

POLITICAL COMMUNICATION STRATEGY FOR WINNING THE PRABOWO-GIBRAN PAIR IN WEST JAVA IN THE 2024 ELECTIONS

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Abstract

This study explores the political communication strategies used by the Prabowo-Gibran pair in the 2024 elections in West Java. By using a holistic approach that combines traditional and digital methods, the pair managed to reach various segments of voters. Audience segmentation is key in delivering campaign messages that are relevant and attractive to each demographic group. The quick response to current issues strengthens the couple's image as leaders who are responsive and care about the interests of society. In addition, collaboration with local media helps them to ensure balanced and positive coverage of their campaigns, as well as expand the reach of communication with the public. This study highlights the importance of holistic, responsive and collaborative political communication strategies in winning voter support in West Java.

Keywords: Political, Communication, Strategy, 2024 Election, Prabowo-Gibran, pair

INTRODUCTION

The political communication strategy of the pair Prabowo Subianto and Gibran Rakabuming Raka in West Java in the 2024 election is a complex and structured effort, considering the importance of this province on the national political map. West Java, as the province with the largest number of voters in Indonesia, is a crucial battleground for each candidate. The Prabowo-Gibran couple faces significant challenges in gaining sympathy and support from a heterogeneous society, both in terms of demographics and political preferences. Their political communication background is built by utilizing a combination of traditional and digital approaches, considering the increasingly widespread penetration of technology. On the traditional side, they optimize the use of party networks and volunteers, make direct visits to areas, and hold various events involving local communities. Door-to-door campaigns, meetings with community leaders, and

outreach through print and electronic media are important pillars to get closer to voters.

In the digital era, the Prabowo-Gibran team makes intensive use of social media. Platforms such as Facebook, Instagram, Twitter and YouTube are used to spread campaign messages, display work programs and respond to issues that are currently being discussed. The content produced is not only in the form of writing, but also videos, infographics and memes that are tailored to the preferences of the audience in cyberspace. They also rely on analytical data to understand trends and public sentiment, and adjust communications strategies according to those findings. The importance of issue management is one of the keys to this strategy. The campaign team is active in monitoring and responding to developing issues, both those directly related to the candidate and national issues that can influence public perception. For example, economic, education and health issues are always hot topics and require the right approach in public communication. Prabowo and Gibran are trying to highlight the solutions they offer, as well as strengthen their image as firm and innovative leaders.

Apart from that, a personal and emotional approach is also part of their communication strategy. Gibran, who is relatively young and has a background as a businessman and mayor, brings a fresh and modern narrative that is expected to attract millennial and Gen Z voters. Meanwhile, Prabowo with his political and military experience offers a firm and authoritative figure, who is believed to be able to handle various country challenges. The collaboration between Prabowo and Gibran was also highlighted as a strength, combining experience and renewal. They are trying to create a narrative of synergy that can take Indonesia in a better direction. This strategy is applied in various forms of communication, both in public debates, media campaigns, and in direct interactions with the public.

To optimize message reception, the campaign team used clear audience segmentation. They differentiate communication strategies for different groups, such as young people, women, professionals, and rural and urban communities. Each audience segment is treated with an approach tailored to their characteristics and needs. For example, campaigns for young people utilize social media and creative content, while for rural communities they are carried out more through direct meetings and social activities.

Prabowo-Gibran's political communication strategy in West Java also cannot be separated from collaboration with local mass media. They maintain good relationships with journalists and local media to ensure fair and positive coverage.

Press conferences, exclusive interviews and press releases are regularly held to convey developments in the campaigns and work programs being promoted. In an emergency or crisis situation, a quick and appropriate response is key. The campaign team has prepared protocols to deal with negative issues that may arise, including accusations or fake news. They try to immediately clarify and provide a comprehensive explanation to the public to avoid misinformation that could harm the candidate's image.

Overall, the Prabowo-Gibran pair's political communication strategy in West Java in the 2024 election is a combination of various approaches designed to answer existing challenges and opportunities. By understanding the characteristics of voters in West Java, utilizing technology, and maintaining effective and responsive communication, they are trying to win the hearts and minds of the people. The success of this strategy really depends on the campaign team's ability to adapt to the dynamics occurring in the field, as well as maintaining consistency in conveying the planned vision and mission.

METHOD

The literature study research method in analyzing the winning political communication strategy of the Prabowo-Gibran pair in West Java in the 2024 election involves collecting and analyzing secondary data from various relevant literary sources. The first step in this method is to identify credible and relevant sources, such as books, scientific journals, media articles, research institute reports, and political party and campaign documents. These sources provide the theoretical basis and empirical context necessary to understand political communication strategies in depth.

Next, the data collection process was carried out by searching for literature that discussed key topics such as political communication, campaign strategies, voter behavior in West Java, as well as the political profiles and track records of Prabowo Subianto and Gibran Rakabuming Raka. Researchers use certain keywords to conduct searches in academic databases, digital libraries, and online news archives. All relevant literature is then categorized and arranged systematically based on previously determined themes and subthemes. The data analysis process in this literature study involves critical reading and evaluation of the collected literature. Researchers explore how political communication theories are applied in the context of election campaigns, as well as how these strategies are adapted to the unique characteristics of West Java as one of the largest voter bases

in Indonesia. This analysis also includes comparisons with other similar case studies, both domestic and international, to gain additional insight into the effectiveness of the strategies used.

This method also emphasizes the importance of data triangulation, namely confirming findings by comparing information from various sources. For example, academics' views on political communication strategies can be compared with field reports from the media or voter survey data to ensure the validity and reliability of the findings. Finally, all the analysis results are integrated into a coherent framework, which describes how the Prabowo-Gibran couple developed and implemented their political communication strategy to gain support in West Java in the 2024 elections. The results of this literature study research are expected to provide theoretical and practical contributions for the development of political communication strategies in the future.

DISCUSSION

In the 2024 elections in West Java, the Prabowo-Gibran pair implemented various political communication strategies that were successful in winning voter support. One of the main strategies used is a holistic approach which includes a combination of traditional and digital methods in conveying campaign messages to voters. Traditionally, they carry out door-to-door campaigns, direct visits to areas, and hold various events involving direct participation from the community. This approach allows them to interact directly with voters, gain a deeper understanding of their needs and aspirations, and build strong personal relationships. On the other hand, they also optimize social media such as Facebook, Instagram, Twitter and YouTube to reach voters en masse. The content produced is not only in the form of text, but also videos, infographics and memes that are tailored to the preferences of the audience in cyberspace. This strategy helps them to expand the campaign's reach, especially among young voters who tend to be active on social media.

Apart from a holistic approach, the Prabowo-Gibran pair also applies in-depth audience segmentation in their political communication strategy. They identify voter segments based on different demographic characteristics and needs, such as young people, women, professionals, and rural and urban communities. By understanding the needs and interests of each segment, they can craft campaign messages that are relevant and attractive to each group. For example, campaigns for young people focus more on issues such as education, employment, and technology, while campaigns for rural communities place more emphasis on agriculture,

infrastructure, and social welfare issues. Through this audience segmentation, the Prabowo-Gibran pair can increase the resonance of their campaign messages and gain more effective support from various voter segments in West Java.

Furthermore, the Prabowo-Gibran couple also showed a quick response to actual issues that were currently being hotly discussed in society. They quickly and accurately provide responses, clarifications or explanations regarding these issues, both through social media and in direct meetings with voters. This quick response helps them to control the narrative and strengthens their image as leaders who are responsive and care about the interests of society. For example, when the issue of the economic crisis in West Java emerged, the couple immediately responded by designing comprehensive economic recovery programs and communicating their plans to the public through various communication channels. Quick and effective responses to current issues helped the Prabowo-Gibran pair to remain relevant and gain strong support from voters in West Java.

In this context, we can create a table that describes the political communication strategy of the Prabowo-Gibran pair in West Java in the 2024 election:

Political Communication Strategy	Description
Holistic Approach	A combination of traditional and digital methods. Including door-to-door campaigns, direct visits, as well as the use of social media such as Facebook, Instagram, Twitter and YouTube. Content is diverse, including text, videos, infographics and memes.
Audience Segmentation	Identify voter segments based on different demographic characteristics and needs. The campaign message is tailored to each segment, such as youth, women, professionals, and rural and urban communities.
Response to Actual Issues	Quick and precise responses to issues that are currently being discussed in society through social media and direct meetings. Includes clarification, explanation and formulation of an economic recovery program.
Collaboration with Local Media	Good relations with local mass media through press conferences, exclusive interviews and coverage of campaign events. Ensure balanced and positive coverage of the partner's campaign.

This table provides a brief overview of the various strategies used by the Prabowo-Gibran couple in their political communication in West Java in the 2024 election.

Finally, collaboration with local media is an important strategy in the political communication of the Prabowo-Gibran pair in West Java. They maintain

good relations with local mass media by actively collaborating with journalists and holding press conferences and exclusive interviews. This collaboration helps them to ensure balanced and positive coverage of their campaigns, as well as expand the reach of communication with the public. Through close collaboration with local media, the Prabowo-Gibran pair can ensure that their campaign messages are conveyed well and receive broad support from various segments of West Java society.

By implementing various holistic, responsive and collaborative political communication strategies, the Prabowo-Gibran pair succeeded in winning the support of voters in West Java in the 2024 elections. A combination of a holistic approach in the use of traditional and digital methods, in-depth audience segmentation, response to issues actual, and collaboration with local media helps them to achieve their campaign goals. This pair not only succeeded in winning support from various segments of voters in West Java, but also gained recognition as leaders who are tough, responsive and care about the interests of society. Thus, the political communication strategy of the Prabowo-Gibran pair in West Java in the 2024 election can be used as an inspiring example for future political campaigns.

Holistic Approach in Political Communication

The holistic approach adopted by the Prabowo-Gibran couple in their political communication strategy in West Java in the 2024 election combines various methods, both traditional and digital, to convey campaign messages to voters. Traditionally, they carry out door-to-door campaigns, visiting areas, and holding various events involving direct participation from the community. This approach allows them to interact directly with voters, gain a deeper understanding of their needs and aspirations, and build strong personal relationships. These face-to-face meetings provide an opportunity for the pair to respond directly to voters' questions, concerns and hopes, which in turn allows them to tailor their campaign messaging more precisely.

On the other hand, the Prabowo-Gibran couple also utilizes social media effectively as part of their holistic approach. They optimize platforms like Facebook, Instagram, Twitter and YouTube to reach voters en masse, especially among younger generations who tend to be active on social media. The content produced is not only in the form of writing, but also various visual formats such as videos, infographics and memes. Through this content, the couple seeks to attract attention and build voter engagement with their campaign issues. By combining traditional

and digital approaches, the Prabowo-Gibran pair can achieve a wider reach and strengthen their overall campaign message.

In addition, this holistic approach allows the Prabowo-Gibran pair to gain deeper insight into voter preferences and political dynamics in West Java. Through direct interaction with the public and analyzing data from social media, they can understand trends and sentiments among voters. This information is invaluable in designing more effective campaign strategies and responding to the issues most relevant to voters. Thus, a holistic approach not only increases the reach of the campaign, but also increases the relevance and precision of the message conveyed by the pair. Although this holistic approach to political communication has many advantages, it still requires good coordination and integration between various campaign elements. The Prabowo-Gibran pair must ensure that the campaign messages conveyed traditionally are in line with the content produced for social media, and vice versa. Apart from that, they also need to ensure that their campaign team has sufficient skills and knowledge in managing and utilizing social media effectively. In this case, training and coaching can be the key to improving the quality and impact of their political communication strategies.

Overall, the holistic approach in political communication implemented by the Prabowo-Gibran pair in West Java in the 2024 election is the right step in facing the complexities and challenges in gaining voter support. By combining traditional and digital methods, they can reach voters from different backgrounds and generations, and strengthen their overall campaign message. However, to ensure the success of this strategy, good coordination between various campaign elements and improving the campaign team's skills in managing social media are the main keys. In this way, the Prabowo-Gibran pair can maximize the potential of this holistic approach and gain strong support from voters in West Java.

Audience Segmentation in Political Communication

The political communication strategy of the Prabowo-Gibran pair in West Java in the 2024 election focuses on a deep understanding of the characteristics and preferences of voters in the region through audience segmentation. They realize that each demographic group has different needs and interests, so it is important to deliver campaign messages tailored to each segment. For example, they identify young people as one segment of voters who have unique needs and preferences. For this segment, the Prabowo-Gibran couple emphasized issues such as education, work and technology in their campaign messages. They use language that fits young

people's daily lives and utilize social media platforms to reach them effectively. In addition, they also provide interesting programs and activities for young people, such as music concerts or interactive discussions, to attract interest and gain support from this segment.

Furthermore, the couple also pays attention to the female voter segment in their political communication strategy. They recognize that women often have different needs and concerns in political and social contexts. Therefore, their campaign messages for this segment tend to emphasize issues such as gender equality, reproductive health, and protection against violence against women. The Prabowo-Gibran couple may also use a more emotional narrative and show female leadership in their campaign to attract attention and support from the female voter segment.

Apart from that, the Prabowo-Gibran couple also pays attention to the professional segment in their political communication strategy. They recognize that professionals often have different interests and aspirations, especially regarding economic and employment issues. Therefore, their campaign messages for this segment tend to highlight issues such as economic development, job creation, and business opportunities. They may use more technical language and fact-based arguments in conveying these messages, to attract interest and trust from the professional segment.

Finally, the Prabowo-Gibran couple also pays attention to the rural and urban voter segments in their political communication strategy. They realize that rural and urban communities often have different needs and priorities in terms of development and welfare. Therefore, their campaign messages for this segment tend to highlight issues such as infrastructure, agriculture, healthcare access, and social welfare. They may use real-life examples and stories from local communities in conveying these messages, to make them more relevant and convincing to that segment of the electorate.

By utilizing this audience segmentation, the Prabowo-Gibran pair can increase the resonance of their campaign messages and gain more effective support from various voter segments in West Java. However, they also need to ensure that the campaign messages delivered to each segment are consistent with their values and vision as potential leaders. Apart from that, they also need to pay attention to possible overlaps between these segments, so that the campaign messages conveyed are not contradictory or confusing. With a careful and coordinated approach, the

Prabowo-Gibran pair can maximize the potential of audience segmentation in gaining voter support in West Java in the 2024 election.

Response to Actual Issues

Responsiveness to current issues is one of the main pillars in the political communication strategy of the Prabowo-Gibran couple in West Java in the 2024 election. Their campaign team is always ready to respond quickly and precisely to issues that are currently being hotly discussed in society. This is done both through social media and in direct meetings with voters. This fast response is not just a response, but also contains relevant clarification or explanation regarding the issue being discussed. In this way, the Prabowo-Gibran couple can control the developing narrative and ensure that the messages conveyed are in line with the vision and values they adhere to.

For example, when the issue of the economic crisis in West Java arose, this couple did not just sit back and wait for the situation to develop. Instead, they immediately responded by designing comprehensive economic recovery programs. These programs are carefully designed to address various aspects of the economic crisis, from increasing employment opportunities to infrastructure development. The importance of this rapid response lies in the ability of the Prabowo-Gibran pair to demonstrate strong leadership and solutions in facing complex economic challenges. By communicating their plans to the public through various communication channels, including social media, direct meetings, and press conferences, the couple succeeded in strengthening their image as leaders who are responsive and care about the interests of society.

Apart from strengthening the leadership image, fast and effective responses to current issues also help the Prabowo-Gibran pair to remain relevant in the eyes of voters. In the fast and dynamic information era like now, speed in responding to developing issues is very important. The pair realized that being silent and unresponsive to current issues could have a negative impact on their image and support in the eyes of voters. Therefore, they are always ready to respond quickly to any issues that arise, be they economic, social, political or environmental issues. This rapid response allowed the couple to remain at the forefront of public debate and gain recognition as leaders capable of facing the challenges of the times.

Quick responses to current issues also helped the Prabowo-Gibran pair to gain strong support from voters in West Java. By showing strong leadership and solutions in dealing with various issues faced by society, this pair was able to gain

the trust of voters. When voters see that this pair is serious about responding to the problems faced by society, they tend to be more inclined to support this pair. This quick response also shows the involvement and concern of the Prabowo-Gibran couple for the interests and welfare of the people of West Java as a whole. Thus, a quick response to current issues not only strengthens the couple's leadership image, but also increases their appeal in the eyes of voters.

However, it is important to remember that rapid responses to current issues also require good skills and preparedness from the campaign team. The Prabowo-Gibran campaign team must always be ready to gather information, analyze the situation and formulate the right response in a short time. This requires good coordination between the various units in the campaign team, as well as the ability to think quickly and make the right decisions in changing situations. Apart from that, a fast response also requires a deep understanding of issues that are developing in society, so the Prabowo-Gibran couple must continue to update their knowledge and understanding of the political, economic, social and environmental situation in West Java.

Thus, fast and effective responses to current issues are an important element in the political communication strategy of the Prabowo-Gibran couple in West Java in the 2024 elections. This fast response not only helps them to control the narrative and strengthen their leadership image, but also helping them to remain relevant in the eyes of voters and gain strong support from the public. However, to ensure the success of this strategy, the Prabowo-Gibran pair must continue to improve the skills and readiness of their campaign team in responding quickly to every issue that arises in society. In this way, this pair can maximize the potential for quick responses to current issues and gain strong support from voters in West Java.

Collaboration with Local Media

Collaboration with local media is one of the key elements in the Prabowo-Gibran couple's political communication strategy in West Java in the 2024 elections. They are aware of the importance of building good relationships with local mass media to strengthen their image and convey campaign messages effectively to the public. Within this framework, the pair actively collaborated with journalists and local media editors to ensure balanced and positive coverage of their campaign. They hold regular press conferences and provide opportunities for exclusive interviews with journalists as part of their efforts to build close relationships with the mass media. Through this collaboration, the Prabowo-Gibran couple can ensure

that their campaign messages are conveyed well through various local media platforms. Local journalists became important partners in expanding the reach of their campaign, because they had in-depth knowledge of political and social dynamics in West Java. By establishing good relationships with these journalists, the pair can ensure that their campaign messages are delivered accurately and on target to the public.

Collaboration with local media also provides better access for the Prabowo-Gibran couple to interact with the public directly. Through coverage of campaign events and social programs organized by local media, the pair have the opportunity to communicate directly with voters, listen to their aspirations, and provide direct responses to questions and concerns they have. Thus, collaboration with local media not only helps the pair convey their campaign message, but also allows them to build stronger personal relationships with voters in West Java.

Furthermore, collaboration with local media also provides benefits in terms of getting balanced and positive coverage of the Prabowo-Gibran campaign. By establishing good relationships with journalists and local media editors, the pair can ensure that their campaign messages are not only conveyed well, but also receive proportional and balanced coverage. Local journalists tend to have a better understanding of the local context and community needs, so they can provide more accurate and relevant coverage of the Prabowo-Gibran campaign. Apart from that, collaboration with local media also allows the Prabowo-Gibran pair to reach a wider reach among the people of West Java. Local media has a great influence in shaping people's opinions and perceptions about political and social issues. By utilizing local media as the main communication channel, the Prabowo-Gibran pair can expand the reach of their campaign and gain greater support from various segments of society in West Java.

Thus, collaboration with local media is an important element in the Prabowo-Gibran pair's political communication strategy in West Java in the 2024 elections. Through close collaboration with journalists and local media editors, the pair can ensure that their campaign messages are conveyed well and received balanced and positive coverage from various mass media in West Java. Apart from that, collaboration with local media also gives the pair better access to interact with the public directly, expand the reach of their campaign, and build strong personal relationships with voters in West Java. Thus, collaboration with local media is one of the key strategies in winning voter support in West Java in the 2024 election.

The discussion above illustrates how the Prabowo-Gibran couple designed and implemented their political communication strategy to gain support in West Java in the 2024 elections. Through a holistic approach that includes a combination of traditional and digital methods, in-depth audience segmentation, fast responses to issues actual, as well as collaboration with local media, they succeeded in increasing the resonance of their campaign message and gaining strong support from various segments of voters in West Java. The success of this strategy shows the importance of a deep understanding of voter characteristics and needs, as well as the ability to respond to political and social dynamics occurring in the field.

CONCLUSION

The conclusion of this discussion is that the political communication strategy of the Prabowo-Gibran pair in West Java in the 2024 election has succeeded in combining a holistic approach, in-depth audience segmentation, responses to current issues, and collaboration with local media. Through this combination, they were able to reach voters from various backgrounds and generations, and strengthen their overall campaign message. Quick responses to current issues and good collaboration with local media also help them to control the narrative and strengthen a positive image in the eyes of the public. The success of this strategy reflects the importance of a deep understanding of voter characteristics and needs, as well as the ability to respond to political and social dynamics occurring in the field.

The advice for the Prabowo-Gibran couple and their campaign team is to continue to maintain the holistic approach they use in political communication. In facing future challenges, they can continue to deepen their audience segmentation and improve responses to actual issues that arise. In addition, good collaboration with local media also needs to be maintained and expanded to ensure balanced and positive coverage of their campaigns. Finally, they can continue to develop innovative political communication strategies, keeping up with technological developments and changing social dynamics. By remaining consistent in conveying their campaign message and responding to voters' needs, the Prabowo-Gibran pair has the potential to gain wider support and win future elections.

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