

# Effectiveness of Using Campaign Videos in Increasing Community Political Participation: Study of the 2024 Presidential Election

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## Abstract

*With the development of technology and social media, campaign videos have become one of the strategic tools used by presidential candidates to attract attention and increase voters' political understanding. This research aims to measure the effectiveness of using campaign videos in increasing public political awareness in the 2024 Presidential Election (Pilpres). This research uses a qualitative approach with descriptive methods. The research results show that the use of campaign videos via social media, especially YouTube, was effective for the pair Anies Baswedan-Muhaimin Iskandar and Prabowo Subianto-Gibran Rakabuming Raka in the 2024 presidential election. They succeeded in using strong visualization and convincing narratives to reach generations active on social media such as Generasi Z. However, this success does not guarantee political victory, as experienced by Ganjar Pranowo-Prof. Dr. HM Mahfud MD who faced challenges in public assessment of criticism of the government at that time. Utilizing social media and digital platforms as the main means of distributing campaign videos is very important to reach a wide audience. Campaign strategies that are responsive to socio-political conditions and coordination in overall strategy management play a major role in increasing the effectiveness of video campaigns. Candidate pairs who can adjust to current issues and respond quickly to socio-political dynamics have a greater chance of gaining voter support.*

**Keywords:** Campaign Video, Social Media, Effectiveness, 2024 Presidential Election, Political Participation

## INTRODUCTION

Campaign methods on social media are starting to be included in regulations in PKPU 23 of 2018 concerning general election campaigns. This regulation marks a significant change in the way political campaigns are run in Indonesia, recognizing the importance of social media as an effective tool for reaching voters (Susanto, 2017). With the rapid development of technology and the increasingly widespread use of social media, presidential candidates and political parties see great opportunities in utilizing this platform to spread their campaign messages more widely and efficiently (Alam, 2021).

Based on information from the official website [kpu.go.id](http://kpu.go.id) on November 13 2023, the KPU named three pairs of presidential and vice presidential candidates: Anies Rasyid Baswedan, and Muhaimin Iskandar; Ganjar Pranowo, and Mahfud MD; and Prabowo Subianto and Gibran Rakabuming Raka (Putri, 2024). The serial number determination was carried out live on the KPU RI YouTube channel on November 14 2023, with the results: Anies and Cak Imin got serial number 1, Prabowo and Gibran got serial number 2, and Ganjar and Mahfud got serial number 3. The KPU announced that the campaign period would start on 28 November 2023 to 10 February 2024. These three pairs will compete to get the people's vote and lead Indonesia, with various campaign strategies used to gain the most support (Hermawan & Najmuddin, 2024).

The 2024 election is an important moment where presidential candidates are starting to use new strategies with digital campaigns via social media. This strategy not only includes the distribution of interesting visual and narrative content, but also direct interaction with voters through comments, messages and live question and answer sessions (live streaming) (Alfiyani, 2018). The use of social media allows campaigns to be more personal and interactive, giving candidates the opportunity to build closer relationships with voters. In addition, social media enables rapid and real-time dissemination of information, allowing campaigns to respond to current issues and changing political dynamics immediately (Revolution, 2024).

The very fast acceleration of technology forces everyone to adapt to new media, including in the process of regulating the use of social media for campaigns. This regulation covers various aspects, ranging from ethics of

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use, protection of personal data, to control over the spread of information that can be misleading or hoax (Indrawan & Ilmar, 2020). The government and election supervisory bodies must continue to develop regulations that are able to keep up with the speed of technological development to ensure that campaigns on social media run fairly and transparently (Hidayati, 2021).

This shows that the internet as new media can become a political channel that makes it easier for contest participants to achieve their goals. The internet is characterized as a new and progressive two-way communication medium, which allows direct interaction between candidates and voters (Tosepu, 2018). With features like comments, direct messages, and live streaming, voters can express opinions, ask questions, and get responses directly from candidates. This not only increases people's political participation but also strengthens democracy by shortening the distance between voters and candidates (Effendi, 2009).

One of the most effective forms of using social media in a presidential election campaign is broadcasting campaign videos via platforms such as YouTube, Instagram and Facebook. Campaign videos have visual and narrative power that can attract voters' attention more effectively than text or static images (Syaharani et al, 2024). These platforms provide special features that support widespread video distribution, such as recommendation algorithms, sharing features, and paid advertising that can be targeted to specific audiences. On YouTube, for example, campaign videos can be embedded as ads before other videos, ensuring that the campaign message reaches millions of viewers. Instagram, with its Stories and IGTV features, allows for shorter and more dynamic campaign videos to reach a younger, mobile-friendly audience (Hayat et al, 2024).

Almost all people now have smartphones and are always connected to social media. These technological developments have changed the way information is disseminated and received, including in the context of political campaigns. Campaign videos broadcast on various social media platforms such as YouTube, Instagram and Facebook are one of the main strategies to attract public attention (Majid, 2023). These videos not only convey messages in an attractive visual manner, but also allow presidential candidates to communicate directly with voters. With interactive features such as comments, likes, and shares, campaign videos can spread quickly and reach a wider audience. This opens up opportunities for candidates to introduce themselves, convey their vision and mission, and respond to current issues in a way that is more personal and relevant to voters (Muhammad & Aminudin, 2019).

It is hoped that the existence of campaign videos on various social media platforms can increase public interest in one of the presidential candidates so that they are willing to exercise their right to vote in the 2024 presidential election. This digital campaign allows voters to get more in-depth and targeted information about the candidates, so they can make more informed decisions (Sitorus & Tanoyo, 2024). Apart from that, campaign videos can also increase people's political awareness by presenting educational content that explains the importance of participation in general elections. Thus, the use of campaign videos on social media is not only aimed at gaining votes, but also to educate and empower the public as conscious and responsible voters (Zainuddin, 2024). This increased political awareness is critical to strengthening democracy and ensuring that election results truly reflect the will of the people.

In Indonesia, the level of voter participation in the presidential election experienced a decline from 2004 to 2014. However, in the 2019 presidential election, voter participation again increased significantly, reaching 81.97 % (Ilmy et al, 2021). This level of participation is the highest since presidential elections were carried out directly by the people, replacing the previous system where the president was elected by the People's Consultative Assembly (MPR) through a general assembly. This increase in participation shows the success of various parties' efforts to increase public political awareness, as well as the effectiveness of campaign strategies that are able to attract voters' interest in participating in the democratic process (Ramadhanil et al., 2015).

In 2024, the General Election Commission (KPU) noted that the voter participation rate decreased slightly to 81.78 % , although this decrease was very small compared to the 2019 Presidential Election. However, this figure still exceeds the target set in the 2020 Medium Term Development Plan. 2024 (KPU, 2024). This small decline could be caused by various factors, including changing political dynamics, a pandemic that may still have an impact, or changes in campaign strategies that are less effective. However, participation that remains

high shows that the Indonesian people continue to have great enthusiasm for the democratic process and electing state leaders (Fadilah et al, 2024).

An in-depth understanding of how presidential candidates utilize social media and how the public responds to them is important in the context of the 2024 presidential election. By examining the strategies used by candidates in producing and distributing campaign videos on platforms such as YouTube, Instagram, and Facebook, as well as analyzing how voters interact and respond content, this research is expected to provide valuable insight into the effectiveness of digital campaigns. The benefits of this research include a better understanding of the dynamics of modern political communication, identification of best practices in the use of social media for campaigns. Additionally, the findings of this research can help presidential candidates and their campaign teams design more effective strategies to reach and mobilize voters, as well as provide guidance for policymakers in regulating the use of social media to ensure fair and transparent campaigns.

## **METHOD**

research uses a qualitative descriptive analysis approach with a literature study method. Literature study is a data collection technique that involves reviewing books, literature, notes and reports that are relevant to the topic being discussed (Rukajat, 2018). In this research, the literature sources used include books, national and international journals, as well as appropriate mass media reviews. The data collected is secondary data which is analyzed descriptively. Descriptive analysis aims to group and summarize data so that the presentation is more informative and easy to understand (Yuliana, 2022). Thus, this research can provide a clear picture of how campaign videos via social media influence people's political awareness in the context of the 2024 presidential election, as well as present findings that can be used to develop more effective and evidence-based campaign strategies.

## **RESULTS AND DISCUSSION**

### **The Effectiveness of Campaign Videos on Social Media Can Increase Community Political Participation**

In the current era of digital technology, social media has become one of the most popular and effective platforms for political campaigns, including presidential campaigns in Indonesia. Platforms such as Facebook, Instagram, Twitter, and YouTube offer a variety of features that allow candidates to communicate directly with voters. Through campaign videos, political messages can be conveyed in a more interesting and easy to understand way, utilizing the power of visuals and audio to attract attention and touch the emotions of the audience. Candidates can use social media to publish their vision and mission, respond to current issues, and answer questions from the public in real-time. In addition, social media allows the rapid and wide dissemination of information, reaching millions of users in just seconds (Ardha, 2014).

The success of campaigns on social media is also supported by the high level of smartphone penetration and internet access in Indonesia. Almost everyone has a smartphone and spends a lot of time on social media, making it a very effective communication channel for political campaigns. The use of social media for campaigns also allows for more specific audience segmentation and more effective advertising targeting, ensuring that campaign messages reach the right groups of voters. However, the question from the description above is whether the campaign using campaign videos on social media is effective in increasing the participation of the Indonesian people?

Data from the National Socioeconomic Survey (Susenas) shows that the majority of internet users in Indonesia come from the working age population, with 66.48% of individuals aged 5 years and over accessing the internet in the last three months of 2022 (BPS, 2022). According to a survey by the Indonesian Internet Service Providers Association (APJII), which was extracted from dataindonesia.id, the number of internet users in Indonesia in 2022-2023 is expected to reach 215.63 million people, an increase of 2.67% from the previous period of 210.03 million user. The We Are Social report also notes that in early 2023, the number of internet users in Indonesia will reach 213 million people. This increase in the number of internet users reflects the great

potential for political candidates to reach a wider audience through social media, making this platform a very important tool in their digital campaign strategy (Heryanto, 2018).

The data above shows how important it is to involve internet users in political campaigns, including presidential campaigns, because they constitute a large part of the audience that can be reached through social media. With the majority of Indonesia's population connected to the internet and using social media, these platforms offer great opportunities for candidates to spread their messages widely and efficiently (Raudhaha, 2023). Interestingly, generation Z, which consists of individuals born after 1996, is identified as the highest group of internet users. They are highly active on social media, spend a lot of time engaging with digital content, and tend to be more responsive to campaigns that use visual and interactive formats. In contrast, generation X and Y show these differences show that a successful campaign strategy must be adapted to the preferences and habits of each generation (Patricia et al, 2024).

Seeing these differences in behavior, campaigns for presidential and vice presidential candidates need to understand the preferences and behavior of each generation to achieve success through social media. For generation Z, campaigns must be creative, visual and interactive, utilizing platforms such as Instagram, TikTok and YouTube that are popular among them. Short video content, memes and influencer endorsements can be effective tools to attract attention and build support among this generation (Kurniawan et al, 2023). Meanwhile, to reach generation X and Y, understanding these differences will allow candidates to design more effective campaigns, reach a wider audience, and maximize the impact of their political messages in this digital era (Setiawan & Djafar, 2023).

Presidential candidate pair Anies Baswedan and Muhaimin Iskandar (AMIN) are actively producing campaign videos via social media such as YouTube, using various hashtags, including on their personal channels. They consistently offer a vision of change in various aspects of national and state life, especially in the midst of declining public trust in the government. In his campaign, Anies highlighted issues such as improving the quality of education, empowering the people's economy, and bureaucratic reform for faster and more transparent public services (Ulfah, 2022). Apart from that, Anies emphasized the importance of building a harmonious Indonesia with the values of diversity and tolerance (Pamungkas et al., 2024). This strategy shows the AMIN couple's efforts to answer public concerns and offer concrete solutions that are relevant to people's expectations, through strong digital campaigns and clear messages. The campaign carried out by the couple Anies Baswedan and Muhaimin Iskandar (AMIN) has proven to be quite effective in increasing voter participation. Various surveys from previous survey institutions showed that the AMIN pair received votes in the range of 21-22 percent. However, thanks to an effective campaign strategy, including the use of social media to distribute engaging and relevant campaign videos, the pair managed to increase their support significantly. In the final results of the vote count by the KPU, the AMIN pair succeeded in winning 24.9 % of the votes

Presidential candidate pair number two, Prabowo Subianto and Gibran Rakabuming Raka, demonstrated a very effective campaign strategy by focusing on themes that are relevant and important to society. In their campaign videos, they consistently raise issues such as empowering the people's economy, improving the quality of education, and strengthening national defense. Prabowo also emphasized the importance of building a sovereign, independent and just Indonesia, reflecting their commitment to bringing positive change to this country (Permadi et al, 2024). In his campaign, Prabowo was often shown in animation depicting himself dancing to Javanese songs. This approach not only attracted attention, but also succeeded in increasing voter participation. This visual strategy helps strengthen Prabowo's image as a leader who is close to the people, showing the humanist and energetic side of the candidate. The success of the Prabowo-Gibran pair in the 2024 presidential election also reflects the positive impact of an effective campaign. By winning the presidential election in just one round, they managed to gain support of 58.6 % of voters, exceeding previous survey estimates. This confirms that a good communication strategy, a combination of clear political messages and intelligent use of digital media, is able to move and win the hearts of voters in the context of a national democratic party.

Presidential candidate pair number three, Ganjar Pranowo and Prof. Dr. HM Mahfud MD, ran their campaign by raising issues that were considered important to society. One of their main focuses is on issues of people's

welfare. Ganjar, with his commitment, promises to improve the quality of life of the community through various programs, including improving infrastructure, education and health (Mubarrod & Syarwi, 2024). This effort shows their seriousness in responding to society's real needs for a better life. Apart from that, Ganjar also emphasized the issue of eradicating corruption, which is a priority for this couple. As a politician known for his clean reputation, Ganjar promised to strengthen law enforcement institutions and increase transparency in government. However, Ganjar's campaign strategy experienced challenges when on several occasions he was involved in criticizing President Jokowi's government, even though the level of people's satisfaction with the government at that time was relatively high. This blunder also had an impact on Ganjar-Mahfud's vote share in the 2024 presidential election, which only reached 16.5 % of the total vote, far below expectations and previous survey results which always showed a figure of around 20 percent.

From the description above, it can be seen that campaign videos play an important role in modern political marketing strategies, especially in the context of the 2024 presidential election. Presidential candidate pairs such as Anies Baswedan-Muhaimin Iskandar and Prabowo Subianto-Gibran Rakabuming Raka have successfully used social media platforms, especially YouTube, to communicate their vision and programs to voters. They successfully leveraged the power of visuals and narrative to mobilize support, reflecting serious efforts in building a strong and relevant public image. However, even though Ganjar Pranowo and Prof. Dr. HM Mahfud MD also uses social media to campaign on important issues such as people's welfare and eradicating corruption. They experience challenges with blunders in criticizing the government when the level of public satisfaction with the government is still high. This has an impact on reducing their vote share in elections, showing that the success of a video campaign does not always guarantee political success, but must also be combined with the right communication strategy and an appropriate political context.

### **Factors That Influence the Effectiveness of Campaign Videos in Increasing Public Political Participation in the 2024 Presidential Election**

Several factors influence the effectiveness of campaign videos in increasing public political participation in the 2024 presidential election, including:

#### **Relevant and Interesting Content**

Relevant and interesting content is one of the key factors in the success of political campaign videos in the 2024 presidential election. Relevant content is content that speaks directly to issues that are current and important to society at that time. For example, economic, education, health, environmental or social justice issues are voters' main concerns. In this context, candidate pairs need to understand well the needs and desires of voters and identify the issues that most influence their views on government and the future of the country.

Relevance, campaign video content must also be able to attract the attention of potential audiences. This can be done through creative delivery methods, the use of strong narratives, and interesting visualizations. Candidate pairs can utilize storytelling techniques to connect complex issues with voters' real-life experiences, thereby making campaign messages easier to understand and resonate with the wider community. This not only makes the content more visually appealing but also increases the emotional appeal that can influence voter attitudes and behavior. In addition, engaging content also tends to be more viral on social media, expanding the campaign's reach organically. Viral content can accelerate the spread of campaign messages and increase exposure of candidate pairs among a wider circle of potential voters. Therefore, candidate pairs need to develop content production strategies that carefully consider these aspects, with the aim of not only conveying their political messages, but also to effectively influence voters' opinions and decisions in the 2024 presidential election.

#### **Production Quality**

The quality of campaign video production is a factor that cannot be ignored in the context of modern political campaigns, especially in the 2024 presidential election which is increasingly dominated by social media and digital platforms. Production quality aspects include various technical elements such as visuals, audio and narration. Attractive and high-quality visuals can create a professional and serious impression for candidate

pairs, which is important for building a strong and trustworthy image in the eyes of voters. The audio aspect also plays an important role in supporting the quality of campaign video production. Clear and good sound quality will make the campaign message easier for viewers to understand and remember. Good narration is also the key to building a strong and convincing story. Narrators who have good speaking skills and are able to convey emotions and messages appropriately can increase the effectiveness of communication in campaign videos.

Apart from that, harmony between visuals, audio and narrative is also very important. The harmony between these three elements will create a unified viewing experience and give the impression of high professionalism. Candidates need to ensure that their campaign video production is not only visually appealing, but also provides a satisfying audit experience. This will increase the appeal of the video, making it easier to promote and disseminate via various social media platforms. By paying attention to all aspects of production quality, candidate pairs can ensure that their political messages and visions can be conveyed effectively to potential voters in the 2024 presidential election. Investing in the quality of campaign video production is not only an effort to improve the image, but also as a strategy to win the hearts and minds of voters who are increasingly digitally and visually connected.

### **Wide Distribution**

Wide distribution is a crucial factor in the effectiveness of campaign videos in the 2024 presidential election. With the increasing internet penetration and use of social media in Indonesia, platforms such as YouTube, Instagram, Facebook and Twitter have become the main means for distributing campaign content widely to potential voters. Candidate pairs can take advantage of the existence of these various platforms to reach various segments of society, including the younger generation who predominantly use social media as their main source of political information. An effective distribution strategy not only includes placing videos on various social media platforms, but also considering the right timing and targeting. Candidates can use social media platforms' algorithms to target audiences based on their demographics, interests and online behavior. This allows campaign messages to reach geographically and demographically relevant voters, increasing the likelihood of greater support.

Additionally, the ability to measure and analyze audience response is also an important part of an effective distribution strategy. Through analytical data provided by social media platforms, candidate pairs can monitor the performance of their campaign videos, identify the most popular content, and adjust distribution strategies based on the analysis results. This allows them to make necessary improvements and adjustments to make their campaigns more effective in achieving desired political goals. By utilizing broad and intelligent distribution via social media, candidates can optimize their video campaigns to increase visibility, expand the reach of their political messages, and influence the opinions and behavior of potential voters in the 2024 presidential election. This shows how important distribution strategies are in maximizing the effectiveness of political campaigns in today's digital era.

### **Interactivity and Engagement**

Viewer interaction and engagement are key factors in assessing the effectiveness of political campaign videos in the 2024 presidential election. High interaction shows that the campaign video was not only successful in attracting viewers' attention, but was also able to build closer relationships between candidate pairs and potential voters. Various social media platforms provide interactive features such as comments, likes, shares and polls that can be used to measure the level of audience engagement with campaign content. The importance of interaction can be seen from its impact on the virality and spread of political messages. Campaign videos that are able to generate positive discussion or controversy often gain greater attention on social media, thereby increasing exposure and creating positive momentum for the candidate pair. Interaction also allows candidate pairs to directly interact with potential voters, answer questions, clarify issues, or even respond to input and criticism from the public.

Apart from that, involvement also reflects the level of active support from voters for candidate pairs. Actively engaged viewers tend to be more motivated to support campaigns by spreading political messages to their

friends and family. This helps expand the campaign's reach organically and increases conversions from followers to committed voters. By actively paying attention to interaction and engagement, candidates can better measure the effectiveness of their video campaigns, adjust communications strategies, and strengthen connectivity with their potential voter base. In the context of the 2024 Presidential Election, the importance of building good interactions and increasing audience engagement is not only an effort to win political support, but also to form sustainable relationships between candidate pairs and the public. By utilizing interactive and responsive features in their video campaigns, candidates can build strong emotional connections and trust, and move their voter base towards achieving desired political goals ..

## **Social and Political Context**

External factors such as current socio-political conditions play an important role in determining the effectiveness of campaign videos in the 2024 presidential election. The dynamic socio-political situation can influence the public's mood and perception of the messages conveyed by candidate pairs. For example, political tensions or sensitive issues in society can influence the way a campaign is understood and received by voters. In this context, candidate pairs need to carefully consider how their campaign messages will be adapted to existing socio-political realities to minimize the possibility of controversy or wrong interpretation. Public opinion towards the government in power is also an important factor in assessing the effectiveness of political campaigns. If public opinion towards the current government's performance tends to be positive, opposition candidates may need to adjust their campaign strategies to differentiate themselves from the incumbent government. On the other hand, if public opinion shows widespread dissatisfaction with the government in power, candidate pairs can take advantage of this situation to offer alternatives and solutions that are more attractive to voters.

Apart from that, issues that are hotly discussed in society can also influence the effectiveness of political campaigns. Actual and relevant issues such as the economic crisis, controversial public policies, or pressing social problems often dominate conversations on social media and various other information platforms. Candidate pairs who are able to respond quickly and effectively to these issues through campaign videos can take advantage of public momentum to strengthen their political messages. Thus, a deep understanding of socio-political conditions, public opinion and current issues in society is very important for candidate pairs in designing effective and relevant campaign video strategies in the 2024 presidential election.

## **Campaign Management Strategy**

Integration and coordination in campaign management strategies are crucial factors that can determine the success of video campaigns in the context of the 2024 presidential election. First of all, choosing the right campaign theme is crucial to attract voters' attention and build cohesion in the political narrative. The campaign theme must be in accordance with the values and vision of the candidate pair, as well as being relevant to the issues currently being faced by society. By choosing a strong and consistent theme, candidate pairs can strengthen their identity in the eyes of voters and differentiate themselves from other political competitors. Furthermore, scheduling the release of campaign videos also plays an important role in creating maximum impact. Strategically timing releases can help maximize campaign exposure on social media and other digital platforms. For example, releasing videos at specific times that have high levels of engagement on social media can increase the chances of the video going viral and getting more attention from viewers. Apart from that, good scheduling also takes into account various political agendas and other activities to avoid collisions or dimming of campaign messages.

Finally, analyzing responses from voters is a critical step in evaluating and adjusting campaign strategies. By carefully monitoring and analyzing how voters respond to each campaign video, candidate pairs can find out to what extent their messages are received and understood by the public. This analysis helps identify the strengths and weaknesses of each campaign video, so that improvements and adjustments can be made to maximize its positive impact. Thus, good integration and coordination in managing video campaign strategies not only ensures the consistency and effectiveness of political messages, but also strengthens the position of candidate pairs in the tight political competition in the 2024 presidential election.

## CONCLUSION

In the context of the 2024 presidential election, the use of campaign videos via social media, especially YouTube, has proven to be an effective strategy for presidential candidate pairs such as Anies Baswedan-Muhaimin Iskandar and Prabowo Subianto-Gibran Rakabuming Raka to strengthen their public image and increase voter participation. They succeeded in utilizing strong visualization and convincing narratives to reach generations who are active on social media, such as Generation Z. However, the success of this strategy does not completely guarantee political victory, as experienced by the Ganjar Pranowo-Prof pair. Dr. HM Mahfud MD who faced challenges in public assessment of their criticism of the government at that time. This shows that apart from effective campaign videos, political success also depends on the political context, appropriate communication strategies, and responding wisely to the dynamics of public opinion. Utilizing social media and digital platforms as the main means of distributing campaign videos is key in reaching a wide and diverse audience. Factors such as a strong and relevant narrative, responsiveness to socio-political conditions, and the overall integration of campaign management strategies, all contribute to increasing the effectiveness of video campaigns. Candidate pairs who are able to adapt current issues and respond quickly to socio-political dynamics have a greater chance of winning the hearts of voters. Additionally, good coordination in the scheduling of campaign video releases and in-depth analysis of voter responses are critical to optimizing the impact and reach of the campaign. In the context of the 2024 presidential election, the success of a video campaign depends not only on the quality of visual and narrative production, but also on the ability of candidate pairs to understand and respond effectively to the aspirations and needs of the community. Thus, harmonious integration between digital communication strategies and overall campaign strategy is the key to gaining significant support and winning the presidential election.

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