Analysis of the Utilization of Social Media (Facebook) In the Political Communication Strategy of the Nation's Awakening Party in the 2019 Legislative Election in Labuhan Batu Utara District

Mhd. Tafsir Tambunan[1], Hasrat Efendi Samosir[2], Erwan Efendi[3]

[1,2,3]Faculty of Dakwah and Communication, Universitas Islam Negeri Sumatera Utara

Abstract

This study aims to describe the use, strategies, and barriers to political communication carried out by the National Awakening Party in the 2019 legislative elections in North Labuhanbatu Regency through social media (facebook). The method used in this research is descriptive qualitative with data collection techniques through in-depth interviews and documentation studies that produce data in the form of writing, oral, and pictures of the observed behavior of objects. Based on the data that has been collected, the results of this study indicate that the National Awakening Party in North Labuhanbatu Regency utilizes social media (facebook) to support its political communication strategy by conveying informative and educative political messages repeatedly but less persuasive. being ruled out is more likely only for imaging and creating political branding. As for the obstacles that cause the contents of the message to not be carried out in a persuasive manner, the Perspectives and Motives of the National Awakening Party use social media as a means of political communication. Therefore, the political communication strategy of the National Awakening Party through social media (facebook) in North Labuhanbatu in the 2019 legislative election can be concluded using one traffic communication.

I. Introduction

Discussions and research on the use of social media in political communication strategies have been widely carried out, especially in Indonesia at this time, every political actor can be assumed that in supporting political electability in general, all of them use social media, plus nowadays with the development of the times so fast activities politics such as political imagery, political campaigns and even efforts to mobilize support for political actors slowly lead to the maximum use of social media (politics in the age of mediation).

The use of social media by political actors cannot be separated from the view that social media opens a space for communication and political participation from various groups, besides that the media can also increase interaction between important elements such as political parties and state institutions which can be called as a political elite and a political non-elite or every citizen. This can happen because it is based on the new character of the development of social media. Social media is an example of a relatively recent development of information technology (Marbun et al, 2020). Communication through social media promises a comfortable state of communication, where someone who cannot compose words can be someone who is very poetic, with a very relaxed

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appearance and state, someone can carry out communication activities with others, lecturers, or someone when we communicate with it must take care of all things, appearance and style of language, but communicating through social media do not have to pay attention to it, sit back with a cup of coffee and use casual clothes a person can carry out communication activities (Marlina, 2020).

Supporting this statement, Tsagarousianou in 1999 made 3 positive claims about the role of Internet-based social media (interconnection-network), over the last 25 years with democratic social media opening up space for exchanging information and confirming information so as to encourage citizen participation in decision making. political choice. Today's technological developments such as social media are unstoppable and have penetrated into human life starting from parents, adults, teenagers and even children.

Internet-based social media as a new media (New Media). Its presence is very influential in the political field, corroborating this statement can be seen in studies that have been conducted in the United States showing that social media is a very effective campaign tool. From various other political phenomena, for example, the state of Jimbabwe in one of the presidential elections with one of its candidates named Robert Mugabe and also as the incumbent at that time lost in the first election because the opposition used social media to its full potential to campaign and build issues. in the midst of society by using social media such as TWITER, SMS and WEBSITE which aims to gain votes and criticize the ruling government,

The use of social media in political communication strategies can also be seen and was very clearly seen in the 2019 presidential election, for example the emergence of #2019ChangePresident. The re-nomination of President Joko Widodo as the incumbent presidential candidate in 2019 was the initial trigger for a number of parties so that they gave the #2019ChangePresident response to the nomination. Basically the statement and response were first put forward by one of the PKS (Prosperous Justice Party) activists, Dr. H. Mardani, M. Eng, or often known as Mardani Ali Sera, and this statement is strengthened again by Mardani Ali Sera's statement when conducting an interview session on the YouTube media "ASUMSI"

When asked why he didn't use #2019PrabowoPresiden he replied that not all grassroots parties supported the Prabowo and Sandiaga Uno pairs because we still support Ustad Abdul Somad (UAS) and there are those who support Habib Riziq Sihab, we need to consolidate until later in the second arena presidential and vice presidential candidates. Ali Sera's statement was delivered at the Parliament Complex, Senayan, Jakarta on August 28 2018. #2019ChangePresident was delivered by Mardani Ali Sera Still in the process of recruiting presidential and vice presidential candidates, but in the end the statement graced the pages of various forms of social media at the time. . From this incident, it can be concluded that

Social media is very influential in political communication strategies. With social media, political messages are not only massive but can also be distributed quickly. The magnitude of the influence of social media in political communication strategies today requires every political actor to be able to master the use of social media or at least have an IT team that can convey messages and political campaigns through social media. The phenomena that occur above indicate an indication of the increasingly strategic role of social media in politics, especially in Indonesia, the use and role of social media in political communication strategies also seems to be getting stronger.

Political actors who cannot see and read these indications will certainly lose the momentum for the future of politics in the digital era. They will sink left behind by the times. But if you can see these indications clearly and participate in utilizing social media

to the fullest, then their political existence will be stronger and even accepted by the younger generation and also the novice voters. Similar to the phenomena above in the 2019 Legislative elections in North Labuhanbatu, many political parties institutionally and individual politicians use social media as a medium for political campaigns, to increase political electability, branding and political imagery and as an effort to mobilize the masses, including the North Labuhanbatu National Awakening Party DPC which uses social media Facebook as a political communication tool, so the researcher assumes that the increase in seats in the National Awakening Party DPRD seats from 4 seats in the 2014-2019 period to 5 in the 2019-2024 period cannot be separated from the use of Facebook social media that they do. Based on this background, it inspired researchers to conduct research with the title "Analysis of the Use of Social Media (Facebook) in the Political Communication Strategy of the National Awakening Party (PKB) in the 2019 Legislative Election in North Labuhanbatu Regency"

II. Review of Literature

2.1 Uses and Gratifications

Uses And GratificationsInitially developed around 1940, when several experts wanted to find out the reasons that made listeners want to listen to the radio and read newspapers. The research begins by examining several radio broadcasts and looking for reasons why listeners are interested in the programs broadcast, such as quiz programs and radio drama series. What is the satisfaction obtained by the listeners so that they are happy to join the program? Herzog is a researcher who was named the first person to start research on use and satisfaction. And the first step he did was to categorize the reasons why people choose to use the Kabupatenar letter over the radio. Next, he explores the role of listeners' wants and needs in choosing media.

2.2 Understanding Political Parties

A political party is an organized group of people whose members each have the same goals, ideals or political orientation, aiming to gain political power and seize constitutional positions or positions. In another sense, political parties are as stated by Richard S. Katz who said that a political party is a group of people with the same ideals and goals, with the aim of obtaining political office or power in a constitutionally appropriate manner so that with that position they can carry out their policies. And some experts who also commented on the definition of political parties are as follows.

III. Research Method

Research is a process or activity to search for, collect, record, formulate, and analyze up to the preparation of reports. The method used in this research is qualitative descriptive. Bogdan and Taylor stated that qualitative research is research that produces descriptive data in the form of written, oral, from the attitude of the object under study. The approach or pattern in this study uses a descriptive research approach. Descriptive research meant here is that the researcher will discuss facts or events systematically and accurately, on the phenomena of media use carried out by the object of research by using interviews with informants who are in the management of the National Awakening Party (PKB) and against current members of the National Awakening Party (PKB) Legislature who are legislative candidates in the 2019 Legislative election, as well as documentation of the media used in the political communication strategy at that time. Researchers will describe

the problems that have been identified, making it easier to answer the problems that exist in the formulation of the problem. The purpose of this study is to obtain an in-depth picture of the use of media in the political communication strategy of the North Labuhanbatu National Awakening Party (PKB) party in the 2019 Legislative election.

IV. Result and Discussion

4.1 Overview of the research site

The beginning of the name Labuhanbatu when the Dutch navy came in 1862 to a village upstream of Labuhan Bilik, Sei Rakyat village for now. This is where the Dutch at that time established a stop or ship port made of concrete stone. Over time this place is growing so that it becomes a stop for other ships which later became a large village called Pelabuhanbatu. This is the origin of the community calling it Labuhanbatu, this name is also attached and set to be the name of the current Labuhanbatu Regency area. in the history of Labuhanbatu which later bloomed into South Labuhanbatu and North Labuhanbatu. Before independence, Labuhanbatu Regency was formed on 4 sultanate areas. that is:

1) The Sultanate of Kota Pinang is located in Kota Pinang which was founded in 1630-1946 with the names of the sultans
   a) Sultan Batara Sinombah
   b) Sultan Mangkuto Alam
   c) Sultan Syahri Alam
   d) Mighty Sultan Alamsyah
2) The Kualuh Sultanate was located in Tanjung Pasir in 1937 which was founded by the sultan Al-Haji Muhammad Syah and at the end of the sultanate was led by the sultan Al-Haji Abdullah Syah.
3) The Kualuh Sultanate was located in the Old Country with its first sultan, Raja Tahir Indra in 1623 and was closed by the Sultan Hasnan (tengku Besar kualuh).
4) The Panai Sultanate, located in Labuhan Bilik, in 1815, was founded by the sultan Mahrum Kaharuddin and closed by the sultan Tengku Mahmud Mangedar Alamsyah, replacing Tengku Kelana Putra who had the title of Gagaralam Rahmatullah sultan.

Based on the decision of the national committee for the residency of East Sumatra on June 19, 1946, these four sultanates became the territory of Labuhanbatu Regency. Meanwhile, North Labuhanbatu itself is the result of the expansion of Labuhanbatu which is based on Law no. 23, 21 July 2008 which contains the formation of North Labuhanbatu Regency in North Sumatra Province. The birth of this district is the result of the demands of the community in order to improve government administration, accelerate development and facilitate services to the community in order to improve the welfare of the people in the North Labuhanbatu region. Geographically, North Labuhanbatu is one of the regencies located in the East Coast of North Sumatra with an area of 354,580 Ha.

a) Bureaucratic reform aims to manage good, clean, and authoritative government based on faith and piety.
b) Fulfillment of facilities and infrastructure, social and public facilities.
c) Creating quality human resources that are independent on the basis of science and technology (IPTEK) and faith and piety (IMTAK).
d) managing the community's economy through the use of local resources and being environmentally friendly.
e) Increase safety and comfort as a decent standard of living.
   The formation of North Labuhanbatu Regency is formed or expanded based on:

a) Labuhanbatu DPRD Decree No. 63 of 2005, 31 October 2005 concerning the approval of the Labuhanbatu DPRD to establish Labuhanbatu, North Labuhanbatu and South Labuhanbatu.
b) Labuhanbatu DPRD Decree No. 63 letter a 2005, 31 October 2005 determination of the location of the district capital.
c) Labuhanbatu DPRD Decree No. 63 letter b 2005, 31 October 2005 financial support from Labuhanbatu
d) Decree of the Regent of Labuhanbatu No. 135/226/PEM/2005, March 10, 2005 the determination of the capitals of North Labuhanbatu and South Labuhanbatu.
e) Labuhanabatu Regent's Letter No. 135/2698/Pem/2005, November 1, 2005 application for expansion of North Labuhanbatu and South Labuhanbatu.
f) North Sumatra Provincial DPRD Decree No. 1/K/2006, 12 January 2006 approval for the expansion of Labuhanbatu.
g) North Sumatra Governor's Letter No. 903/035. K/2006, 26 January 2006 financial assistance in the revenue and expenditure budget of the University of North Sumatra for 35 regions of North Sumatra province for candidates for North Labuhanbatu Regency and South Labuhanbatu Regency in North Sumatra Province.
h) Labuhanbatu Regency DPRD Decree No. 08/2008, 5 May financial support in the regional revenue and expenditure budget of Labuhanbatu Regency for candidates for North Labuhanbatu Regency and South Labuhanbatu Regency in Labuhanbatu Regency.
i) Decree of the Regent of Labuhanbatu No. 903/425/Pem/2007, 27 December 2007 financial support in the regional revenue and expenditure budget of Labuhanbatu Regency for candidates for North Labuhanbatu Regency and South Labuhanbatu Regency
j) North Sumatra Governor's Letter No. 135/6191, 24 June 2008 financial assistance for the candidates for North Labuhanbatu Regency and South Labuhanbatu Regency.

North Labuhanbatu Regency based on the number of sub-districts, sub-districts and villages as follows:

No	Subdistrict	Ward	Village
1.	Aek Kuo District,	-	➢ Aek Corsik ➢ Happy City ➢ Perks. Padang Halaban ➢ Perks. Pangoran ➢ Sidomulyo ➢ New Coral ➢ Padang Maninjau ➢ Purworejo
2.	Aek Natas District		➢ Adian Torop ➢ Durian City ➢ Yemen Village ➢ Base ➢ Perks. Aek Pamingke

		-	➤ Perks. Halimbe ➤ Poldung ➤ rombis ➤ Sibito ➤ Simonis ➤ Bright moon ➤ End of the Field
3.	Kualuh Hilir District	-	➤ Mosque Village ➤ Kuala Bangka ➤ Floating River ➤ Sentang River ➤ Tanjung Mangedar ➤ Binjai Bay ➤ Piai Bay
4.	Kualuh Hulu District	➤ Aek KanopanAek ➤ Eastern Canopan	➤ KualaBeringin ➤ Parpaudangan ➤ Perke. Hanna ➤ Perks. Ulu Canopy ➤ Perks. Labuhan Haji ➤ Perks. Londut ➤ Perks. Young Bang ➤ Pulo Dogom ➤ Sono Martani ➤ Like Ram ➤ Like New Ram
5.	Kualuh Leidong District	➤ Cape Leidong	➤ Black Water ➤ Coconut ➤ Lunang Base ➤ Simandulang ➤ Teluk Pulai Dalam ➤ Outer Island Bay
6.	South Kualuh District	-	➤ Old Town ➤ Weekend ➤ Scissors Saga ➤ Malay Mountain ➤ Hasang ➤ Huala Lobu ➤ Perks. Damuli ➤ Damn Taji ➤ Siamporic ➤ Sidua Dua ➤ Simanalam ➤ Sand Cape
7.	Marbau District		➤ Aek Hittoras ➤ Aek Tapa ➤ Babussalam ➤ stoop ➤ Bulungihit

		-	➢ Lobu Spice ➢ Marbau ➢ South Marbau ➢ Perks. Brussels ➢ Perks. South Marbau ➢ Perks. Milano ➢ Perks. waiting ➢ Pulo Bargot ➢ 4-way intersection ➢ Sipare Pare Downstream ➢ Sipare Pare Tengah ➢ Source Mulyo ➢ spout
8.	Na District IX-X	-	➢ Aek Stone Town ➢ Wake up Rejo ➢ Single Stone ➢ Hatapang ➢ Tax Village ➢ Meranti Omas ➢ Install Lela ➢ Pematang ➢ Perks. excited ➢ Male Island ➢ Siumajang ➢ Marbau intersection ➢ King's River

North Labuhanbatu Regency has an area of 3,545.80 km² with a population of around 381,994 people.

4.2 The establishment of the North Labuhanbatu DPRD

As for the formation of the Legislature for the first time in North Labuhanbatu, through the letter of the Governor of North Sumatra Number 188.44/54/KPTS/TAHUN 2010, on February 5, 2010 the DPRD of North Labuhanbatu Regency has determined the results of the 2009 election for the first time with 35 DPRD members. And the inauguration of taking the oath of promise for the North Labuhanbatu Regency DPRD for the 2009-2014 term of service was carried out on February 16, 2010. Then through the Decree of the Governor of North Sumatra No. 188.44/373/KPTS/TAHUN 2010 dated May 24, 2010, the appointment of the leadership of the DPRD for North Labuhanbatu Regency with the following arrangement:
a) Drs. H. Ali Tambunan as Chairman of the DPRD
b) H. Amran Pasaribu as Deputy Chairman of DPRD
c) Abdi S. Ginting, SH As Deputy Chairman of DPRD

The inauguration / oath taking for this leadership structure was held on June 3, 2010 to be exact at the DPRD building of North Labuhanbatu Regency. Judging from the historical journey of the formation or expansion of North Labuhanbatu Regency, the Legislative election held in North Labuhanbatu in 2019 was the third Legislative election after the 2009 Legislative election for the 2009-2014 period. From this historical journey, North Labuhanbatu has only recorded three legislative elections. Because in this research

the researcher discusses the Analysis of the Use of social media in the Political Communication Strategy of the National Awakening Party (PKB) in the 2019 Legislative Election in the Regency. North Labuhanbatu, then the following researchers include the names of the members of the North Labuhanbatu DPRD for the 2019-2024 Period. The names of the members of the DPRD are:

No	Name	Party	Position
1	Ir. Yusrial Suprianto	PKB	Deputy leader
2	H. Amran Pasaribu	HANURA	Vice Chairman
3	Drs. H Ali Tambunan (Paw)	Golkar	The Leader of the House of Representatives Who Paw For Rising to Candidate for Regent of Labura
4	Muhammad Noah, Sp	Golkar	Member
5	H. Indra Surbakti	Golkar	Member of DPRD Currently Leader of DPRD
6	Hendriyanto Sitorus, Se (Paw)	Golkar	Member of DPRD and currently the Regent of North Labuhanbatu
7	H. Abdul Apif Ritonga	Golkar	Member
8	H. Edi Ahmad Hasibuan	Golkar	Member
9	The late H. Ridwan Rambe S.Pd.M.Pd (Paw)	Golkar	Member
10	H. Ari Susilo Palopo Siregar, Sp	Golkar	Member
11	H. Amin Prosperous, Se	Golkar	Member
12	Khairul Nwar Panjaitan, Se	Golkar	Member
13	Jainal Samosir, Se	HANURA	Member
14	Muhammad Rafiq	HANURA	Member
15	Indra Sakti Dasopang	HANURA	Member
16	Salmon Sijabat, Sh	HANURA	Member
17	Pebrianto Gultom, Se	HANURA	Member
18	Hold Munthe, Sh	PKB	Member
19	Suherman	PKB	Member
20	Late, Drs, Azwan Hutapea (Paw)	PKB	Member
21	Ismarlin	PKB	Member
22	Darwin Halomoan Tanjung, Se	PKB	Member
23	Augustine Simamora, Sh, M.Si	PDI-P	Member
24	Mufti Ahmad, Se	PDI-P	Member
25	Boyke Simorangkir, S.Pd, M.Pd	PDI-P	Member
26	H. Syahrul Effendi Munthe	PDI-P	Member
27	Doni Anwar Manik	GRINDRA	Member
28	Afriyanti Br Simangunsong, Sst	GRINDRA	Member
29	Wiliater Marpaung	GRINDRA	Member
30	Arif Rifai, Sp	NASDEM	Member

31	Eli Lubis	NASDEM	Member
32	Tuni Pramono	NASDEM	Member
33	H, Syahrul, Se	PAN	Member
34	Giat Kurniawan, St	PAN	Member
35	Hasan Basri Pasaribu	VFD	Member
36	H. Zaharuddin Tambunan, Lc, S, Pd. I	VFD	Member
37	M. Ali Borkat Sinaga, Se	PPP	Member
38	H Dolphin Munthe	Democrat	Member
39	Perkasa Alamsyah Tanjung, Sh. Mkn	UN	Member

4.3 North Labuhanbatu National Awakening Party (PKB)

The presence of the National Awakening Party (PKB) in North Labuhanbatu is in line with the expansion of Labuhanbatu, namely South Labuhanbatu Regency, Labuhanbatu Regency, and North Labuhanbatu Regency. De Jure North Labuhanbatu Regency blossomed from Labuhanbatu in 2008, but De Facto the expansion was accepted in 2010, so that's when the first period of management of the North Labuhanbatu National Awakening Party (PKB) led by Mr. Ir. Yusrial Supriyanto who was appointed directly by the National Awakening Party (PKB) DPP. While the decree from the first management was only received in 2011 for the 2011-2016 management period. Until the current management for the 3rd period, the management of the North Labuhanbatu National Awakening Party (PKB) is still led by Ir. Yusrial Suprianto with 5 seats in the DPR in North Labuhanbatu Regency. The above is in accordance with what was conveyed by LPP (Institution for the National Awakening Party (PKB) North Labuhanbatu Election in 2019) Mr. Togu Munthe, S. Pd during the interview and also Mr. Ir. Yusrial Suprianto as chairman of the DPC. North Labuhanbatu National Awakening Party (PKB) said.

V. Conclusion

From the beginning, the North Labuhanbatu National Awakening Party (PKB) and the legislative candidates who competed in the 2019 Legislative general election used Facebook to support their political communication strategy, with social media Facebook the National Awakening Party (PKB) carried out political campaigns, political branding, as well as political imaging in an informative and educative way. While the strategy for using Facebook social media that they use is the One Traffic Communication strategy (communication carried out in one direction with the aim of only providing information without expecting feedback) with the motive of following the times that directs political communication to the use of social media so that this is what causes the message to be conveyed. conveyed only information and education but not persuasive.

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