

DAFTAR PUSTAKA

- Abboud, E., Ajwang, F., & Lugano, G. (2024). Social media and politics as usual? Exploring the role of social media in the 2022 Kenyan presidential election. *Journal of Eastern African Studies*, 18(2), 321–343. <https://doi.org/10.1080/17531055.2024.2377403>
- Aghisty, F., Marenza, Yanto, & Dianti, M. H. (2024). Personal Branding “Gemoy”Prabowo (Case Study On The Tiktok Account @Partai Gerindra). *Jurnal Multimedia Dehasen*, 3(4), 209–218.
- Alhasbi, F., Ramli, R., & Asfar, H. (2023). *Pengantar Ilmu Komunikasi*.
- Annur, C. (2023, May 30). *Media Sosial, Sumber Informasi Utama Masyarakat Indonesia*. Databoks. https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/02948dc293fe4c9/media-sosial-sumber-informasi-utama-masyarakat-indonesia?utm_source=chatgpt.com
- Arkana, D., & Wahyuni, S. (2024). Tiktok Sebagai Media Kampanye Partai Politik (Strategi Partai Solidaritas Indonesia Dalam Membangun Elektabilitas Pada Pemilu 2024). *Mediakom : Jurnal Ilmu Komunikasi*, 8(1), 78–90. <https://doi.org/10.35760/mkm.2024.v8i1.11133>
- Bene, M., Magin, M., & Haßler, J. (2024). Political Issues in Social Media Campaigns for National Elections: A Plea for Comparative Research. In *Politics and Governance* (Vol. 12). Cogitatio Press. <https://doi.org/10.17645/pag.8727>
- Boeker, M., & Urman, A. (2022). An Empirical Investigation of Personalization Factors on TikTok. *Proceedings of the ACM Web Conference 2022*, 2298–2309. <https://doi.org/10.1145/3485447.3512102>
- Ceci, L. (2024, October 20). *Countries with the largest TikTok audience as of July 2024*. Statista. <https://www.statista.com/statistics/1299807/number-of-monthly-unique-tiktok-users/>
- Chen, Y. (2022). Study of Political Campaign on TikTok. *BCP Education & Psychology*, 7, 310–313. <https://doi.org/10.54691/bcpep.v7i.2680>
- Creswell, J. W. (1994). *Research design : qualitative & quantitative approaches*. Thousand Oaks, Calif. : Sage Publications, [1994] ©1994. <https://search.library.wisc.edu/catalog/999743449602121>
- Dalmenda, M. A. (2025, April). *Humas Politik di Era Komunikasi Digital*. FIXSUMBAR.
- Daymon, C., & Holloway, I. (2010). Qualitative research methods in public relations and marketing communications: Second edition. *Qualitative Research Methods in Public Relations and Marketing Communications: Second Edition*, 1–397. <https://doi.org/10.4324/9780203846544>
- DeVito, J. A. (2013). *The Interpersonal Communication Book*. Pearson. <https://books.google.co.id/books?id=hutPXwAACAAJ>
- Fakhrurroji, Moch. (2024). *Teori-Teori New Media: Perspektif Komunikasi, Sosial-Budaya, dan Politik-Ekonomi: Vol. I*. Simbiosis Rekatama Media.
- Grantham, S. (2024). The rise of TikTok elections: the Australian Labor Party’s use of TikTok in the 2022 federal election campaigning. *Communication Research and Practice*, 10(2), 181–199. <https://doi.org/10.1080/22041451.2024.2349451>
- Griffin, E. M., Ledbetter, A., & Sparks, G. (2019). *A First Look at Communication Theory*. McGraw-Hill Education.
- Hendricks, J. A., & Denton, R. E. (2010). *Communicator-in-chief: How Barack Obama Used New Media Technology to Win the White House*. Lexington Books. <https://books.google.co.id/books?id=Jmsi6lGcOr0C>

- Hermawan, N. D., & Kristiyono, J. (2023). *Analisis Komunikasi Interaktif Brando Franco dengan Penontonnya dalam Live Streaming di Kanal YouTube Windah Basudara*. 6(2), 11–21. <https://duniagames.co.id/>
- Husnil, M. (2017). *Ketika Anies Baswedan Memimpin: Menggerakkan, Menginspirasi*. Republik Penerbit.
https://play.google.com/books/reader?id=_SrdDwAAQBAJ&hl=id
- Jacob, D. R. (2024). Live Streaming TikTok Sebagai Strategi Komunikasi Pemasaran Pada Brand Skincare. *Jurnal Teknologi Informasi Dan Komunikasi*, 8(2), 2024. <https://doi.org/10.35870/jti>
- Jayus, Sumaiyah, Desy Mairita, & Assyari Abdullah. (2024). Media Sosial sebagai Media Kampanye Politik Menjelang Pemilu 2024. *JURNAL SIMBOLIKA Research and Learning in Communication Study*, 10(1), 72–81.
<https://doi.org/10.31289/simbolika.v10i1.11468>
- Kahfi, A. H., & Zebua, W. D. A. (2024). Digital Public Relations Dalam Pemanfaatan Program Keluarga Harapan (PKH) Kementerian Sosial RI. *TUTURAN: Jurnal Ilmu Komunikasi, Sosial Dan Humaniora*, 2(2), 39–52.
<https://doi.org/10.47861/tuturan.v2i2.916>
- Li, Y., Wang, C., & Liu, J. (2020). A systematic review of literature on user behavior in video game live streaming. In *International Journal of Environmental Research and Public Health* (Vol. 17, Issue 9). MDPI AG.
<https://doi.org/10.3390/ijerph17093328>
- Macnaughtan, K., & Trott, V. (2024). “We will not be lectured”: understanding political fandom on TikTok. *Communication Research and Practice*, 10(2), 148–164. <https://doi.org/10.1080/22041451.2024.2355818>
- McNair, B. (2003). *An Introduction to Political Communication* (5 ed.). Routledge.
<https://doi.org/10.4324/9781315750293>
- Nasution, A. F. (2023). *Metode Penelitian Kualitatif* (M. Albina, Ed.; 1st ed.). Harva Creative.
- Permatasari, A., Soelistiyowati, E., Suastami, I., & Johan, R. (2021). Digital Public Relations: Trend and Required Skills. *Jurnal ASPIKOM*, 6, 373.
<https://doi.org/10.24329/aspikom.v6i2.836>
- Purba, B., Gaspersz, S., Bisyr, M., Putriana, A., Hastuti, P., Sianturi, E., Yuliani, D. R., Widiastuti, A., Qayyim, I., Djalil, N. A., Purba, S., Yusmanizar, & Giswandhani, M. (2020). *Ilmu Komunikasi: Sebuah Pengantar* (J. Simarmata, Ed.). Kita Menulis.
- Revolusi, P. R. (2024). Persepsi Publik Dan Media Sosial Dalam Kampanye Digital Pilpres 2024. *Jurnal Komunikasi Dan Bahasa*, 5(1).
- Rogers, K. (2023, December). *Livestreaming*. Encyclopedia Britannica.
- Rusli, M. (2021). *Merancang Penelitian Kualitatif Dasar/Deskriptif dan Studi Kasus*. <http://repository.uin->
- Suartama, I. K. (2016). *Komunikasi Massa*.
- Sugiyono. (2022). *Metode Penelitian Kualitatif*. Alfabeta.
- Syauket, A., Indriasari, R., Prayitno, B. R., Mendrofa, E. K. D., & Cabui, C. E. (2024). *Komunikasi Politik Pemerintah* (1st ed., Issue 1). Literasi Nusantara Abadi.
- Thurlow, C., Lengel, L., & Tomic, A. (2004). *Computer Mediated Communication*. SAGE Publications. <https://books.google.co.id/books?id=bNaDc7EXJl0C>
- Walther, J. B. (2007). Selective self-presentation in computer-mediated communication: Hyperpersonal dimensions of technology, language, and

- cognition. *Computers in Human Behavior*, 23(5), 2538–2557.
[https://doi.org/https://doi.org/10.1016/j.chb.2006.05.002](https://doi.org/10.1016/j.chb.2006.05.002)
- WALTHER, JOSEPH B. (1992). Interpersonal Effects in Computer-Mediated Interaction: A Relational Perspective. *Communication Research*, 19(1), 52–90.
<https://doi.org/10.1177/009365092019001003>
- Yang, M. (2025). Social Presence in Live-Streaming: Explore the Role of Audience Interaction in Traffic and Sales Conversions on TikTok. *Lecture Notes in Education Psychology and Public Media*, 84, 165–173.
<https://doi.org/10.54254/2753-7048/2025.20781>