THE GENERAL ELECTIONS COMMISSION (KPU) CAMPAIGN STRATEGY IN INCREASING ACTIVE VOTERS IN ELECTION 2019
(Descriptive Study on KPU Instagram Accounts)

Strategi Kampanye Komisi Pemilihan Umum (KPU) Dalam Meningkatkan Pemilih Aktif di Pemilu 2019 (Kajian Deskriptif di Akun Instagram KPU)

Rian Budifebrianto

Santi Delliana

Communication Science, Institut Teknologi dan Bisnis Kalbis, Jakarta, Indonesia.

Email :
anastasia.santi@kalbis.ac.id
rian.budi.72@gmail.com

Abstract
Communication in social media is a form of communication carried out by many parties, one of which is KPU. Welcoming the political year, the KPU is actively conducting campaigns to increase the number of active voters monitored each year. One of the campaign strategies used by KPU is using Instagram social media; according to KPU, this internet-based social media can reach the public widely and quickly. This study uses a qualitative research approach with the post-positivism paradigm. In this research, the model used is Ostergaard's campaign model. Based on research results, in conducting campaigns through Instagram, KPU utilizes several features on Instagram, such as posting, hashtags, and captions. In addition to using the Instagram feature, KPU also prioritizes speed in clarifying emerging hoaxes and attractive designs in its Instagram posts. KPU can create a positive perspective in the community, especially new voters who are expected to become active voters. KPU is a trusted distributor of information for the public regarding the 2019 elections.

Abstrak

Komunikasi di media sosial merupakan bentuk komunikasi yang dilakukan banyak pihak, salah satunya KPU. Menyambut tahun politik, KPU aktif melakukan kampanye untuk meningkatkan jumlah pemilih aktif yang dipantau setiap tahunnya. Salah satu strategi kampanye yang digunakan KPU adalah menggunakan media sosial Instagram; menurut KPU, media sosial berbasis internet ini dapat menjangkau masyarakat secara luas dan cepat. Penelitian ini menggunakan pendekatan penelitian kualitatif dengan paradigma pasca-positivisme. Dalam penelitian ini, model yang digunakan adalah model kampanye Ostergaard. Berdasarkan hasil penelitian, dalam melakukan kampanye melalui Instagram, KPU memanfaatkan beberapa fitur di Instagram, seperti postingan, tagar, dan caption. Selain menggunakan fitur Instagram, KPU juga mengutamakan kecepatan dalam mengklarifikasi munculnya hoaks dan desain menarik dalam postingan Instagram-nya. KPU dapat menciptakan perspektif positif di masyarakat, khususnya pemilih baru yang diharapkan menjadi pemilih aktif. KPU merupakan distributor informasi terpercaya bagi masyarakat terkait Pemilu 2019.

FOREWORD

Starting on July 1, a series of elections will take place, starting from the announcement of the submission of the candidate list until May 22, 2019, recapitulating the results of the voting and determining the results of the election (Komisi Pemilihan Umum, 2019). In this case, researchers have an interest in the campaign period where this period lasts from September 23, 2018, to April 13, 2019. The campaign period is a fundamental level where each candidate

(legislative candidate) competes to promote themselves to the community so that the city has the intention and attitude to voting for themselves in the 2019 election. At the campaign level, things often happen outside the campaign provisions that occur, such as hoax appear on social media and blasphemy for one of the candidates or political parties.

The General Election Commission has the task to plan and carry out general elections. Starting from the election of the DPR, DPRD I, DPRD II, and

the President. The KPU is also authorized to accept and determine political parties that are appropriate and following the requirements to advance to the general election. The main task for the KPU is to decide the results of the general election that has been held. The public and political parties target election watchdogs and KPU because many hoaxes are scattered on social media, including Instagram. Hoax circulating have different goals and different targets.

One of the hoaxes that had circulated in social media was that seven ballot boxes were in a condition where the number one candidate paired was punched. The news became the talk of social media after Andi Arief as Deputy Secretary-General of the Democratic party uploaded it on his Twitter account that said: "Please check that there are reportedly seven containers of ballots that have been punched in Tanjung Priok." The tweet reaps various responses from the public and related parties, in this case, the KPU. Tweet Andi Arief consumes many people. However, Arief Budiman, as the head of KPU, considered the outstanding hoax was extraordinary and excessive.

Hoax circulating is not enough to be reciprocated by the facts available but must go through legal channels. Indeed, so far, the deception that has been circulating has always been answered by the KPU with data and facts, but the hoax of the seven containers that have been punched can be a lesson for hoax spreaders (Daniswara, 2019). The technology that developed so quickly made the campaign activities more dynamic the Internet, which was initially only available on computers, now it has penetrated the device. Through the internet, almost everything we want to know has an answer.

Beyond that, the Internet has a positive side connecting people who don't know each other, meeting people who haven't seen each other for a long time, sharing information, communicating through social media, and playing online games. In this regard, the Internet can now meet the needs of life, namely social, economic, entertainment, and self-concept. Government agencies have begun to enter the more advanced world of technology, namely campaigning or outreach using social media. Campaigns or socialization using Instagram have become a unique phenomenon because this internet-based platform (Instagram) is deliberately designed to be able to share information in the form of photos or pictures between political parties or legislative candidates with the public, including students.

According to We Are Social research, Indonesian people spend almost 23 minutes a day being active on social media. Instagram ranks third in the ranking of the number of downloads of social media applications, and the first is Whatsapp, the second is Facebook. On the other hand, Instagram's active users in Indonesia reached 53 million, with 49 percent female users and 51 percent male users. This is supported by the increase in social media users in 2018 from 2017, and this increase rose 13 percent to 3,196 billion social media users (Pertiwi, 2018).

Seeing the development of social media, one of the Instagram, raises the question, what is the right form of communication to do on Instagram. As technology develops, more and more features are offered on Instagram: upload videos, IG TV, posts, multiple posts, comments, archives, saved, live stories, face filters, hashtags, GIFs, and emojis/emoticons. Emoji is one of the features of the Instagram application. This feature makes it easy for users to interact without using words; besides, the emoji is useful for providing feedback to interlocutors on Instagram.

Instagram has a function as a place to socialize with other people by using media images/photos, both done privately or in groups. In the beginning, social media was created to

communicate privately between individuals and other individuals. Still, openness and freedom in using the internet of the community require the creators of the application to create social media that allows the public to communicate personally and publicly.

Examples of features that support personal communication are direct messages, and this feature is useful for users to interact personally, users can communicate using words, emojis, images, videos, or GIFs. Unlike personal communication, communication, in general, uses the posting feature, where users can upload photos/pictures or videos and add captions containing words or emojis after that users can receive feedback from other users who see, people who understand can be people you know or know. Many features offered by social media become a unique campaign tool for different communication on each element, resulting in a variety of ways to communicate and target messages addressed personally and publicly. Hence, researchers are interested in examining the campaign strategy carried out by KPU on Instagram.

This research topic is unique because of the communication through new media, namely online media / social media, namely Instagram, there are many features in online media, a feature that becomes a means for KPU accounts to communicate both in groups. Another related thing is the use of written and nonverbal verbal communication provided by Instagram. The political year is the time for the KPU to carry out election-related campaigns, including socializing information related to the 2019 elections.

Several studies with similar topics and topics have been carried out by several people, such as by Fariha (2017), who studies Social Strategy Campaigns on Social Media on Instagram. The results of his research are social media is one of the media that can be used as a media campaign. But campaigning through social media is not a determining factor for victory.

Social media, especially Instagram, only serves to inform various kinds of attacks carried out by candidate pairs and introduce a person to netizens to get enough information about the person.

The second study titled the social campaign on social media Instagram as a media city branding in the district of Trenggalek by Saputri (2017). The results of this study are that it can be concluded that the I Love Trenggalek social campaign conducted by the Trenggalek community through the I Love Trenggalek account runs in an integrated manner. This is because the social campaign model uses several communication mixes and also actions to convey the same message, namely the existence of Trenggalek Regency as an area that holds a myriad of socio-cultural and tourist potentials.

Other research was conducted by Fadly (2015) with the title Social Media Campaign Strategy (Twitter) Joko Widodo-Jusuf Kalla's Winning Team in the 2014 Presidential Election. The results of the study showed that the disseminator of content on Twitter intended to influence the public to follow what the disseminator wanted. This is a campaign through social media by spreading photos, writing, and video content in the hope that the content can influence people's perceptions of Jokowi-Jusuf Kalla.

This research uses Ostergaard's campaign model. According to Ostergaard (Venus, 2014, p. 16), a program design campaign for social change that is not supported by scientific findings is not feasible. The reason is that such programs will not cause any effect in tackling the social problems they face. Therefore, continued this campaign expert, a campaign program should always start from clearly identifying the problem. This step is also called the pre-campaign stage. The first step a campaign source must take is to identify the perceived factual problem. The next stage is the management of the campaign that starts from the design, implementation to evaluation. In this

second phase, research needs to be carried out again to identify the characteristics of the target audience to formulate messages, campaign actors, channels to the appropriate technical implementation of the campaign.

At this management stage, the final stage of the entire contents of the campaign program is directed to equip and influence aspects of the knowledge, attitudes, and skills of the target audience. These three stages in the scientific literature are believed to be a prerequisite for behavior change. In other words, changes in public knowledge, attitudes, and skills will influence behavior change.

In this model, it appears that knowledge and skills also lead to attitudes. It indicates opinions, both directly and indirectly, are also influenced by changes in the level of knowledge and skills. When gaining new knowledge about a matter, our attitude generally changes in that regard, both immediately if the unique experience is contrary to an established belief, change does not necessarily occur (Venus, 2014, p. 16).

The last stage of this model is the evaluation phase of problem-solving. This stage is also called the post-campaign stage. In this case, the evaluation is direct at the effectiveness of the campaign in eliminating or reducing problems as identified at the pre-campaign stage.
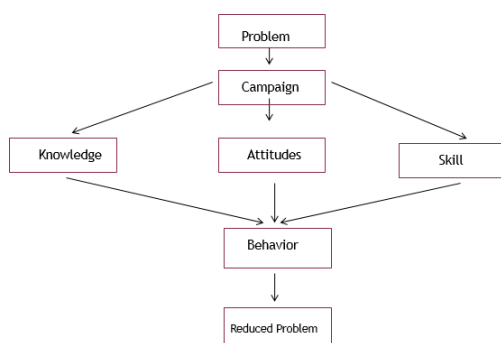

Figure 1 Ostergaard Campaign Model
Source: (Venus, 2014, p. 15)

In Figure 1, it can see that the arrows of knowledge and skills also lead to attitudes. It indicates that views, both directly and indirectly, are also

influenced by changes in the level of knowledge and skills. When gaining new knowledge about a matter, our attitude generally changes in that regard, both immediately if the unique experience is contrary to an established philosophy, change does not necessarily occur (Venus, 2014, p. 16).

According to Venus (2014, p. 9), Campaigns are communication activities carried out in a standardized manner. Campaign organizers, in general, are not individuals but institutions or organizations. Four aspects of an effective campaign that individuals do not have:

1. The campaign systematically seeks to create a specific "place" in the minds of the public about the candidate's product, or the ideas offered.
2. The campaign takes place in various stages, starting from attracting the attention of the audience, preparing the audience for an action, and finally inviting them to take real action.
3. The campaign also dramatizes the ideas conveyed to the public and encourages them to be involved, both symbolically and practically, to achieve the objectives of the campaign.
4. The campaign also clearly uses the power of mass media to arouse awareness to change the behavior of the public, according to Pfau & Parrot (Heryanto, 2018, p. 90).

According to article 1 paragraph, 26 of Law Number 10 of 2008 concerning the general election of the DPR, DPD, DPRD, which is called the campaign, is an election participant activity to convince voters by offering the vision, mission, and program of eligible participants. So based on the above definition, the meaning of the campaign is a purpose to something. Campaigns are communication activities aimed at influencing others so that they have insight, attitudes, and behaviors following the wishes or desires of the disseminator of information giver. According to the description above regarding the meaning of the

campaign, the researcher concludes in conducting the campaign, there are four elements, namely:

a. Campaign actions aimed at creating specific effects or impacts.
b. A large number of target audiences.
c. Usually concentrated in a certain period.
d. Through a series of organized communication actions.

New media is a term intended to cover the emergence of the digital era, computers, or technological networks and communications in the 20th century. Most of the technologies described as new media in the digital age have characteristics that can manipulate, are networked, dense, capable, interactive, and alluring. The presence of new media is simply understood as a consequence of communication technology that makes the boundaries of the existing media platforms blurred (Nurudin, 2012, p. 23). Characteristics that appear in new media:

a) Interactive This characteristic is one of the keys to new media because when compared to old media such as television, radio, and newspapers, new media has recognized as the most interactive.
b) Hypertextual This means that any information that already exists in old media such as television, radio, and newspapers is re-entering into new media with an adjusted appearance. It is used as a database of media transfers from old media to new media so that information that was previously not just disappears.
c) Network (Networking) a mutually reinforcing network to make it easier for people to find and use the internet in finding information.
d) Maya or Virtual Characteristics that are virtual so that the identity of a person or group in this new internet media becomes unclear or not fully trusted.
e) Simulation In the digital age has a close relationship with imitation or simulation. The audience of new media users will also imitate what information he got in new media to the real world that affects his life.

Based on the background of the problems that the researchers have stated above, the purpose of this study is to find out the KPU campaign strategy on Instagram in increasing active voters in the 2019 election.

RESEARCH METHODS

In this study, researchers used a qualitative descriptive study. This type of research, the researcher can describe all the results of observations and interviews that have been analyzing in more depth. This qualitative descriptive study describes all the consequences that researchers get from informants in a real and real way according to the questions and research.

Which is then analyzed according to the way the informant thought and not exaggerated or reduced, and verified by being consulted again with the informant concerned and also with colleagues (Usman & Akbar, 2011, p. 130). Single instrumental/ compound case study, describing something in its true meaning. The techniques used to collect data are interviews, observation, and documentation study. Interviews were conducted with six people who had different backgrounds and had direct contact with KPU, namely informants from KPU and the general public who were KPU Instagram account followers. Furthermore, the observation is carried out by observing KPU's Instagram social media. Researchers pay attention to how the words, time, images, and content presented by the KPU in his Instagram I own.

The data analysis technique used is the miles and Huberman model of data analysis techniques, where there are three types of activities in the analysis of events and qualitative, namely data reduction, data

presentation, and drawing conclusions & Verification (Sugiyono, 2016, p. 247).

RESULTS AND DISCUSSION

Based on the results of the study, it has found that the KPU has an official account on Instagram. This KPU account is quite frequent in carrying out activities on Instagram. The feature most frequently used by KPU is posting. Posting is one of the features that Instagram has. This feature allows the KPU to upload images to the KPU account so that followers of the KPU account can see it. Besides, this post will enable users to communicate with each other through the comments column and provide likes on specific account posts.

Figure 2 KPU Account Profile
Source: Instagram KPU

Figure 2 is expected by the KPU to provide information displayed in the form of images. It will always be stored in the KPU account profile, so that people left behind the news can easily see the information that has been uploaded, by logging into the KPU account and then looking for posts with what is on looking. It was supported by the results of interviews with informants from the KPU.

> *"What is clear that we want to provide information related to the election and ourselves (KPU) to the media and the public. In some situations, we also want to straighten out negative news that is spreading in social media related to the election. Here we will provide true information on the news. Another thing we want to achieve is an increase in voter turnout in the 2019 elections."* (Informant Alfian, June 19, 2019).

Following KPU's expectations in its Instagram account, KPU wants to be a trusted news portal for the public. Based on the results of the interview above, the first stage was carried out by the KPU, namely by conducting a campaign, where this stage was carried out by the Commission by identifying problems or hoaxes that appeared on social media. In the pre-campaign phase, the Commission is a task with finding facts related to issues or deception that arise.

Whether or not the problem is explored so that it can enter into the next stage, namely planning. The planning phase is carried out through several aspects, where the KPU itself has a lot of media to communicate and campaign. The element that is pass before reaching the puncture stage is the design stage first. On the other hand, the informant also revealed that there was a desire for the KPU account to become a place for the public to seek the truth of news that was very easy to develop in the community without knowing the origin and purpose.

Figure 3 Hoax Posts
Source: Instagram KPU

Figure 3 is an example of information about the hoax conveyed by the KPU account to the public. In this post, it is clear that the form of communication carried out by KPU wants to straighten out the news that is still confusing in the community. In the caption column of every post that is carried out, KPU has a hashtag, for example, like the photo above, which is a hoax rejection by using the hashtag #PemiluAntiHoax.

In the design, KPU uses hashtags with capital letters, #HOAXPEMILU. The function of the hashtag in the caption column is to provide easy access in

campaigning for Instagram users to find images or content that is similar or similar to photos with the hashtag. For example, the hashtag #hoaxpemilu then when the hashtag is open, there will be various postings about hoax circulating for a specified period.

The hashtag is one of the features used by KPU accounts to collect content in a hashtag. It makes it easy for people to get precise and up-to-date information.

Figure 4 Ballot Socialization
Source: Instagram KPU

The KPU's campaign strategy in increasing active elections in the 2019 election uses visuals and writing that combine in a picture. Figure 4 shows the procedures for voting in the 2019 elections. In the film, there are shapes and colors of ballots divided. The purpose of the post is to inform people who do not understand some ballot papers and increase the number of active voters in the 2019 election.

The campaign carried out by KPU is not merely going well. The problem that often arises during elections is hoaxes. This issue is an essential concern for KPU because, with the trick, the public is easily carried away by the news that is not yet clear.

> "which educates the public about the upcoming elections. Besides maintaining the transparency value of the government. We also want to provide the latest information regarding the election and us to the public. And also, what was the crowd was the negative news that appeared on the surface. That's our function to straighten out the news." (Informant Handy, June 20, 209).

Figure 5 Hoax Posts
Source: Instagram KPU

Figure 5 shows the form of KPU clarification in responding to problems that arise in the campaign. The campaign strategy undertaken by the KPU in dealing with the issue of deception is to identify information quickly and check whether the hoax news has developed in the community. Immediately the KPU also uploads clarifications to Instagram and other social media.

Followers of KPU's Instagram account have risen dramatically since the 2019 elections began. This increase had a positive impact on the KPU campaign. The researcher found a unique thing, which is the interest of several informants who initially did not follow the KPU account before. Still, for one reason or another, they finally followed the KPU account. The following is an interview excerpt from the informant:

> "Why ye, I forgot. It seems like at that time I watched on TV like there was a press conference like that about the ballot hoax that was punch if I wasn't mistaken. Then the press conference is like talking about KPU information through Instagram. That's I will continue to follow me. If it's not the wrong story like that, yeah." (Informant Rio, June 20, 2019).

From the interviews, it was found anxiety in him over hoax news that often appeared during this election campaign period, plus the closer the day of voting, the more strange the report that appeared on social media made him confused whether the news that emerged was accurate.

An example of a hoax, there are news reports the KPU is behaving normally when a ballot was found in Malaysia. Responding to such news, the KPU immediately posted clarifications in the form of posts. In the post content, it is clear that the communication to be conveyed is not to be easily provoked by just reading the headline, because there is reading below left that reads "please don't read news only from provocative titles." It means that people are easily provoked by titles on social media that are so frontal and excite public emotions.

Unlike the next informant, who explained that when he followed the KPU account, he felt it was a coincidence because it was not because there was an intention from the beginning to follow the KPU account. The following excerpts from interviews with informants:

> *"About six months ago. So, in the beginning, I was playing Instagram often to explore it, and then there was a lot of news about the 2019 election. So, I looked like I kept reading since I was a new voter. I thought I needed information on how the election would turn out. In the next few days, I often see it in exploring, so posts appear from the KPU account, I think, from my friends who posted the KPU posts. Yes, because I think the information given by the KPU is clearer, so I will follow."* (Informant Frandy, June 15, 2019).

The results of interviews with researchers and third informants showed that when deciding to join the KPU account because, in the pre-2019 election, there were many uploads or news about the election on Instagram social media, then when they saw some uploads, an accident was found by the KPU.

The informant also hopes that by following the KPU account, it is expected to obtain new and useful information for himself as a new voter in the 2019 election. Previously informant acknowledged, he did not know how to enter the election and what to do and did not realize that the KPU had Instagram. Hence, he got information from social media that the news was unclear. After learning that the KPU has

Instagram, the informant immediately follows the KPU account on Instagram.

The following figure is an example of information about elections needed by new voters, including informants of this study. With the socialization using social media, the KPU is more reaching out to the millennial community, which will only be participating in the 2019 elections. In terms of design, it is enough, meaning that in terms of design is not excessive and not harmful, good enough to reach the millennial community. Here are some examples of information provided by KPU accounts on Instagram.

Figure 6 Moving Voters
Source: Instagram KPU

Figure 7 Election Kepo
Source: Instagram KPU

Based on research that researchers have done on KPU's Instagram account on how the KPU campaign is on Instagram social media, researchers found a campaign strategy carried out by KPU on Instagram on the public using the stages in

Ostergaard's campaign model. In addition to observation, researchers also used data collection methods with in-depth interviews. This interview was conducted by researchers on six people with different backgrounds and had direct contact with KPU, namely KPU representatives and the public as new voters.

The phenomenon discovered by researchers is the campaign carried out by the KPU following Ostergaard's campaign model, which passes the pre-campaign stage, where the KPU identifies what problems arise ahead of the 2019 election. In technology, including the world of the Internet. After going through the pre-campaign period and entering the campaign planning stage, the team that has been formed will handle the campaign through social media, including Instagram. This stage includes the photo design part and then the process of downloading photos into Instagram using other features on Instagram, namely the title or caption and hashtag.

KPU uses this feature in the hope that the public of KPU account followers can get information, and the public can easily capture the data the KPU intends to convey. The use of a brief but clear title is the KPU's strategy in interacting effectively with the public. One of the information downloaded by KPU is to increase active voters dominated by teenagers who want to hold their first elections in the 2019 elections.

The campaign strategy undertaken by KPU makes it into the felt to be quite beneficial for followers on Instagram. Still, some people do not know that KPU has on Instagram, so far its KPU account followers reach 187,000 thousand accounts. This number is nothing compared to active users on Instagram, reaching 53 million users every day. This number is quite far compared to the number of names of artists who have followers on their Instagram accounts, reaching millions of accounts. This problem was solved using another campaign method through a press conference that invited the public to take part in

the KPU on Instagram, due to the high use of devices in 2019.

Based on the results of interviews conducted by researchers with KPU employees and the public about how the KPU's campaign was carried out on Instagram social media and how the KPU's communication process to the people on Instagram has the aim to educate the public in welcoming the 2019 election. It is in line with the KPU's activities in eradicating hoaxes that appear before, during, and after the 2019 election. It happened in this 2019 election. The communication process that occurs in the KPU also has a flow and SOP (Standard Operating Procedure) such as receiving reports on problems that arise, sending teams to investigate, and then informing the public.

With the presence of the KPU in the community, it can create a good perception or view of the 2019 election and the KPU itself, where after the impression or perspective is good, the behavior that appears in each individual/community towards the election and the KPU will be positive. The strategic objectives carried out by KPU through Instagram so that people on Instagram can follow the KPU account and get the right and correct information so that the behavior that will arise after getting the right information is right. An example is the experience of one of the informants who followed the KPU account. He received a lot of news about the election, which was still confusing, the story he got from various media.

The informant said the most frequent news media was Instagram. Instagram's development was actual, rapid. Instagram became the social media with the most active users in Indonesia. When the informant is reading enough news, he feels unsure because the source of the report he reads comes from people he knows, the informant believes that the story might be right, it might be wrong.

The informant in this study was a new voter in the 2019 election, he found the KPU account and then decided to follow the KPU account, because before he did not know whether there was an official KPU account on Instagram. The informant following the KPU account on Instagram is undoubtedly conscious and planned because he aims to become an actual new voter. According to the informant in the KPU account interview, it provides useful information for new voters and about the KPU itself.

The public becomes aware of the development of elections and so on. Especially in the case of election hoax, the Informant feels that it is essential that with this KPU account on Instagram, the public has a reference to true or false news, including himself and other informants. The explanation above shows that the campaign strategy undertaken by KPU in increasing active voters in the 2019 election uses several features such as posting, caption, and hashtag. This feature is supported by design, and the photos will be download to Instagram, social media create and unique, conducting campaigns against teens often use Instagram and interest participating in KPU on Instagram, reading, and understanding the 2019 election procedures.

Thus it can be said that with digital developments, campaigns are not carried out conventionally anymore. Battles are carried out using media that are being used by many people; in other words, attacks carried out using social media will have the right time and cost-effectiveness.

CONCLUSION

Based on research, researchers have concluded that the campaign strategy was undertaken to identify problems that arise in the community or the information to be conveyed, then find facts related to the question or information and publish it through social media Instagram using features such as posting, caption, and hashtag. KPU in increasing active voters campaign conducted by KPU account on Instagram aims to provide correct information related to the election and KPU itself, and KPU wants to eradicate the hoax that often arises and makes people uneasy and increase the number of active voters in the 2019 election. Besides that, the campaign that is done by the KPU account on Instagram can influence the behavior of someone who follows it on Instagram. People who make the decision to follow the KPU account on Instagram consciously and in a planned manner want to get the correct information about the election and the General Election Commission itself. Communication carried out by KPU on Instagram also affects goals and behaviors that previously cannot be determined by someone.

REFERENCES

Andila, R. Y. (2017). Strategi Komisi Pemilihan Umum dalam mengurangi angka Golput (studi pemilihan walikota dan wakil walikota Bandar Lampung Tahun 2015) (Doctoral dissertation, Program Pascasarjana Magister Ilmu Pemerintahan).

Daniswara, W. (2019). Fakta dan Tanggapan Berita Hoaks 7 Kontainer Surat suara Tercoblos, Andi Arief Membantah. *Tribunnews.Com*. Retrieved from http://www.tribunnews.com/section/2019/01/03/fakta-dan-tanggapan- berita-hoaks-7-kontainer-surat-suara-tercoblos-andi-arief-membantah?page=4

Fatimah, S. (2018). Kampanye sebagai Komunikasi Politik. Resolusi: Jurnal Sosial Politik, 1(1), 5-16.

Heryanto, G. G. (2018). *Media Komunikasi Politik*. Yogyakarta: IRCiSoD. Retrieved from https://books.google.co.id/books/about/Media_Komunikasi_Politik.html?id=Pqy-DwAAQBAJ&redir_esc=y

Komisi Pemilihan Umum. (2019). Komisi Pemilihan Umum. Retrieved June 19, 2019, from www.kpu.go.id

Nurudin. (2012). *Media Sosial Baru dan Munculnya Revolusi Baru Proses Komunikasi*. Yogyakarta: Buku Litera.

Pertiwi, W. K. (2018). Riset Pola Pemakaian Medsos Orang Indonesia. *Kompas.Com*. Retrieved from https://tekno.kompas.com/read/2018/03/01/10340027/riset-ungkap-pola-pemakaian-medsos-orang-indonesia.

Pulungan, M. C., Rahmatunnisa, M., & Herdiansah, A. G. (2020). Strategi Komisi Pemilihan Umum Kota Bekasi Dalam Meningkatkan Partisipasi Pemilih Pada Pemilu Serentak Tahun 2019. Politea: Jurnal Politik Islam, 3(2), 251-272.

Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Usman, H., & Akbar, P. S. (2011). *Metodologi Penelitian Sosial*. Jakarta: Bumi Aksara.

Venus, A. (2014). *Manajemen Kampanye: Panduan Teoretis dan Praktis dalam Mengefektifkan Kampanye Komunikasi*. Bandung: Simbiosa Rekatama Media.