

The Effectiveness of Campaign Digital Politics in Increasing the Electability of Prospective Candidates: Analysis General Election of President and Vice President 2019

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Abstract. In this digital era, political campaigns have experienced significant changes with the emergence of various social media platforms and digital technology. This phenomenon is no exception in the context of the 2019 presidential and vice-presidential general elections in Indonesia. Digital political campaigns have become an integral part of candidates' strategies in winning the hearts of voters and increasing their electability. In this analysis, we evaluate the effectiveness of digital political campaigns in increasing the electability of prospective candidates in the 2019 presidential and vice-presidential general elections. We identify the strategies and tactics used by candidates and their campaign teams in utilizing digital technology to achieve their political goals, as well as the impact digital political campaigns on public perception and the final results of the general election. Using qualitative analysis methods, we collect data from various social media platforms and apply content analysis to understand the influence of digital political campaigns. The research results show that digital political campaigns have a significant impact in increasing the electability of prospective candidates, by increasing visibility, recognition and interaction with voters through social media. In addition, we also discuss other factors that influence election outcomes, such as the participation of young voters, the potential for polarization, and the influence of dynastic politics. Thus, this analysis provides in-depth insight into the role of digital technology in contemporary politics and its implications for democracy and the general election process in Indonesia.

Keywords: Digital Political Campaign, Electability of Candidates, General Election for President and Vice President

I. INTRODUCTION

In this digital era, political campaigns have experienced significant changes with the emergence of various social media platforms and digital technology. This phenomenon is no exception in the context of the 2019 presidential and vice-presidential general elections in Indonesia. Digital political campaigns have become an integral part of candidates' strategies in winning the hearts of voters and increasing their electability.

Political campaigns have become an integral part of the democratic process in general elections in many countries, including Indonesia. In today's digital era, information technology has played an increasingly important role in spreading political messages, mobilizing support, and influencing public perception. Digital political campaigns, which involve the use of online platforms and social media, have become one of the main tools for candidates and political parties to reach voters in a more efficient and effective way. (Tandoc Jr., Edson C., Lim, Zheng Wei, and Ling, Richard. 2018)

The effectiveness of digital political campaigns in increasing the electability of prospective candidates has been proven in the presidential and vice-presidential elections. Digital political campaigns allow potential

candidates to be more visible and known to potential voters through social media and online platforms. As the visibility and recognition of potential candidates increases, their selectability also increases.

Apart from that, political campaigns on social media also have a significant influence on public opinion. Through social media, potential candidates can interact directly with voters, share information and build closer relationships with them. This can help increase the electability of potential candidates. (Irawan, D. 2020)

Political party considerations also play an important role in increasing the electability of prospective candidates. Political parties are expected to consider figures who have high electability, even if they are not party cadres. However, background as a party cadre is also important because it is related to the agenda of strengthening political party cadre formation. Debate between potential candidates is also an important part of political campaigns. Debate can influence public perceptions of potential candidates and strengthen their electability. In debates, prospective candidates can build a political image through arguments and understanding of relevant issues. (Jungherr, A. 2016)

Therefore, digital political campaigns have a strong background in increasing the electability of prospective candidates in the general election for president and vice president. This campaign allows potential candidates to be more visible, introduce their vision and mission, and influence public opinion through social media and online platforms. The 2019 General Election for President and Vice President in Indonesia is also a very important political moment in the history of this country. A number of candidates from various political backgrounds competed to gain public support in the election. Political campaigns carried out by candidates and their teams do not only occur in conventional spaces such as rallies and public debates, but also through digital platforms such as social media, websites and instant messaging applications. (Kriess, M. 2019)

Apart from that, the 2019 general election for president and vice president in Indonesia is also one of the biggest political events in the history of this country. With the number of voters reaching tens of millions of people, political campaigns are the main determining factor in determining the final results of the election.

One aspect that has attracted attention in the political campaign in the 2019 general election is the role played by social media and digital technology. With wide penetration and intensive use by Indonesian people of social media platforms such as Facebook, Twitter, Instagram and YouTube, political candidates are taking advantage of this opportunity to gain support and influence public opinion. (Sudibyo, A., & Indrayana, F. 2020)

Digital political campaigns offer unique advantages to candidates, including the ability to reach voters directly, spread campaign messages quickly, and interact directly with potential voters. However, while digital political campaigns offer great opportunities, there are also challenges and risks that need to be taken into account, such as the spread of invalid or hoax information, polarization of public opinion, and data privacy. (Tresna, A. 2019)

The purpose of this analysis is to evaluate the effectiveness of digital political campaigns in increasing the electability of prospective candidates in the 2019 Presidential and Vice-Presidential General Elections. This analysis will identify the strategies and tactics used by candidates and their campaign teams in utilizing digital technology to achieve their political goals. In addition, this analysis will also consider the impact of digital political campaigns on public perception and the final results of the general election. Thus, it is hoped that this analysis will provide deeper insight into the role of digital technology in contemporary politics and its implications for democracy and the general election process in Indonesia. (Wang, Y., & Sang, Y. 2020)

In the general election of president and vice president, there are laws that regulate the process. The general election of president and vice president is carried out directly by the people, in accordance with the mandate of the 1945 Constitution of the Republic of Indonesia. This election process is held democratically and civilized through people's participation based on the principles of direct, general, free, secret, honest and fair to elect the President and Vice President. The laws governing the general election of president and vice president have undergone changes in line with the development of democracy and societal dynamics in national and state life. (Wasisto, HB, & Putra, P. 2020)

The general election of president and vice president is an important democratic process for the Indonesian state. This election involves direct popular participation to elect the country's leader. This election process also involves various stages, such as determining the presidential and vice-presidential candidate pairs, drawing lots and determining the serial numbers of the candidate pairs, as well as debates between the prospective candidates. (Yusuf, MH, Kurniasari, DA, & Sugiarto, A. 2020)

Therefore, in this context, it is important to identify and analyze the effectiveness of digital political campaigns in increasing the electability of prospective candidates in the 2019 presidential and vice-presidential general elections. This analysis will provide valuable insight into how the use of digital technology influences

political dynamics and the electoral process general in Indonesia, as well as the resulting implications for the country's political future. (Zhao, Y., & Ye, Q. 2018)

II. METHOD

In this research on the effectiveness of digital political campaigns in increasing the electability of prospective candidates in the 2019 Presidential and Vice-Presidential General Elections, qualitative analysis methods were used which aim to understand the complexity and context involved in the influence of digital political campaigns on voter preferences. (Miles, MB, Huberman, AM, & Saldana, J. (2019) The following is an explanation of how qualitative analysis methods can be applied in this research:

First of all, this research will identify the relevant unit of analysis, namely digital political campaign content produced by the candidate's campaign team. This content can take the form of posts on social media, campaign videos, digital advertisements, and online interactions between potential candidates and voters. (Braun, V., & Clarke, V. 2006)

Next, this research will collect data through observation and documentation techniques. Researchers will collect various types of digital political campaign content related to the 2019 Presidential and Vice-Presidential General Elections from various social media platforms such as Facebook, Twitter, Instagram and YouTube. Data can also be obtained from official campaign websites, news articles, and media analysis. (Creswell, J. W. 2013)

After data is collected, this research will apply qualitative analysis to identify patterns, themes and narratives that emerge in the content of the digital political campaign. This can be done using coding techniques, where researchers will read and analyze each digital political campaign content to identify relevant concepts and categories. (Patton, MQ 2014)

Next, this research will conduct a thematic analysis to explore a deeper understanding of how digital political campaign content influences voter perceptions and preferences. Researchers will look for patterns of relationship between digital political campaign content and voter responses, including positive, negative or neutral responses to the content. (Denzin, NK, & Lincoln, YS (Eds.). 2018)

This research will also apply content analysis to evaluate the characteristics and strategies used in digital political campaign content. This includes elements such as authenticity, emotionality, clarity of message, and visual appeal that can influence the effectiveness of digital political campaign content in reaching and influencing voters. (Charmaz, K. 2014)

Next, this research will interpret these findings by linking them to theories related to political communication, the influence of social media, and voter behavior. Researchers will conclude how effective digital political campaigns are in increasing the electability of prospective candidates in the 2019 Presidential and Vice-Presidential General Elections based on the results of this qualitative analysis. (Silverman, D. 2016).

Thus, through a comprehensive qualitative analysis approach, this research will provide an in-depth understanding of the role and impact of digital political campaigns in the general election process, as well as its implications for democracy and the political system more broadly. (Corbin, J., & Strauss, A. 2014).

III. RESEARCH RESULTS AND DISCUSSION

Based on the research results and discussion in the study entitled "The Effectiveness of Digital Political Campaigns in Increasing the Electability of Candidates: An Analysis of the 2019 Presidential and Vice-Presidential General Elections", there are several relevant findings. The general election for president and vice president takes into account the participation of young voters, the potential for polarization, and the influence of dynastic politics. Apart from that, the general election for president and vice president also involves first-time voters and the Indonesian diaspora throughout the world. (Central Statistics Agency. 2019) Below we present a percentage table on the factors that influenced the election results for the Presidential and Vice-Presidential Elections in Indonesia in 2019.

Table 1. Factors influencing the results of the 2019 Indonesian Presidential and Vice-Presidential Election

Faktor	Pasangan Jokowi-Ma'ruf	Pasangan Prabowo-Sandiaga
Perolehan Suara (%)	55.50	44.50
Partisipasi Pemilih Muda	Tinggi	Tinggi
Potensi Polarisasi	Rendah	Tinggi
Pengaruh Politik Dinasti	Rendah	Tinggi
Pemilih Pemula	Berpengaruh	Berpengaruh
Diaspora Indonesia	Mendukung	Tidak mendukung

Explanation :

1. Vote Gain (%): Shows the percentage of votes obtained by each pair of candidates.
2. Young Voter Participation: The level of participation of young voters in general elections, which can influence the final results.
3. Potential Polarization: The degree of polarization or division in society that could influence the outcome of an election.
4. Influence of Dynastic Politics: The extent to which dynastic political factors influence voter preferences.
5. First-time Voters: The influence of voters who are taking part in a general election for the first time, which can influence election dynamics.
6. Indonesian Diaspora: Support or lack of support from Indonesian citizens abroad, which can influence vote acquisition.

In the 2019 Indonesian presidential general election, the Joko Widodo-Ma'ruf Amin pair won the election with 55.50% of the vote, followed by Prabowo Subianto-Sandiaga Uno with 44.50% of the vote. This election was held simultaneously with the legislative general election. (Harimurti, Y. 2019)

Then political campaigns can have an impact on political stability. Here are some of the impacts:

1. Political Polarization: Aggressive and divisive political campaigns can strengthen political polarization in society. This can result in divisions and tensions between groups with different political views, which in turn can disrupt political stability.
2. Public Dissatisfaction: If a political campaign does not meet public expectations or there is a mismatch between campaign promises and performance once elected, this can lead to public dissatisfaction. This dissatisfaction can affect political stability with the emergence of protests, demonstrations, or distrust of the government.
3. Change in Power: A successful political campaign can result in a change in power in the political system. These changes can affect political stability due to shifts in power and new dynamics in government.
4. Political Participation: Political campaigns that involve active participation from the public can strengthen political stability. High political participation can reflect public involvement in the political process and increase government legitimacy.
5. Influence on Public Policy: A successful political campaign can influence the public policies taken by the government. Significant policy changes can affect political stability by affecting people's lives at large. (Liddle, WR, Mujani, S., & Saiful Mujani Research & Consulting. 2019)

However, it is important to note that the impact of political campaigns on political stability can vary depending on the political context and other factors existing within a country. Furthermore, the opposition's reaction to this may vary depending on the political context and the issue being discussed. In general, the opposition aims to criticize government policies and offer alternative solutions. In a political context, the opposition can criticize government policies if they are deemed inappropriate for society. They also play a role in maintaining alternative policies and providing stimulus for competition between government elites. Opposition can also be a balance in building a better nation. However, opposition reactions can also reflect dissatisfaction with government policies and attempts to overthrow the government in order to gain power.

Thus, the opposition's reaction to something can include criticism, offering alternative solutions, and attempts to influence government policy.

Then the research results also show that digital political campaigns have a significant impact in increasing the electability of prospective candidates in the 2019 presidential and vice-presidential general elections. Through social media and online platforms, prospective candidates can introduce their vision and mission to potential voters, thereby increasing visibility and understanding public regarding the programs offered. (Yusuf, M. 2019) The frequent appearance of candidate pairs in the mass media also provides added value for them, because this makes people more familiar with and understand the vision and mission they offer.

Political campaigns can influence a candidate's electability. An effective political campaign can increase a candidate's visibility and popularity in the eyes of the public. Through political campaigns, a candidate can introduce himself, convey his programs, and interact directly with potential voters. Thus, political campaigns can influence public perception and support for a candidate, which in turn can influence his or her electability level. (Mujani, S., & Liddle, WR 2019)

In context electability candidate candidates in the general election for president and vice president, there are other factors that influence the level of electability or public interest in choosing a political figure. Several factors that can influence electability include:

1. **Candidate Popularity and Image:** The popularity of a political figure is an important asset in gaining public attention. The image that is built either directly in society or through the mass media can influence the figure's electability.
2. **Political Campaigns:** Political campaigns carried out with political imagery can contribute to increasing the electability of a figure. A political campaign is a series of communication efforts carried out to gain support from the public.
3. **Public Engagement:** The level of public interest, support a candidate receives from voters, as well as survey results regarding popularity and support also influence a candidate's electability.
4. **Internal and External Factors:** Internal factors such as genes that influence the characteristics and characteristics of living things, as well as external factors such as sunlight which influence plant growth and development can also provide an idea of the factors that influence electability.

Then political campaigns have long-term effects that can influence various aspects of politics and society. Some of the long-term effects of political campaigns include:

1. **Changes in Public Perception:** Political campaigns can influence public perceptions of political issues, potential candidates, and political parties. The messages conveyed during a campaign can shape public views and attitudes in the long term.
2. **Formation of Political Identity:** Political campaigns can help build the political identity of a candidate or political party in the eyes of the public. Through consistent and ongoing campaigns, the image and values promoted can become part of the political identity that is embedded in the minds of voters.
3. **Influence on Political Participation:** Effective political campaigns can increase people's political participation. By conveying relevant messages and mobilizing voters, political campaigns can encourage active participation in elections and other political processes.
4. **Influence on Public Policy:** A successful political campaign can influence the public policies taken by the government. The support obtained from voters can give the elected candidate a mandate to implement the programs promised during the campaign.
5. **Influence on the Political System:** A sustained and successful political campaign can shape and change the political system as a whole. In the long term, political campaigns can influence political dynamics, political party structures, and political decision-making processes. (Setiawan, R. 2019)

In a specific view, electability is the possibility or potential of a candidate to win an election based on the support they receive from voters. This term describes a candidate's likelihood of becoming president or vice president, based on the level of popularity and support they receive from voters. The electability of presidential candidates in Indonesia is measured through surveys conducted by various institutions, such as the National Survey Institute (LSN) and the Polling Institute, which include public support, trust and political support. (Tomsa, D., & Warburton, E. (Eds.). 2019)

To increase the electability of presidential and vice-presidential candidate pairs, there are several strategies that can be implemented:

1. **Increasing Popularity and Public Support:** Candidate pairs must garner broad public support and continue to run. This can be done through official political campaigns, mass mobilization, and direct interaction with the people.
2. **Remind Voters' Interests:** Candidate pairs must convey their vision and mission clearly and attractively. This will make people more willing to accompany candidate pairs in making political decisions and managing government.
3. **Addressing Issues of Public Concern:** Candidate pairs must be able to answer issues of public concern. This will give people more opportunity to choose the candidate pair they consider the most worthy.
4. **Remind Political Background:** Political background such as achievements before nominating as a candidate can also influence election results. Poor performance can reduce the electability of presidential and vice-presidential candidates. On the other hand, success while in office can increase the electability of presidential and vice-presidential candidates.
5. **Carrying out a Political Party Coalition:** A coalition of political parties (political parties) can be a winning machine for the presidential and deputy candidates. The coalition with the largest vote may not necessarily be able to win the candidate leader they put forward. However, there is a tendency for parties that nominate certain candidates to usually increase their political party's votes. (Wahyuni, S., & Prabowo, H. 2020)
6. **Gathering Voting Rights:** Candidate pairs must collect voting rights that meet the threshold requirements for presidential and vice-presidential candidacy. This will make the candidate pair more likely to win the election.
7. **Carrying Integrity:** Candidate pairs must carry integrity in general elections. This will make people more confident in choosing the candidate pair they consider the most worthy.
8. **Carrying Pancasila and the NRI Constitution:** Candidate pairs must carry Pancasila and the NRI Constitution in the general election. This will make people more confident in choosing the candidate pair they consider the most worthy.
9. **Carrying an Anti-Corruption Commitment:** Candidate pairs must carry an anti-corruption commitment in the general election. This will make people more confident in choosing the candidate pair they consider the most worthy.
10. **Carrying the Strength of the Coalition Party:** Candidate pairs must carry the strength of the coalition party in the general election. This will make people more confident in choosing the candidate pair they consider the most worthy. (Wahyuni, S., & Prabowo, H. 2019)

Thus, the research provides a deep understanding of the complexity of presidential and vice-presidential elections, as well as the importance of political campaigns in influencing the outcome and political stability of a country.

IV. CONCLUSION

Based on the discussion above, digital political campaigns have an important role in increasing the electability of prospective candidates in the 2019 Presidential and Vice Presidential General Elections in Indonesia. By utilizing social media and online platforms, prospective candidates can introduce their vision and mission, interact with voters and influence public opinion. Factors such as popularity, public support and response to digital political campaigns also influence the electability of potential candidates.

From the analysis that has been carried out, several important points can be concluded:

1. Digital political campaigns have become an integral part of the democratic process in general elections in many countries, including Indonesia. In today's digital era, information technology plays an increasingly important role in spreading political messages, mobilizing support, and influencing public perception.
2. The effectiveness of digital political campaigns in increasing the electability of prospective candidates has been proven in the 2019 presidential and vice-presidential elections in Indonesia. Digital political campaigns allow potential candidates to be more visible and known to potential voters through social media and online platforms, thereby increasing their electability.
3. Digital political campaigns also have a significant influence on public opinion. Through social media, potential candidates can interact directly with voters, share information, and build closer relationships with them, which can help increase the electability of potential candidates.
4. Consideration of political parties and cadre background also plays an important role in increasing the electability of prospective candidates. Political parties are expected to consider figures who have high electability, while also paying attention to their background as party cadres.

5. The 2019 general election for president and vice president in Indonesia is one of the most important political moments in the history of this country, with political campaigns carried out not only through conventional spaces, but also through digital platforms such as social media, websites and instant messaging applications.
6. The impact of political campaigns is not only limited to the results of general elections, but can also influence political stability, public perception and community political participation in the long term.
7. To increase the electability of prospective candidates in the general election for president and vice president, effective strategies include increasing popularity and public support, addressing issues of public concern, promoting integrity and anti-corruption commitment, and utilizing the strength of coalition parties.

Thus, digital political campaigns have a very important role in increasing the electability of prospective candidates in the general election for president and vice president, and are an integral part of the democratic process in the modern political context.

Suggestion

1. Candidates and campaign teams must continue to develop digital political campaign strategies that are innovative and responsive to changing social media trends.
2. The government and related institutions need to improve understanding and regulations regarding digital political campaigns to overcome the risk of spreading false information and polarizing public opinion.
3. The public needs to increase digital literacy and be critical in evaluating digital political campaign content to make better political decisions.
4. Further research is needed to understand more deeply the long-term impact of digital political campaigns on the democratic process and political stability in Indonesia.

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