



The Use of Social Media in the Anies Baswedan-Muhaimin Iskandar Campaign on Gen Z Political Participation

Bima Riandy Tarigan¹, Ratnia Solihah¹, Ari Ganjar Herdiansyah¹

¹Padjadjaran University, Indonesia

*Corresponding Author: Bima Riandy Tarigan

E-mail: bima18003@mail.unpad.ac.id



Article Info

Article history:

Received 13 August 2024

Received in revised form 28

October 2024

Accepted 24 March 2025

Keywords:

Political Participation

Social Media

Gen Z

Campaigns

Abstract

This research aims to describe and analyze the use of social media by generation Z in the 2024 presidential election campaign by the Anies Baswedan-Muhaimin Iskandar team. Using descriptive qualitative methods and an inductive approach, this study collected data through interviews and documentation. The results showed three main roles of social media in this campaign: as campaign media, a tool for developing political literacy, and a means of increasing voter participation. As campaign media, the use of social media involves creating interesting and relevant content, using the right platform, collaborating with influencers, and utilizing technology and internet access to reach a wider audience. In the development of political literacy, social media facilitates access to information, encourages engagement in public discussions, participation in the democratic process, and political education. It strengthens the interaction between candidates and the public and broadens public discussion. In addition, social media also plays a role in increasing voter participation by reaching target audiences, mobilizing voters, increasing interaction and engagement, and conducting monitoring and evaluation. Overall, the use of social media in the 2024 presidential election campaign by the Anies Baswedan-Muhaimin Iskandar team is effective in mobilizing the political participation of generation Z.

Introduction

The use of internet media as a means of communication has increased rapidly with the emergence of smartphones that provide various communication facilities such as SMS, MMS, chat, email, browsing, and social media (Siregar, 2022). In this digital era, social media has become a strategic tool in political campaigns, used by candidates to influence voters. While social media allows for greater interaction, challenges such as the spread of hoaxes remain (Faradis et al., 2023). In Indonesia, social media users are growing rapidly, with YouTube and WhatsApp as the most popular platforms, followed by Instagram and Facebook (Junawan & Laugu, 2020). By 2023, there will be 167 million social media users in Indonesia, with 153 million of them over the age of 18. It is estimated that by 2026, around 81.82% of Indonesians will have social media (Bernanda, 2023). Generation Z plays an important role in politics, yet their understanding is often limited. The 2024 election will be dominated by young voters who are expected to vote wisely and support the democratic process in Indonesia (Ramolo, 2023). Political campaigns now use social media more than conventional methods, influencing the way political information is obtained and support is mobilized (Munzir, 2019; Karimi & Fox, 2023; Seyfi et al., 2023; Scherman et al., 2022). Presidential candidates for the 2024 elections, such as Prabowo Subianto, Ganjar Pranowo, and Anies Baswedan, utilize social media for campaigning. Prabowo dominates on Facebook, Anies on Twitter, and Ganjar on Instagram, indicating a change in campaign strategy that is increasingly digital (Setiawati, 2023; Purwanto & Mujab, 2024; Harnanta et al., 2024).

The Anies Baswedan-Muhaimin Iskandar (AMIN) national team intensified positive campaigning on social media to increase young voter participation and support their vision and mission. They used platforms such as YouTube, TikTok, and official websites to convey information and conduct fact checks (Andri Saubani, 2024). Presidential candidate number 1, Anies Rasyid Baswedan, chose to prioritize direct dialogue with the community rather than installing excessive campaign props (APK) during the campaign. According to him, excessive installation of APKs is not effective in gaining votes in the midst of current advances in information technology. One of Anies and vice-presidential candidate Muhaimin Iskandar's flagship programs is "Desak Anies," which was first held in August 2023 in Jakarta and has reached ten cities, including Pontianak. The program initially targeted young voters, but has now reached a wider range of voters (Nurchayadi & Astuti, 2023). Anies also utilized TikTok to campaign, using live broadcasts to reach young people and talk about light-hearted issues (Farisa, 2024). He considered campaigning through live TikTok to be more effective in presenting ideas and thoughts compared to billboards or campaign posters (Rinepta, 2024). In addition, the AMIN team launched the interactive Aminajadulu.com website to bring Anies together with the people, displaying Anies' vision, mission, and track record and awards he had received (Sawal, 2023). The strategy of the Anies Baswedan-Muhaimin Iskandar (AMIN) National Winning Team includes strengthening consolidation, campaign intensification, and risk management, with the use of social media such as YouTube, TikTok, and the official website. This approach demonstrates adaptation to technological trends and changes in voter behavior, creates active engagement from supporters, and builds positive narratives and strong emotional connections with the public (Polinus, 2023).

Studies on political campaigns show that while social media has great potential for enhancing campaigns, its effectiveness depends on the relevance of the content, interaction with the audience, and the ability to gain offline support. Social media has become an important tool in increasing popularity, especially among the millennial and Z generations (Andriana, 2022; Gai et al., 2024; Helal et al., 2018). However, the success of online campaigns is also influenced by the ability to adjust to issues that dominate public opinion and maintain the integrity and credibility of the campaign. Previous research on conventional political campaigns shows that this method still has a strong impact, especially in the perception of the credibility of candidates who are considered close to the common people (Gismunandar, 2020; Grusell & Nord, 2023). Despite advances in technology, individual attitudes and participation do not always evolve along with them.

The results of this study generally show that good and clear communication with the public through social media can increase political participation and provide new opportunities for the public to engage in political activities. The research to be conducted is different from previous research by focusing on the use of social media in the 2024 presidential election campaign by Amin's national team. This research examines how social media is used as a campaign medium, develops political literacy, and increases voter participation. Warsito (2020) highlighted that online campaigns on social media require good communication with the community and face challenges such as the lack of knowledge of people in remote areas and the existence of hoax news. Farid (2023) stated that the use of social media in political campaigns increases political participation but also faces challenges such as the spread of disinformation. Ananda et al. (2023) emphasized that digital communication techniques provide new opportunities for people to engage in politics but can also create filter bubbles and polarize political opinions. Munaliah (2021) showed that digital campaigns through Instagram can increase public participation even in the midst of a pandemic. Gismunandar's research (2020) shows that conventional and digital campaigns have no significant difference in political imaging but

differ in terms of costs and media used. Azka and Syahputra's research (2023) found that Instagram played an important role in shaping Anies Baswedan's political image. Robin (2020) discussed how social media changed the political campaign landscape with the example of the 2019 presidential election in Indonesia. This research will explore the use of information technology and social media in the 2024 presidential election campaign, including the application of technology in campaign strategies, its influence on political participation, and the challenges that arise. This research provides deeper insights into the utilization of technology in local politics.

Methods

In this study, the research method used is a qualitative method with a descriptive and inductive approach to explore and understand the meaning experienced by research subjects from the problems that occur (Sugiyono, 2019). The qualitative approach aims to understand phenomena such as behavior, perceptions, motivations, and actions holistically and describe them in the form of words and language in a certain natural context (Moleong, 2019). This study aims to determine the use of social media in the 2024 Presidential Election campaign by the Amin National Team in Bandung City. The unit of analysis in this study involved the election Campaign Team or Amin's supporters, the public, or Generation Z, in Bandung City who actively followed and commented on social media in Amin's campaign, as well as political observers, or Bawaslu, and independent monitors. Informants were selected purposefully, namely those who knew the most information related to the research. Data were obtained from primary and secondary sources. Primary data took the form of individual or group opinions from direct interviews, while secondary data came from books, journals, articles, online newspapers, and various related documentation. Data collection techniques included in-depth interviews with campaign teams, Generation Z communities, and political observers, as well as documentation from various sources. Data analysis was conducted through data reduction, data presentation, conclusion drawing, and data verification. To test the validity of the data, triangulation techniques of sources, techniques, and time were used, checking data from various sources, techniques, and different times to ensure credibility. The research was conducted in Bandung City, with data collection taking place from July to December 2023.

Results and Discussion

The Use of Social Media as Campaign Medium for the 2024 Presidential Election by the Amin National Team

Generation Z (Gen-Z) is a unique group in this digital era, formed as digital natives who live in the rapid development of technology. As first-time voters in elections, Gen-Z has significant political power, both in Indonesia and globally. During election campaigns, politicians try to reach out intensively to these first-time voters, with social media as the main tool to attract their dynamic attention (Adamczewska, 2024). In the political realm, social media serves as more than just an entertainment or communication tool; it is also a platform for image building and interacting with voters. The growth of technology encourages presidential candidates to utilize social media in their campaigns, especially due to the dominance of Gen-Z in the 2024 elections. However, the use of social media must be accompanied by a proper understanding of ethics to create a positive digital environment (Millagala, 2023). The ever-evolving social media has created a public space that allows for more active political participation, such as forming online discussion forums, sharing political content, and providing comments. This is particularly relevant for Gen-Z, who are actively engaged in participatory politics (Karim et al., 2020).

Gen-Z relies on digital media as their main source of social and political information. Their involvement in democracy and politics in Indonesia is crucial, especially for politicians who will compete in the 2024 elections. Data shows that 55% of the 107 million voters in 2024 are young voters and Gen-Z. With the high activity of Gen-Z on the internet, digital literacy skills are key to handling social issues on social media (Fathurochman & Tutiasri, 2023). Trust in information provided by friends or colleagues online can encourage political participation, such as sending political emails, signing e-petitions, reading political blogs, and joining political groups on social media. In a democracy, these online behaviors can generate political capital and trust. Social media marketing is now applied not only for products and services but also for political campaigns (Hamid et al., 2022). Social media has a huge impact on political communication during campaigns. Although conventional media is still used, social media plays an important role in influencing voter behavior. The high penetration of social media offers an opportunity to change conventional political communication patterns, although its effectiveness still needs to be scientifically proven (Andriana, 2022).

The use of social media by the Amin National Team in the 2024 Presidential Election campaign highlights the importance of digital platforms to influence the opinions and political participation of the younger generation. Social media is used to spread campaign messages, build political awareness, and mobilize support. Amin's team utilized social media to interact directly with potential voters, send relevant campaign messages, and respond to current political issues. Social media also allows Amin National Team to measure voter response and engagement levels in real-time, so they can adjust their campaign strategy accordingly. Some of the factors that influence the successful use of social media are:

Engaging and Relevant Content

Relevant and interesting content is important to attract the attention of Gen-Z. Abror, a spokesperson for Amin's team, explained that the campaign is divided into three account clusters: official candidate and team accounts, volunteer or winning party accounts, and organic accounts. Each cluster has a different reach: official candidate accounts reach voters, volunteer accounts expand reach with information clarification, and organic accounts attract public attention.

Use of the Right Platform

Digital campaigns utilize platforms such as Instagram, TikTok, and YouTube for quick and wide dissemination of information. Social media offers greater reach, lower costs, longer duration, and ease of measurement compared to conventional campaigns. Abror stated that social media is more effective in terms of reach and information dissemination than conventional media.

Collaboration with Influencers

Influencers play an important role in political campaigns by capturing the attention of their followers. Anies Baswedan and Gus Muhaimin used TikTok Live and X's Space feature to build a public dialog, reaching up to 300,000 viewers in one hour. The second cluster used WhatsApp groups for internal campaigns, while the third cluster utilized User-Generated Content (UGC) and influencers to spread campaign messages through social media.

Availability of Technology and Internet Access

Internet access and information technology make it easier for political campaigns through social media to reach a wider audience. While not everyone is active on social media, these platforms have great potential to reach a wide audience and enable more dynamic and

participatory campaigns. Research shows that social media can increase the efficiency of political campaigns in terms of cost and reach, but it also has the potential to be misused for smear campaigns and the spread of fake news. Thus, social media is an effective tool for campaigning for Gen-Z in the digital age.

The Use of Social Media as a Medium for Political Literacy Development in the 2024 Presidential Campaign by the Amin National Team

Social media, based on internet technology, supports social interaction and transforms communication into an interactive dialog. In the context of election campaigns, social media serves as an effective means for political communication, facilitating the relationship between politicians and their constituents. Politicians can build public opinion and mobilize massive support through social media (Nur, 2020). With the development of the digital era, political campaigns increasingly rely on social media to reach a wider audience and interact with potential voters. Social media allows political campaigns to reach large audiences at low cost and better communication with voters (Nazma & KN, 2024; Tanusondjaja et al., 2023). Platforms such as Facebook, Twitter, YouTube, Instagram, WhatsApp, and Telegram allow political information to be disseminated quickly and widely. In addition to social communication, social media is also used to discuss political issues, government policies, and the behavior of public figures. Social media plays an important role in building a positive image of political parties, especially ahead of elections (Munzir et al., 2019). Amin's use of social media in the 2024 Presidential Election campaign shows how digital platforms are being used to disseminate political information, build awareness, and increase political participation among Gen-Z, helping them develop a better understanding of political issues and the political process in general.

The use of social media by Gen-Z in the 2024 Presidential Election campaign in Bandung City by Amin National Team aims to increase the political understanding and political involvement of the younger generation in the democratic process through four main aspects:

Easy Access to Information

The internet combines print, audio, and video media, allowing two-way communication without restrictions from any party, including the government. Abror, Amin's national team spokesperson, revealed that "Anies managed to attract the attention of young people who see politics as a game through online campaigning." Social media allows the delivery of a candidate's vision, mission and track record visually and attracts the attention of the younger generation.

Involvement in Public Discussions

Social media has become an alternative public space that allows Gen-Z to freely express their opinions and interact socially. Abror emphasized the importance of political education through public dialogue on platforms such as Instagram Live and TikTok, which are able to penetrate the space controlled by influencers and buzzers. This strategy is important to respond to the current political phenomenon and create an inclusive public discussion space.

Participation in the Democratic Process

Political participation involves risks such as buzzer attacks and intimidation. While these threats are not yet significant, the protection of free speech remains important. "Threats are serious because we know when we are in election conditions," Abror said. The biggest challenge is facing candidates with large support. Social media remains an important tool to encourage people to actively participate in the democratic process in a more interactive way.

Promoting Political Education

Social media plays an important role in developing political literacy and promoting political education. Individuals who actively read and share political information on platforms such as Twitter and Instagram act as agents of information dissemination. "I often watch and read political-related information on Twitter and Instagram and then share it," says Dila. These activities help expand the reach of political information and increase political awareness among social media users. Research by Putra & Nurcholis (2021) shows that the government can utilize social media to create political content that appeals to all levels of society, especially Generation Z. Carlisle & Patton (2013) adds that this generation is very familiar with social media, which can be used as a flexible and engaging learning medium, thus increasing overall political participation and awareness.

The Use of Social Media to Increase Voter Participation in the 2024 Presidential Campaign by the Amin National Team

Millennials and Gen-Z are often associated with extensive use of technology, including the internet and social media. This generation is also known for values such as openness to differences, exploration of various career and lifestyle options, and balance between personal and professional life. Gen-Z uses digital media as the main source to access social information, including politics. Their involvement in democracy and politics in Indonesia is very important to be considered by politicians who will compete in elections (Fathurochman & Tutiasri, 2023).

Mass media, both print and electronic, play a strategic role in political communication with great frequency and intensity. The mass media supports "information awareness" with adequate facilities. Media and politics are interrelated in the political communication process. The use of social media for political purposes can increase public knowledge about political activities, see the course of political activities, and actively participate. The development of good political literacy is very important for the quality of democratic life in the nation and state. Adequate socialization and education structures in the socio-political context help citizens understand their rights and obligations, increase political participation and awareness. The benefits of using social media in increasing voter participation are as follows:

Reaching the Target Audience

Political advertising on social media is effective in reaching the target audience, especially Gen-Z. Abror, spokesperson for Amin's team, noted that "voter participation reached 80%, supported by social media. Gen-Z interaction patterns are more active than previous voters, reflected in interactions in comment sections, direct messages, and attendance at political events" (Informant Abror). This shows that social media plays an important role in increasing participation and political education among Gen-Z.

Voter Mobilization

Social media facilitates structured voter mobilization. Abror stated, "voter participation can be analyzed from their attendance at campaign events, use of uniform t-shirts, and activity on Instagram accounts" (Informant Abror). Data from Drone Emprit shows an increase in the quality of public discussions on social media, suggesting that social media helps in mobilizing voters effectively.

Interaction and Engagement

Gen-Z shows strong interaction in supporting political campaigns through social media. As expressed by Dila, "seeing fellow Gen-Zers active in political campaigns motivates me to

participate" (Informant Dila). This suggests that active interaction on social media facilitates greater political engagement among the younger generation.

Monitoring and Evaluation

Social media makes it easier to monitor and evaluate the success of campaigns. Abror explains, "conventional surveys and data from accounts like Ubah Bareng show significant increases in engagement without additional campaign costs" (Informant Abror). Data from various social media platforms, including Twitter and TikTok, was used to measure success and provide more timely insights into voter turnout. As such, social media not only increased voter turnout but also enabled better analysis of the quality of that turnout, evident from interaction and trend data on platforms such as Twitter and Instagram.

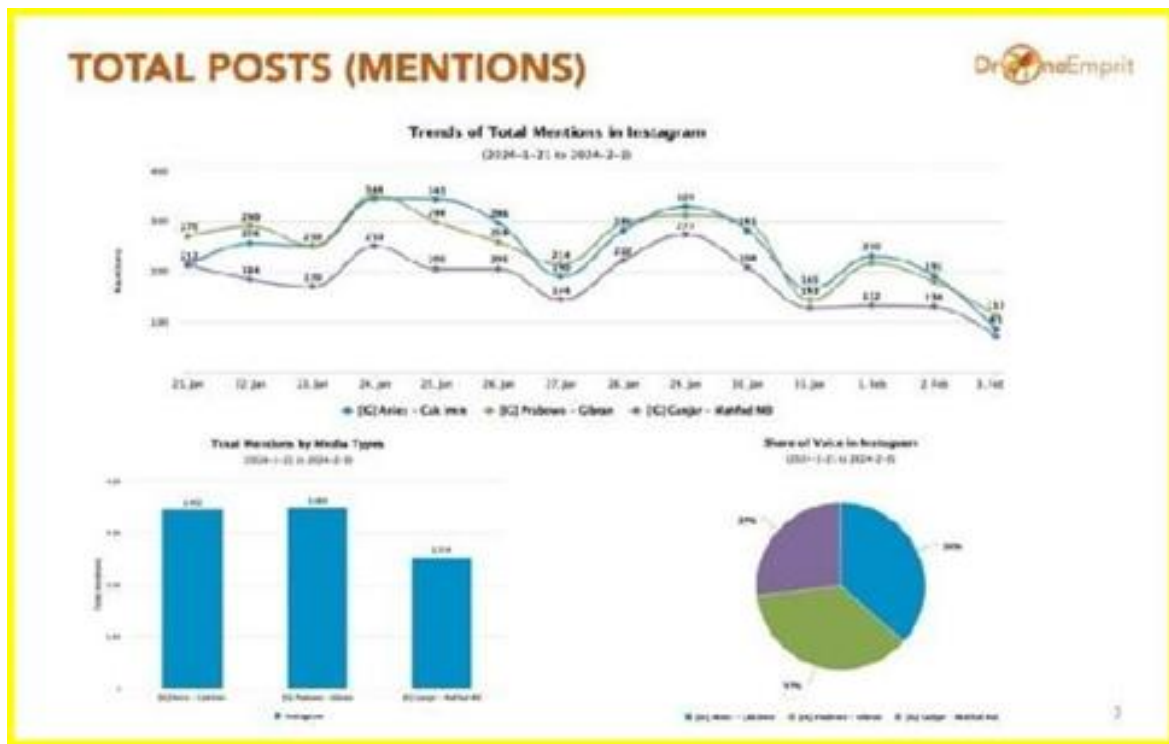


Figure 1. Graph of Total Posts on Instagram

The graph shows the number of interactions, including likes, comments, shares and views, of posts on Instagram that contain hashtags in the caption. The trend chart shows that candidate 01 and candidate 02 alternately took the top spot in the number of posts between January 21 and February 2, 2024, while candidate 03 came in third. The total posts show that candidate 02 slightly outnumbered candidate 01, and candidate 03 came in last. Candidate 01 with 3453 posts, candidate 02 with 3489 posts, and candidate 03 with 2534 posts. The percentage of posts containing keywords for each candidate is 36% by candidate 01, 37% by candidate 02, and 27% by candidate 03. The use of social media in the 2024 Presidential Election campaign by the Amin National Team shows a positive impact on political participation, with active involvement in supporting the political process. Survey results show an increase in participation with high secondary education support for candidate 01. Data from the official campaign account shows positive indicators of success in user interaction and engagement.

Efforts to increase voter participation, especially Gen-Z, include communication strategies implemented by the Central Kalimantan Provincial KPU and the utilization of social media to create engaging political content. Social media offers an easily accessible and interactive

platform, increasing political participation through sharing information, supporting candidates, and participating in elections. However, challenges such as the spread of fake news, filter bubbles, and echo chambers also need to be considered to maintain a diversity of political views.

Conclusion

Based on the research results previously described, it can be concluded that the use of social media by generation Z in the 2024 Presidential Election campaign by the Amin National Team has three significant main roles. Social media is used as an effective campaign medium by creating interesting and relevant content, using the right platform, collaborating with influencers, and utilizing the availability of technology and internet access to reach a wider audience. In addition, social media plays a role in developing political literacy by providing easy access to information, encouraging engagement in public discussions, participation in the democratic process, and political education through features such as TikTok Live and WhatsApp groups. Social media is used to increase voter participation by reaching target audiences, voter mobilization, active interaction and engagement, and monitoring and evaluation of campaigns.

Based on the results of this conclusion, some suggestions that can be given are the need for strategies in creating content that is interesting and relevant to generation Z, selecting appropriate platforms, and collaborating with influential influencers. Then, in the development of political literacy, it is important to provide easy and fast access to information, encourage engagement in public discussions, increase participation in the democratic process, and promote political education that is attractive to generation Z. Furthermore, in increasing voter participation, strategies are needed to effectively reach the target audience, mobilize voters, increase the interaction and involvement of generation Z in political activities, and monitor and evaluate the response of the campaign. With this approach, it is expected that generation Z voter participation can be significantly increased in the democratic process.

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