Journal of Political and Governance Studies
Volume 2, Nomor 4, 2026, Hal: 313-324
https://doi.org/10.64670/jpgs.v2i4.144

RESEARCH Open Access

Political Communication Strategy of the East Java DPD Democratic Party Through Social Media in Building Political Image

Moch. Rizky Bayu Zakariya[1*], Moh. Ilyas Rolis[2]
[1,2] Universitas Islam Negeri Sunan Ampel Surabaya, Jawa Timur, 60237, Indonesia

Abstract

Background The digital era requires political parties to adapt rapidly in managing communication and building their public image. This study aims to analyze the political communication strategy of the Regional Executive Board (DPD) of the Democratic Party of East Java through the use of social media in building a positive political image among constituents.

Methods This research employs a descriptive qualitative approach with a case study method. Data collection was carried out through in-depth interviews with key informants from the Strategic Communication Agency (Bakomstra) board and virtual observations of the party's official social media accounts, such as Instagram and Facebook.

Results The results indicate that the DPD of the Democratic Party of East Java constructs its political image through three main strategic pillars: (1) localization of political messages using a cultural proximity approach towards the subcultures of East Java; (2) consistency of visual identity and the transfer of character image (political branding); and (3) responsiveness in cyber crisis management along with interactive two-way communication.

Conclusion The hybrid strategy, which combines the strength of digital socialization with offline grassroots actions, has proven to be an effective solution in bridging the digital divide, while successfully transforming the party's social media from a mere one-way publication tool into an inclusive political stage and deliberative space.

*Correspondence
*Name : Moch. Rizky Bayu Zakariya
Email : Mohammadriski772@gmail.com

Copyright: © 2026 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (http://creativecommons.org/licenses/by/4.0/).

Keywords
Key words: Political Communication; Political Image; Social Media; Political Branding; Democratic Party

Introduction

The development of information and communication technology in the digital era has disrupted various aspects of life, including patterns of political interaction and communication. The presence of the internet, which has given rise to social media platforms such as Instagram, Facebook, X (formerly Twitter), YouTube, and TikTok, has dramatically transformed the paradigm of the public sphere. Political communication, which in the pre-digital era tended to be one-way communication through conventional mass media, has now become more interactive, horizontal, and borderless through a dynamic virtual public sphere (Hayat et al., 2021). Social media have blurred rigid boundaries between political elites and society, so citizens no longer merely act as passive recipients of messages but can also participate in producing information and responding to policies in real time. Consequently, political parties are required to adapt quickly in packaging their political messages so that they remain relevant to dynamic digital audiences.

For political organizations, adaptation to the digital ecosystem is no longer a secondary option but a strategic necessity for maintaining their existence and influencing public opinion. Social media are widely used for political branding, disseminating visions and missions, and communicating work programs to the public in persuasive and informative ways (Jupendri, 2022). Through creative content management, political parties seek to construct positive political identities and images. A well-established political image in the digital sphere is a valuable socio-political asset for gaining public trust, which ultimately plays an important role in determining electability and electoral support.

In the Indonesian local context, East Java Province holds a highly strategic position in the national political constellation. As the province with the second-largest number of voters in Indonesia, East Java often becomes a major political battleground for parties seeking to secure their electoral bases (Istitania, 2019) . The East Java Regional Executive Board (DPD) of the Democratic Party, as a significant regional political force, faces complex challenges in maintaining and expanding its constituency amid highly competitive local dynamics. Therefore, the formulation of targeted political communication strategies through social media has become a vital instrument for the East Java DPD Democratic Party to build closer relations with East Java communities that have highly diverse sociological and cultural characteristics.

In addition to facing intense regional electoral competition, the Democratic Party's political communication challenges are strongly influenced by rapidly developing internal and national issues on social media. Fluctuations in party electability are often greatly affected by how the party's tactical communication units respond to crucial issues in digital spaces in an open, rapid, and transparent manner (Sarifudin et al., 2025). This is where the social media management of the East Java DPD Democratic Party is tested, not only in promoting local political figures but also in mitigating negative sentiment, clarifying distorted information, and rehabilitating or strengthening the party's political image continuously at the grassroots level in East Java.

Although several previous studies have examined the Democratic Party's political communication strategies at the national level or during legislative election periods in general, studies remain limited that specifically investigate how regional party structures, particularly the East Java DPD Democratic Party, formulate their everyday communication

strategies through social media to build a sustainable political image outside active campaign periods. Therefore, this study aims to provide an in-depth analysis of the political communication strategies implemented by the East Java DPD Democratic Party through social media and how these strategies are used to build and maintain a positive political image among the people of East Java.

This gap indicates that studies of digital political communication need to move beyond merely discussing the use of social media toward analyzing how regional party organizations translate national party identities into local sociocultural contexts, maintain image consistency, respond to information crises, and connect digital communication with grassroots political activities. In this context, the novelty of this study lies in examining the communication strategy of the East Java DPD Democratic Party outside campaign periods through the interrelationship of four main practices: message localization, consistency of political branding, responsiveness to cyber issues, and integration of online and offline communication. Thus, this study not only describes the use of social media but also explains how these strategies are organized to maintain political image in a heterogeneous regional context (Istitania, 2019; Jupendri, 2022; Sarifudin et al., 2025).

Political communication is the process of conveying political messages involving political actors, communicators, and audiences with the aim of influencing power or public policy. In the contemporary era, the study of political communication has undergone a significant paradigm shift due to the adoption of internet technology. According to Hayat et al. (2021), the internet has given rise to social media that break down the rigid boundaries of traditional one-way communication and transform it into interactive, horizontal, and direct two-way interaction. Social media now function as alternative spaces that efficiently mediate political interaction without requiring conventional mass-media intermediaries.

In the context of political parties, digital communication is no longer viewed merely as a supporting instrument but as a core strategic element. Agustiana (2026) emphasizes that digital platforms facilitate the democratization of information, allowing constituents to express aspirations, criticism, and support directly to party officials or politicians in real time. Through social media, political parties can shorten communication bureaucracy, map voter preferences more accurately, and formulate political narratives relevant to issues currently discussed by the public. This is consistent with Jupendri (2022) , who argues that the selection of social media platforms by regional party structures must be adapted to the demographic and sociological characteristics of local constituents so that political messages can be internalized effectively.

Political communication strategy is a series of conditional decisions designed by political organizations or actors to achieve specific political targets, both in the short term, such as winning elections, and in the long term, such as maintaining mass support. At the regional level, party organizations are required to independently formulate adaptive local messages. For example, Istitania (2019) explains that the East Java DPD Democratic Party implemented sociocultural-based political communication strategies to strengthen emotional relations with diverse voter clusters in East Java characterized by religious, nationalist, and dynamic sociological cultures, as well as Mataraman, Arekan, and Madurese voter typologies.

Challenges in implementing political communication strategies arise not only during active electoral campaigns but also in managing political communication crises to maintain

electoral stability and party electability. A study by Sarifudin et al., (2025) shows that tactical responses by political parties through strategic units such as the Strategic Communication Agency (Bakomstra), particularly in transparently clarifying national leadership crises using data-based information on social media, can effectively reduce potential negative public sentiment while reaffirming the legitimacy of the recognized party leadership.

In addition, consistency in the delivery of visual messages by regional political actors on social media also influences constituent trust. Zahir et al., (2025) reveal that political communication narratives in the digital era rely heavily on three main approaches: visual personalization, representative symbolism, and emotional resonance. These approaches can portray politicians or party representatives as figures who are close to people's everyday realities, religious, and nationalist, thereby strengthening electoral political legitimacy at the local level.

Political image is the mental representation or audience perception of a political entity based on the information and communication stimuli they receive. In the digital era, political image is no longer naturally given but is deliberately constructed through political branding activities on social media. Rosmini et al. (2024) argue that systematic and sustained use of social media can shape positive public opinion and organically foster constituent trust at the regional level. Through interactive content, political parties can publicize concrete work programs that directly address the interests of voters.

The success of digital image building is strongly influenced by the emotional and visual content of the messages disseminated. Alvin (2023) concludes that positive emotional content, such as portraying happiness and calmness through visual documentation on Instagram, has significant value in developing positive public perceptions of the authority and seriousness of political leadership. Audiences tend to place greater trust in visual information because it is perceived to provide a more authentic and communicative representation than conventional text.

Visualization strategies on Instagram are often used to project a casual, familiar, and friendly self-image in order to target younger constituents. According to Ahmad et al., (2024), a relaxed, inclusive, and interactive communication style on Instagram can effectively strengthen a candidate's personal appeal or personal brand and distinguish it from the rigid and formal style of past political leadership. Similar arguments are supported by personal-branding theory in political communication as examined by Maharani et al., (2025). By applying the concepts of emotional engagement and consistency of visual aesthetics on social media, political actors can broaden their leadership representation inclusively, embrace marginal voter groups, and build stronger emotional bonds with their constituents.

Based on these studies, digital political image building can be understood as the result of interaction among message characteristics, visual identity, political figures, organizational capacity, and the characteristics of the media used. In this study, political communication strategy is not treated as an isolated publication activity but as a series of practices that include adapting messages to local contexts, strengthening visual identity, managing political figures, responding to opinion crises, and building interaction with constituents. This synthesis provides the basis for assessing whether social media function merely as channels for information dissemination or have developed into instruments of political branding and more interactive political relationship management (Ahmad et al., 2024;

Maharani et al., 2025; Rosmini et al., 2024).

Methods

This study employs a descriptive qualitative approach using a case study method (Cresswell & David Cresswell, 2018) . The case study design is considered the most relevant because this research seeks to explore in depth, holistically, and contextually a contemporary phenomenon taking place in real-life settings, namely the digital political communication strategy implemented by a regional political party organization. In line with Supriatna et al., (2025) , the qualitative approach focuses on understanding the meanings, processes, and interpretations of subjects regarding their communicative actions in social spaces. Through this method, the researcher not only documents outputs in the form of digital content but also examines the planning process, cyber-crisis management, and evaluation of the political image constructed by the political organization in the virtual sphere.

The criteria for informants in this study were specifically established to ensure the credibility of the data collected. The first criterion required informants to be active members of the Strategic Communication Agency (Bakomstra) of the East Java DPD Democratic Party who were directly responsible for content production, narrative development, and management of the party's official social media accounts. The second criterion required informants to be spokespersons or officials of the East Java DPD Democratic Party who had official authority to issue regional political statements to the public. The third criterion involved external parties, namely political communication observers or local academics in East Java who were competent to serve as expert informants and provide theoretical triangulation and an objective external analytical perspective.

The data used in this study were grouped into two types: primary data and secondary data (Creswell & Poth, 2018). Primary data were collected through two complementary techniques, namely in-depth interviews and virtual observation. Semi-structured in-depth interviews were conducted with members of the Bakomstra of the East Java DPD Democratic Party to explore sociopolitical motivations, branding policy directions, and mechanisms for managing digital issues. Meanwhile, non-participant virtual observations were conducted on activities posted on the official social media accounts of the East Java DPD Democratic Party, including Instagram, TikTok, and Facebook, to examine visual styles, posting frequency, engagement rates, and constituent responses in comment sections. Secondary data were obtained through documentation techniques, including online mass-media news clippings, publicly accessible internal party documents, official press releases, and previous academic literature relevant to the research topic.

To maintain analytical consistency, interview data, virtual observations, and documentation were organized into analytical themes derived from the research focus, namely political-message localization, consistency of visual identity, transfer of leadership image, responses to digital issues or crises, patterns of interaction with audiences, and integration of online and offline activities. Information from Bakomstra officials was compared with communication traces on social media accounts and publicly accessible documentary sources to identify consistencies as well as differences between stated strategies and observable communication practices. Through this procedure, the analysis focuses on mechanisms of image construction and communication practice rather than measuring a causal relationship between social media use and changes in electability.

Results and Discussion

Analysis of the digital communication activities carried out by the East Java Regional Executive Board (DPD) of the Democratic Party indicates a high level of strategic awareness in optimizing social media as a primary instrument for building political image. Based on virtual activity data from major platforms such as Instagram (@demokratjatim) and Facebook, the East Java DPD Democratic Party constructs its political communication strategy around three main pillars: personalization of local messages, consistency of the party's visual identity, and rapid response to regional issues. These efforts are structurally directed by the Strategic Communication Agency (Bakomstra) of the East Java DPD Democratic Party, which acts both as a content producer and as a guardian of public opinion in cyberspace. To examine the effectiveness of this communication, field findings are compared with theories of digital political communication, reputation management, and political branding in order to comprehensively map the dynamics involved.

The first strategy implemented by the East Java DPD Democratic Party is the use of personalization and localization tactics for political messages at the regional level. Through its official social media accounts, the regional organization does not merely reproduce political narratives from the Central Executive Board (DPP) but creatively translates national issues into the local context of East Java. The intensive use of regional languages, including East Javanese forms of Javanese and Madurese, in captions or short videos is intended to reduce emotional distance from regional constituents. The use of local languages is not merely a linguistic translation tool but an instrument of micro-identity politics aimed at reconstructing cultural proximity. In East Java, which is sociogeographically divided into several major subcultures such as Mataraman, characterized by refined Javanese values; Arekan, which tends to be egalitarian and direct; and the Tapal Kuda and Madurese areas, which are strongly influenced by religious culture, linguistic localization becomes crucial so that party messages do not appear foreign or elitist.

The localization of political messages by regional party officials in East Java is consistent with the empirical study of Hakim & Panuju, (2019) , which emphasizes that the success of branch-level political parties in local contests is strongly influenced by the tactical flexibility of officials in translating national political messages into concrete programs that are relevant to and resonate with the sociocultural conditions of local constituents. The East Java DPD Democratic Party recognizes that voters at the regional level tend to disregard macro-political debates occurring in the capital when these issues do not directly affect their welfare or everyday lives. Therefore, content produced by Bakomstra focuses on visualizing practical solutions to real local problems, such as fertilizer prices for farmers in Mataraman areas, advocacy for fishers along the Tapal Kuda coast, and preservation of local arts and culture. Through this humanistic localization approach, the East Java DPD Democratic Party seeks to present a party image that is more approachable, inclusive, and sensitive to the plural cultural identities of East Java society.

Analytically, these findings indicate that message localization is not merely the use of regional languages but a form of strategic adaptation to the social structures and cultural identities of audiences. This strategy has the potential to reduce the symbolic distance between the party organization and constituents because national issues are translated into concerns that are closer to everyday experience. However, the success of localization should be understood as a success at the level of communication design; this study does not

quantitatively measure whether variations in language and local issues directly increase electoral support.

In addition to message localization, consistent political branding through visual representation on social media is a crucial instrument for building a positive party image. The Bakomstra of the East Java DPD Democratic Party applies strict aesthetic standardization to every digital publication, ranging from the dominance of the Democratic Party's distinctive blue color palette and precise logo placement to modern and clean typography. This consistency in visual aesthetics serves not merely as a graphic marker but as a systematic effort to establish long-term institutional memory among digital voters. Amid information overload on social media, where users spend only a few seconds scanning a post, consistent aesthetic elements become an important differentiator capable of attracting immediate attention. This visual standardization also reflects the professionalism of the party's cyber organization in managing its public communication assets in a modern manner.

This structured visual-image pattern reinforces the findings of Razak et al., (2021) , who state that representations of visual identity, religious symbols, and distinctive regional attributes systematically displayed on Instagram can effectively influence public emotions while organically building electoral trust among constituents at the regional level. Neat graphic design, easily understood infographics, and high-quality short videos used by the East Java DPD Democratic Party are not merely aesthetic ornaments but persuasive communication instruments intended to construct a perception of the Democratic Party as professional and well organized. Through repeated use of the blue color palette, the party creates a psychological association linking the color with values of stability, loyalty, and sociopolitical calm among East Java's digital constituents.

Such visual consistency primarily strengthens recognizability, or the ability of audiences to identify the party's identity amid dense digital information. Therefore, the branding function at this stage is more appropriately understood as a mechanism for building associations and institutional memory. Political trust cannot be assumed to arise solely from visual design consistency; it also requires alignment among the projected image, the substance of messages, and the public's experience of the party's actual actions.

Political image-building activities also rely heavily on the prominence of local and national leadership figures. The East Java DPD Democratic Party intensively positions the regional DPD chairperson alongside central party figures in various infographics and documentation of social activities. This strategy of emphasizing key figures is intended to absorb leadership legitimacy and transfer the positive personal image of political figures into the collective image of the party at the regional level. In today's highly personalized political environment, audiences tend to identify more easily with the emotional characteristics of individual figures than with abstract party ideology. The image of intelligent, young, accomplished local figures who are close to millennial and Generation Z communities is extensively integrated into the party's digital narratives to attract the sympathy of first-time voters, who constitute a large share of East Java's electorate.

In political communication studies, the principle of visual association between regional cadres and central political figures has the potential to multiply public trust effects. As examined by Siregar & Azhar (2025), the construction of self-image on Instagram that emphasizes emotional closeness, active involvement in development, and symbols of

togetherness with the wider community can effectively construct positive public perceptions of political leadership credibility in the digital era. By presenting images of togetherness between East Java DPD Democratic Party leaders and national figures, the party seeks to transfer the values associated with national leadership to the regional level while reinforcing the message that the regional organization has strong and strategic sociopolitical access to central-level networks that can be used to articulate East Java's development interests more effectively.

These findings also reveal a co-branding mechanism between political figures and the organization. National prominence can broaden the symbolic appeal of regional officials, while local figures help translate party identity into a regional context. However, excessive dependence on particular figures can also create risks because changes in personal reputation may affect organizational image. Therefore, the transfer of leadership image should be balanced with consistent strengthening of institutional identity.

Although image-promotion activities are carefully planned, the East Java DPD Democratic Party also faces major challenges arising from fluctuations in cyber public opinion triggered by national political dynamics. In critical situations or when negative sentiment emerges among social media users, Bakomstra's tactical communication unit employs rapid-response strategies by providing data-based counter-narratives and interactive digital press releases. Real-time issue mitigation is crucial to prevent the spread of hoaxes or information distortions that could permanently damage the party's reputation. Bakomstra acts as the cyber frontline that monitors local and national issues every day, conducts sentiment analysis, and quickly formulates digital press releases or clarification infographics that can be easily redistributed by party supporters at the grassroots level.

This pattern of digital responsiveness supports Safitri (2019) analysis that the dynamics of information dissemination on social media require political actors to remain responsive and sensitive to shifts in virtual public opinion in order to preserve leadership legitimacy and neutralize potentially destructive forms of cyber political character assassination. In the digital era, a delay of only a few hours can allow an uncontrolled issue to develop into a large-scale reputational crisis because information on the internet spreads exponentially. Therefore, the ability of the East Java DPD Democratic Party to distribute clear clarification content based on empirical data and free from convoluted rhetoric becomes a key factor in neutralizing potential deterioration of the party's political image in the regional digital sphere.

From a reputation-management perspective, response speed has strategic value because issue cycles on social media develop extremely rapidly. Nevertheless, rapid responses are effective only when supported by verification procedures, internal coordination, and narrative consistency. Without these mechanisms, a counter-narrative strategy may become reactive and inadvertently prolong public attention to an issue. These findings position Bakomstra not merely as a content-production unit but also as a unit for managing digital communication risk.

From the perspective of interactivity, the East Java DPD Democratic Party also uses social media to create more equal two-way communication between party officials and the general public. Comment sections, polling features, and live-streaming question-and-answer sessions are used as channels for directly absorbing public aspirations without bureaucratic

barriers. This interactivity creates a sense of belonging among social media followers toward party activities. Users are no longer positioned merely as objects of one-way socialization exposed to rigid campaign slogans, but are embraced as active subjects whose voices are heard and directly responded to by party officials.

This transformation toward interactive communication is consistent with the public-engagement theory discussed by Setyawan & Soraya (2020), in which advances in social media features such as Instagram reduce barriers of distance and bureaucracy through borderless communication, creating interactive two-way patterns between institutional representatives and their target audiences, which in turn strengthen the institution's positive reputation among the public. By opening a democratic communication space in its social-media comment sections, the East Java DPD Democratic Party indirectly positions itself as a transparent, modern public organization that is open to constructive public input and criticism.

However, the existence of comment, polling, and live-streaming features does not by itself demonstrate the presence of deliberative communication. Interactivity becomes substantive when public input is responded to, transmitted into internal organizational processes, or influences how the party explains issues and programs. Therefore, the quality of two-way communication should be assessed not only by the availability of features but also by the intensity of responses, continuity of dialogue, and traceability of how audience aspirations are treated by the organization.

Nevertheless, this study also identifies several obstacles to the implementation of the East Java DPD Democratic Party's digital political communication strategy. One major challenge is the digital divide and variations in East Java's geographic characteristics. While voters in urban areas are highly responsive to aesthetically designed Instagram content, voters in rural areas tend to prefer direct physical interaction or simpler Facebook-based content. Voters in the Tapal Kuda region and rural Mataraman areas, which tend to be more paternalistic, still place a high value on direct social contact and the physical presence of political figures. Therefore, the main challenge for party communication managers is how to integrate virtual communication strategies on social media with offline community-service activities so that projected images remain aligned with lived social realities.

The synergy between cyberspace and social reality is further validated by Istitania (2019), who argues that the most robust regional political communication strategy is a hybrid strategy combining the power of mass-media socialization, or above-the-line communication, with face-to-face activities and direct sociocultural approaches in the field, or below-the-line communication. The East Java DPD Democratic Party addresses this gap by coordinating branch-level Bakomstra structures (DPC) to translate digital campaigns into concrete ground-level movements. Offline social programs are carefully documented and uploaded back to social media, creating a mutually reinforcing cycle between real-world activities and their representation in the digital sphere.

This hybrid strategy is important because it helps address two issues simultaneously: the digital-access divide and the authenticity gap between online image and social experience in the field. Offline activities provide empirical evidence for digital narratives, while social media broaden the reach of grassroots activities. This reciprocal relationship shows that effective regional political communication does not need to choose between digital and face-

to-face channels but can integrate both in accordance with the characteristics of different voter segments.

Theoretically, the political communication strategy implemented by the East Java DPD Democratic Party through social media meets the principal indicators of healthy political image building. Through humanistic message localization, consistent party visual identity, transfer of leadership image, skill in mitigating opinion crises, and efforts to build two-way interaction, the East Java DPD Democratic Party does not position social media merely as a tool for publishing internal activities. Rather, social media have been transformed into a modern and interactive political stage for projecting the East Java DPD Democratic Party as a progressive regional political organization that is people-oriented and adaptive to the development of Indonesia's digital civilization.

Overall, the findings indicate that political image building by the East Java DPD Democratic Party operates through the relationship among three layers of strategy. The first layer is message relevance through sociocultural localization; the second is identity consistency through visual branding and association with political figures; and the third is relationship management through crisis response, interactivity, and online-offline integration. These three layers complement one another and demonstrate that digital political image is the result of an ongoing organizational process rather than merely the output of a single type of content or platform.

Conclusion

Based on the analysis and discussion, it can be concluded that the digital political communication strategy implemented by the East Java DPD Democratic Party through social media has been constructed tactically, systematically, and adaptively in response to regional sociocultural dynamics in order to transform social media from a rigid internal-publication tool into a modern and interactive political stage. The successful construction of a positive political image in cyberspace rests on three main pillars: the localization of political messages based on cultural proximity across East Java's various subcultural regions; consistency of visual identity and transfer of leadership image through political branding to strengthen institutional memory among digital voters; and digital responsiveness and two-way communication managed by the Strategic Communication Agency (Bakomstra) to mitigate information crises. Although the organization faces obstacles in the form of a digital divide between visually responsive urban voters and more paternalistic rural voters, the East Java DPD Democratic Party has addressed these challenges through a hybrid communication strategy that synergizes offline social activities in the real world with mutually reinforcing digital representation in cyberspace.

The main contribution of this study is to show that political image building at the regional level cannot be adequately explained by the intensity of social media use alone, but by the organization's ability to adapt national messages to local contexts, maintain continuity of visual and leadership identity, manage information risks, and connect digital representation with grassroots activities. The findings also emphasize that technological interactivity must be distinguished from the quality of political dialogue: the availability of two-way communication features is a prerequisite, but not a guarantee that party communication has become fully deliberative.

This study has limitations because it focuses on a single political party organization at the provincial level and uses a qualitative design; therefore, the findings are not intended to be generalized to all parties or regions. In addition, the study has not quantitatively measured the relationship among content patterns, digital engagement, changes in public perception, and electoral preferences. Future research can compare parties or regions, conduct content analysis over specified periods, and combine interviews with digital metrics so that the relationship among communication strategy, audience response, and political image building can be assessed more comprehensively. Academically, future researchers are encouraged to broaden the scope of study by using mixed methods that combine qualitative approaches with quantitative analysis such as social network analysis or engagement-rate analysis to more precisely measure the actual influence of cyber interactivity on voter electoral preferences, as well as by conducting comparative studies with the digital communication strategies of competing parties in East Java.

References

Agustiana, E. (2026). Personal Branding Politisi melalui Media Sosial dalam Kontestasi Politik Indonesia. Indonesian Journal of Innovation Multidisipliner Research, 4(2), 252–268. https://doi.org/10.69693/ijim.v4i2.476

Ahmad, N., Pohan, K., Alfira, S., Aufia, K., Paripurna, C., & Aji, M. (2024). Analisis Strategi Komunikasi Politik Ridwan Kamil di Media Sosial Instagram dalam Membangun Citra Diri Menuju PILGUB DKI Jakarta 2024. Jurnal ISO: Jurnal Ilmu Sosial, Politik Dan Humaniora, 4(2), 17. https://doi.org/10.53697/iso.v4i2.1992

Alvin, S. (2023). MEMBACA EMOSI KOMUNIKASI POLITIK JOKOWI DI INSTAGRAM. Linimasa: Jurnal Ilmu Komunikasi, 6(1).

Cresswell, J. W., & David Cresswell, J. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (five editi). Sage Publisher.

Creswell, J. W., & Poth, C. N. (2018). Qualitative Inquiry & Research Design: Choosing Among Five Approaches. In H. Salmon, J. Scappini, C. Pearson, L. Larson, & M. Markanich (Eds.), Sage Publication (Fourth Edi). Sage Publication, Inc.

Hakim, A., & Panuju, R. (2019). STRATEGI KOMUNIKASI POLITIK DPC PDI PERJUANGAN SURABAYA PADA PEMILU LEGISLATIF 2019. Jurnal Sosiologi Reflektif, 14(1), 187–208. https://doi.org/10.14421/jsr.v14i1.1701

Hayat, M. A., Jayadiningrat, S., Wibisono, G., & Iyansyah, M. I. (2021). Peran Media Sosial Dalam Komunikasi Politik. Jurnal Indonesia Sosial Teknologi , 2(1).

Istitania, Y. (2019). Strategi Komunikasi Politik Partai Demokrat Jawa Timur Dalam Meraih Dukungan Suara Pada Pileg 2019. Universitas Airlangga.

Jupendri. (2022). Komunikasi Politik dan Branding Melalui Media Sosial DPD Partai Demokrat Provinsi Riau. Jurnal KomunikasiMu (Journal of Social Science and Humanities Studies), 2(2).

Maharani, N. S. E., Sarbini, & Rusdiana, J. (2025). Political Branding Astrid Widayani di Instagram: Analisis Teori Mitsikopoulou dalam Kampanye Pilkada Surakarta 2024. Jurnal Komunikasi, 16(1), 33–43. https://doi.org/10.31294/jkom.v16i1.12090

Razak, S. A., Arsyad, A., & Yunus, A. (2021). Branding Danny Pomanto dalam Pemenangan Wali Kota Makassar 2020 melalui Instagram [Tesis, Universitas Hasanuddin]. https://repository.unhas.ac.id/id/eprint/12345/2/E052172002_tesis_19-11-2021%20bab%201-2.pdf

Rosmini, R., Rizal, S., & Sukmarini, A. V. (2024). PEMANFAATAN MEDIA SOSIAL FACEBOOK SEBAGAI STRATEGI KOMUNIKASI POLITIK DALAM MEMBENTUK CITRA POLITIK (STUDI KASUS DI KABUPATEN PENAJAM PASER UTARA). MITZAL (Demokrasi, Komunikasi Dan Budaya) : Jurnal Ilmu Pemerintahan Dan Ilmu Komunikasi, 9(1), 30.

https://doi.org/10.35329/mitzal.v9i1.4955
Safitri, P. N. (2019). DINAMIKA MEDIA KOMUNIKASI SEBAGAI INTERAKSI POLITIK. KOMUNIKE, 11(2), 1–21. https://doi.org/10.20414/jurkom.v11i2.2282
Sarifudin, I., Sari, Y., & Hadiati, H. (2025). Strategi Komunikasi Politik Bakomstra Partai Demokrat dalam Rehabilitasi Elektabilitas Pasca Konflik Moeldoko. Jurnal Dinamika Ilmu Komunikasi, 11(2), 260–269. https://doi.org/10.32509/dinamika.v11i2.5807
Setyawan, A., & Soraya, I. (2020). Efek Media Sosial dalam Menciptakan "Borderless Communication" Pejabat Publik & Masyarakat (Analisis Komunikasi Interaksional Akun Instagram @Ridwankamil). Journal Komunikasi , 11(1).
Siregar, M. N. B., & Azhar, A. A. (2025). Bobby Nasution's Political Image Representation on the Instagram Account @bobbynst. Hulondalo Jurnal Ilmu Pemerintahan Dan Ilmu Komunikasi, 4(2), 664–679. https://doi.org/10.59713/jipik.v4i2.1371
Supriatna, A., Permatasari, R. I., & Sunarsi, D. (2025). Buku Ajar Metode Penelitian Kualitatif . Litnus. https://penerbitlitnus.co.id/portfolio/buku-ajar-metode-penelitian-kualitatif/
Zahir, A. A., Oktavia, D., Jaya Zai, F. P., Aquinas Situmorang, G. N., & Prakoso Aji, M. (2025). Strategi Komunikasi Politik H. Ali Muhammad Johan C. Melalui Media Sosial Instagram dalam Pemilihan Kursi Legislatif DKI Jakarta Tahun 2024. Jurnal ISO: Jurnal Ilmu Sosial, Politik Dan Humaniora, 6(1), 11. https://doi.org/10.53697/iso.v6i1.3081