11-i6/10205.

Hassan, Mohd Sufiean, Rosilawati Sultan Mohideen, Abd Aziz A'zmi, Siti Nurshahidah Sah Allam, Fazurah Mustaffa, and Abdul Rauf Ridzuan. 2021. "The Voting Decision: Social Media Use, Internal and External Efficacy Aspects." International Journal of Academic Research in Business and Social Sciences 11(7). doi:10.6007/ijarbss/v11-i7/10362.

Houghton, David. (2019). Visual representation and strategic branding: How images shape a candidate's image. Political Marketing Journal, 7(2), 137-153. https://doi.org/10.1080/15377857.2018.1519343

Intyaswati, Drina, Eni Maryani, Dadang Sugiana, and Anter Venus. 2021. "Using Media for Voting Decision among First-Time Voter College Students in West Java, Indonesia." Academic Journal of Interdisciplinary Studies 10(1): 327–39. doi:10.36941/ajis-2021-0028.

Istiqomah, Nahdya, and Deni Angela. 2024. "Prabowo Subianto's Political Branding Strategy In The Success of The Ministry of Defense's Reserve Component Program." Journal of Law, Politic and Humanities (JLPH) 4(3): 117–27. doi:10.38035/jlph.v4i3.

Jeevita, Jaayne A, P Ronald Alfred, and Wong Siew Ping. 2022. "The Relationship between the Perception of Social Media Credibility and Political Engagement in Social Media among Generation Z." Language And Culture Journal of Communication, Language and Culture 2(2): 18–33. doi:10.33093/jclc.2021.2.2.2.

Karimi, S., & Fox, J. (2023). Political participation and social media among Generation Z: Understanding civic engagement in the digital age. Journal of Youth Studies, 26(1), 78–94. https://doi.org/10.1080/13676261.2022.2045365

Karlsen, R. (2015). Followers are opinion leaders: The role of people in the flow of political communication on and beyond social networking sites. European Journal of Communication, 30(3), 301–318. https://doi.org/10.1177/0267323115577305

Krashinsky, Harry. (2024). Does a voter's decision to sit out an election depend upon where others stand?: Some quasi-experimental evidence on the effect of local concentrations of voters and electoral competitiveness on voting participation. Political Behavior. https://doi.org/10.1007/s11109-023-09789-2

Kübler, Daniel, Scheuerlein, Alexander, & Behrend, Christine. (2024). I like, I share, I vote: Mapping the dynamic system of political marketing. Journal of Political Marketing. https://doi.org/10.1080/15377857.2024.2140523Kreiss, Daniel. (2016). Prototype politics: Technology-intensive campaigning and the data of democracy. Oxford University Press.

Kulachai, W., Songmuang, P., & Thawesaengskulthai, N. (2023). The determinants of voting decisions: A systematic literature review. Asian Journal of Political Science, 31(2), 112–130. https://doi.org/10.1080/02185377.2023.2172159

Kurniawan, R., Yanuarti, T., &Wicaksana, I. G. N. A. (2023). Digital political communication and youth voter participation in the 2024 Indonesian election. Journal of Political Marketing, 22(1), 25–40. https://doi.org/10.1080/15377857.2022.2130540

Kusumasondjaja, Sony. (2018). Social media marketing as a communication platform for brand information. Journal of Marketing Communications, 24(6), 599-614. https://doi.org/10.1080/13527266.2017.1324868

Li, Fan, & Wang, Jin. (2022). The role of social media in marketing communication: A review and research agenda. Journal of Business Research, 144, 828-841. https://doi.org/10.1016/j.jbusres.2022.06.021

Luth, Rani Maswati, and Tawakkal Baharuddin. 2023. "Online Political Trust in AniesBaswedan as a Candidate for the President of Indonesia 2024." In Environmental Issues and Social Inclusion in a Sustainable Era, Routledge, 317–22. doi:10.1201/9781003360483-36.

Marland, A., & Flanagan, T. (2013). Branding the nation: Political branding and the Conservative Party of Canada. Canadian Journal of Political Science, 46(4), 951–972. https://doi.org/10.1017/S0008423913000723

McCrindle, M., & Fell, A. (2020). Generation Z: Exploring the characteristics, values, and beliefs of the global youth cohort. McCrindle Research.

Meliala, Lontoh S. (2020). Analysis of brand image factors influencing voter decisions. Journal of Political Marketing, 15(1), 99-120. https://doi.org/10.1080/15377857.2018.1519316

Mohammadi, Yashar, Rezvani, Alireza, & Khazaei, F. (2019). Direct and indirect marketing methods using social media tools for brand awareness. Journal of Marketing Research, 56(3), 313-328. https://doi.org/10.1016/j.jmar.2019.02.003

Mohammadi, Yashar, Rezvani, Alireza, & Khazaei, F. (2019). Social media marketing tools to enhance brand awareness: A case study on brand recall and recognition. Journal of Brand Strategy, 8(4), 331-345.

Muñoz, Caroline, & Towner, Terri. (2020). The impact of candidate image on social media in shaping voter behavior. Political Communication, 37(1), 57-76. https://doi.org/10.1080/10584609.2019.1659248

Nafees, Lubna, Jafri, Syed K., & Ahmed, M. (2021). Social media and political branding: Understanding its role in developing a candidate's image. Journal of Political Marketing, 20(2), 152-169. https://doi.org/10.1080/15377857.2020.1725176

Needham, C. (2006). Brands and political loyalty. Journal of Brand Management, 13(3), 178–187. https://doi.org/10.1057/palgrave.bm.2540263

O'Cass, Aron, & Voola, Ranjit. (2011). Explications of political brand orientation: Political parties and their brands. European Journal of Marketing, 45(5), 680-699. https://doi.org/10.1108/03090561111120000

Özdemir, Ali, & Kizgin, Yasin. (2020). Analyzing the influence of digital branding on voter perception. Journal of Political Marketing, 19(3), 367-389. https://doi.org/10.1080/15377857.2019.1579327

Perrin, A., & Atske, S. (2021). Americans' social media use in 2021. Pew Research Center. https://www.pewresearch.org/internet/2021/04/07/americans-social-media-use-in-2021/

Postman, Neil. (2011). The rise of the political brand. Columbia University Press.

Rita, Paulo, Nuno António, and Ana Patrícia Afonso. 2023. "Social Media Discourse and Voting Decisions Influence: Sentiment Analysis in Tweets during an Electoral Period." Social Network Analysis and Mining 13(1). doi:10.1007/s13278-023-01048-1.

Robin, Patricia, Silvanus Alvin, and TesalonikaHasugian. 2022. "Gen-Z Perspective On Politics: High Interest, Uninformed, And Urging Political Education." JurnalIlmuSosial dan IlmuPolitik (JISIP) 11(3): 183–89. doi:10.33366/jisip.v11i3.2550.

Safiullah, Md., Pathik, Begum B., & Bhuiyan, Md. Anowar. (2017). Social media as an upcoming tool for political marketing effectiveness. Asia Pacific Management Review, 22(1), 10-15. https://doi.org/10.1016/j.apmrv.2016.10.004

Şahan, Süleyman, &Cinkara, Yusuf. (2020). Candidate image in local elections: The case of Gaziantep. Journal of Politics and Law, 13(2), 91-105. https://doi.org/10.5539/jpl.v13n2p91

Scammell, Margaret. (2015). Political brands. In The Sage Handbook of Political Marketing (pp. 34-52). Sage Publications.

Schneider, Heinz. (2004). Political branding strategies and identity management: A framework for candidate image building. Journal of Marketing Theory and Practice, 12(4), 20-30. https://doi.org/10.1080/10696679.2004.11658480

Sekaran, Uma, & Bougie, Roger. (2016). Research methods for business: A skill-building approach (7th ed.). Wiley

Shirky, Clay. (2011). The political power of social media: Technology, the public sphere, and political change. Foreign Affairs.

Smith, A., & Anderson, M. (2018). Social media use in 2018. Pew Research Center. https://www.pewresearch.org/internet/2018/03/01/social-media-use-in-2018/

Sumerta, I Komang, P. Gancar Candra, P. Samadara Daud, Ahmad Effasa, and P. Nur Indra. 2024. "Political Branding and the Gen Z Vote: A Phenomenological Study of Young Voters in Indonesia." Journal of Logistics, Informatics and Service Science 11(6): 386–401. doi:10.33168/jliss.2024.0624.

Susila, I., Abdullah, W., & Haryono, T. (2019). Symbolic political communication and trust: A young voters' perspective of the Indonesian presidential election. Journal of Asian Politics, 8(1), 55-70.

Tedesco, John. (2012). Political advertising and campaign communication: Exploring effects and efficacy. Journal of Advertising, 41(3), 405-422. https://doi.org/10.1080/00913367.2012.10677895

Towner, Terri L., & Dulio, David A. (2012). New media and political marketing: The use of social media as a campaign strategy. Journal of Political Marketing, 11(3), 246-268. https://doi.org/10.1080/15377857.2012.694355

Turner, A. (2015). Generation Z: Technology and social interest. The Journal of Individual Psychology, 71(2), 103–113. https://doi.org/10.1353/jip.2015.0021

Twenge, J. M. (2017). iGen: Why today's super-connected kids are growing up less rebellious, more tolerant, less happy—and completely unprepared for adulthood. Atria Books.

UNIVERSITAS ANDALAS

Valos, Michael J., Ewing, Michael T., & Powell, Irene H. (2017). Social media marketing strategy: Bridging digital media and customer experience. Journal of Business Research, 76, 27-38. https://doi.org/10.1016/j.jbusres.2016.10.034

Van Aelst, Peter, & Walgrave, Stefaan. (2016). Political communication in a high-choice media environment: A challenge for democracy? The ANNALS of the American Academy of Political and Social Science, 659(1), 201-215. https://doi.org/10.1177/0002716215569197

Vogels, E. A. (2021). Digital divide persists even as Americans with lower incomes make gains in tech adoption. Pew Research Center. https://www.pewresearch.org/internet/2021/06/22/digital-divide-persists-even-as-americans-with-lower-incomes-make-gains-in-tech-adoption/

Vromen, A., Xenos, M., & Loader, B. D. (2015). Young people, social media and connective action: From organizational maintenance to everyday political talk. Journal of Youth Studies, 18(1), 80–100. https://doi.org/10.1080/13676261.2014.933198

Waiphot, Kulachai, Lontoh, Richard, & Meliala, Septian. (2023). Comprehensive literature review on factors influencing voter decisions. Journal of Politics and Public Affairs, 22(3), 307-319. https://doi.org/10.1016/j.jpolpubaff.2023.04.007

Weber, Lori M., & Bergman, Megan. (2020). Digital campaign strategies: Engaging voters in the 21st century. Routledge.

Widya, I Komang. 2024. "Personal Branding of Politicians Through Social Media as Political Communication in Attracting Gen Z People." JurnalPewarta Indonesia 6(1): 1–13.

Williams, Andrew, & Gulati, Girish J. (2007). Social networks in political campaigns: Facebook and the 2006 midterm elections. Journal of Political Marketing, 6(4), 1-16. https://doi.org/10.1300/J199v06n04_01

Yu, Linda, & Yuan, Jeffrey. (2019). Social media marketing in building strong brand presence: A practical guide. Journal of Marketing Communications, 25(5), 493-508. https://doi.org/10.1080/13527266.2018.1519316

Zhang, Wen, & Zhao, Li. (2023). Social media marketing: Strategies and trends for successful brand management. Journal of Marketing Science, 41(2), 320-338. https://doi.org/10.1080/15378057.2023.1259326

Zuniga, Homero Gil de, Jung, Nakwon, & Valenzuela, Sebastian. (2012). Social media use for news and individuals' social capital, civic engagement, and political participation. Journal of Computer-Mediated Communication, 17(3), 319-336. https://doi.org/10.1111/j.1083-6101.2012.01574.x

