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# Effectiveness of Social Media Campaigns to Increase Legislative Voting Intention in Tangerang

**Ida Bagus Putra Narayana<sup>a\*</sup>, Desy Nike Ria<sup>b</sup>**

<sup>a</sup>Paramadina University, Indonesia,  
[putranarayana@gmail.com](mailto:putranarayana@gmail.com)

<sup>b</sup> Paramadina University, Indonesia,  
[Babyniken.official@gmail.com](mailto:Babyniken.official@gmail.com)

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## Effectiveness of Social Media Campaigns to Increase Legislative Voting Intention in Tangerang

Ida Bagus Putra Narayana<sup>a\*</sup>, Desy Nike Ria<sup>b</sup>

<sup>a\*</sup>Paramadina University, Indonesia, [putranarayana@gmail.com](mailto:putranarayana@gmail.com)

<sup>b</sup>Paramadina University, Indonesia, [Babyniken.official@gmail.com](mailto:Babyniken.official@gmail.com)

\*Correspondence: [putranarayana@gmail.com](mailto:putranarayana@gmail.com)

### Abstract

This study analyzes the effectiveness of social media campaign strategies on voters' voting intention in Tangerang Regency during the 2024 Legislative Election. Social media serves as a vital platform in political communication, enabling political parties and legislative candidates to reach voters more broadly and interactively. The focus of this research is on the campaign strategy of Desy Nike Ria, a legislative candidate from the Perindo Party, candidate number one for the Banten Provincial Parliament (DPRD), representing Tangerang Regency. The study specifically examines the intensity of social media usage, user engagement, and the effectiveness of political messages. This research uses a quantitative approach with primary data collected through a questionnaire distributed to 104 respondents who met the established criteria. The study's scope is limited to the analysis of Desy Nike Ria's campaign and does not cover other factors that may influence voting intention, such as conventional media exposure, economic conditions, or individual voter characteristics. It also does not explore the long-term effects after the election. The results show that the effectiveness of political messages and user engagement on social media significantly influence voting intention. Voters are more likely to be persuaded when campaign messages are clear, engaging, and communicative. Intensity of exposure to political content alone does not have a significant impact, suggesting that message quality is more critical than frequency. These findings offer empirical insight into how digital political communication can shape electoral behavior and provide practical recommendations for candidates and political parties in crafting more effective social media strategies.

**Keywords:** Political Campaign, Social Media, User Engagement, Message Effectiveness, Voting Intention.

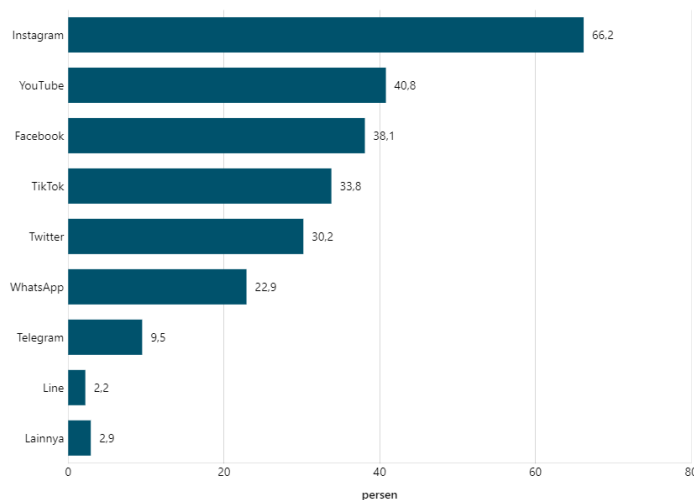
### 1. Introduction

The Legislative Election (PILEG) in Indonesia is a vital component of democratic governance, shaping political representation and policymaking across various levels of government including regional and national legislatures (Amrizal and Dalimunthe 2018:7). Political campaigns function as essential tools for political parties to communicate their agendas effectively through appropriate communication instruments (Wahid 2016:163). In the digital era, social media has transformed the nature of political campaigns by offering broader, interactive, and more cost-effective access to voters (Heryanto 2018:17; Alyusi 2019:6). It enables political parties and legislative candidates to establish more dynamic and direct engagement with voters, particularly in introducing candidates and promoting party platforms (Fatimah and Siti 2018; Danial 2009).

Social media, as a product of the digital revolution, has created a global cyberspace that transcends the limitations of time and geography, allowing continuous communication between political communicators and their audiences (Hardiman 2021). This environment supports real-time political interaction and has elevated the role of influential online actors, commonly known as buzzers, who shape public opinion and mobilize support through their digital networks (Wahid 2016:98–99).

Figure 1

*One of the traditions in Indonesia Social Media Platforms Most Frequently Used by Respondents to Access Political Information (October 2023)*



Based Figure 1, a study by Katadata Insight Center (KIC) revealed that Instagram is the most widely used platform to access political information in Indonesia, with 66.2% of respondents using it. It is followed by YouTube (40.8%), Facebook (38.1%), TikTok (33.8%), and Twitter (30.2%). Most users of these platforms are Gen Z and millennials, highlighting the strategic role of social media in influencing voting intention among young voters. Kopacz and Volgy (2005) also noted that social media and the internet have better predictive power over election outcomes than traditional media, a trend that is increasingly visible in Indonesia.

Tangerang Regency, Banten Province, was deliberately chosen as the focus of this study because it is one of the most dynamic electoral districts in Indonesia. The region is characterized by rapid urban development, heterogeneous demographics, and a high concentration of young voters who are active users of digital platforms. These conditions make Tangerang Regency a representative case for analyzing how social media influences voting behavior in areas where traditional and modern political communication practices intersect. Moreover, the 2024 Legislative Election (PILEG) in this district is expected to be highly competitive, with 18 political parties contesting seats in the Banten IV A electoral district. The combination of high electoral competitiveness and digitally savvy constituents provides a unique setting to evaluate the effectiveness of social media campaigns as a strategic political communication tool.

This research differs from previous studies by offering a localized and context-specific analysis of legislative campaigns in Indonesia. Most earlier works on social media and political communication have focused on Western democracies or national-level elections, often overlooking the nuances of regional contests. By concentrating on Tangerang Regency, this study complements existing scholarship by demonstrating how social media campaigns operate in a subnational electoral arena with distinct cultural, social, and political characteristics. Furthermore, it contributes to the literature by highlighting the importance of message quality and voter engagement rather than mere exposure to digital content. This approach not only enriches comparative studies on digital campaigning but also provides practical insights for candidates and political parties seeking to optimize their strategies in diverse and competitive electoral environments.

Digital campaigns can leverage techniques such as content optimization, strategic posting times, and algorithm-based targeting to maximize voter interaction (Anshari 2013). The use of multimedia content such as short videos, infographics, and live streams enhances engagement and fosters a more personal connection between candidates and voters. However, social media campaigns also face critical challenges including misinformation, opinion polarization, and unproductive online discourse (Ginting et al. 2021). Therefore, this study seeks to evaluate the effectiveness of social media strategies in increasing voting intention in Tangerang Regency's 2024 legislative elections.

Previous research affirms the impact of social media on political behavior. Bélanger (2019) found that social media had a stronger influence than traditional media in Quebec's 2012 election, particularly for smaller parties. McGregor (2018) and Lee et al. (2018) emphasized that candidate personalization on social media can strengthen emotional bonds and parasocial relationships, positively affecting voting intention. However, most of these studies focus on Western contexts. For example, Instagram was found to be more effective for personal content, but regional factors such as local political culture remain underexplored.

Marquart et al. (2022) highlighted the role of positive emotions in social media messaging for boosting voter engagement, while Tariq et al. (2022) demonstrated its significance in encouraging youth political participation in Pakistan. Yet, these findings remain limited to general participation, not specifically to voting intention. This study addresses the gap by focusing on the local context of Tangerang Regency. It offers a novel model that evaluates how structured social media strategies directly influence voter behavior, not just engagement levels. The study also aims to identify how digital campaigns can mitigate misinformation and polarization, thereby guiding candidates and political parties in developing more inclusive, targeted, and effective campaign strategies tailored to diverse voter demographics.

## 2. Method

This study adopts a quantitative approach targeting active social media users in Tangerang Regency who are eligible to vote in the 2024 Legislative Election. The population comprises individuals aged 17 to 60 who are regularly engaged with political content online. According to Sugiyono (2020), population refers to a group with specific characteristics that serve as the basis for drawing generalizations. Using purposive sampling, which is appropriate for non-randomized selection based on predefined criteria (Sugiyono, 2020), the study selected 97 respondents. The sample size was calculated using a modified Slovin's formula, with a confidence level of 95% and a 10% margin of error.

Primary data were gathered using a structured questionnaire designed to measure four variables: the intensity of social media use, user engagement, effectiveness of political messages, and voting intention. Respondents rated each item on a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). Indicators included the frequency of campaign-related posts viewed, interaction levels, message clarity, and trust in legislative candidates. This method aligns with Pallant's (2016) recommendation for standardized survey instruments in social research to ensure consistency and objectivity.

The variables were operationalized as follows: social media usage intensity was assessed through the number and type of campaign content accessed; user engagement was measured through interactions such as likes, comments, and shares; message effectiveness was evaluated by the clarity, credibility, and emotional response elicited by political messages; and voting intention was analyzed through the frequency of discussions, emotional sentiment, and trust in

candidates. These operational definitions aim to capture both behavioral and attitudinal dimensions of voter response (Sugiyono, 2020).

To ensure data quality, validity was tested using Pearson's Product Moment correlation, and reliability was measured through Cronbach's Alpha, where values above 0.60 are considered acceptable (Sugiyono, 2020). Data analysis included descriptive statistics and classical assumption tests such as normality, multicollinearity, heteroscedasticity, and autocorrelation. Multiple linear regression analysis was applied to examine the influence of independent variables on voting intention. Hypothesis testing was conducted using F-tests for simultaneous effects and t-tests for partial effects, while the coefficient of determination ( $R^2$ ) was used to assess the model's explanatory power (Pallant, 2016).

### 3. Results and Discussion

#### Respondents' General Overview

This study involved 104 eligible respondents selected based on specific criteria: being registered voters in Tangerang Regency who participated in the 2024 Legislative Election, actively using social media at least once a day, and having been exposed to political campaigns on social media during the campaign period. These criteria were set to ensure that the data collected reflected the experiences and perceptions of individuals directly engaged with digital political content. Focusing on such participants provides a clearer understanding of how social media influences voting intention within the context of local political campaigns.

The demographic breakdown reveals that the majority of respondents were male (65.4%) and predominantly aged between 36–45 years (41.3%), followed by the 26–35 age group (27.9%). Most respondents had attained a high school education (48.1%), with a significant portion holding a bachelor's degree (29.8%). This distribution indicates that the dominant user base of political social media content comprises voters of productive age with a moderate to high level of education, who are likely to be critical and engaged in political discourse online.

In terms of platform usage, Facebook was the most frequently used for accessing political information (22.1%), followed by TikTok (18.3%) and Instagram (15.4%). Several respondents also used multiple platforms concurrently, suggesting a multi-platform consumption habit among voters. This highlights the importance of designing cross-platform campaign strategies tailored to each platform's audience and engagement style. The findings underline the potential of digital media to reach diverse voter segments and serve as an effective tool for influencing voting behavior in regional elections.

#### Descriptive Analysis

Descriptive analysis was conducted to provide a general overview of respondents' perceptions toward the variables studied, namely Social Media Usage Intensity, Social Media User Engagement, Political Message Effectiveness, and Voting Intention. The results of the descriptive analysis present the mean values and standard deviations for each indicator within the respective variables. A high mean value indicates a positive level of agreement with the statements in the questionnaire, while the standard deviation reflects the degree of diversity or variation in respondents' answers to the measured indicators.

Table 1

*Descriptive Statistics of the Variable: Intensity of Social Media Use by Political Parties*

| Item           | Statement  | Mean        | Stdev        |
|----------------|--|-------------|--------------|
| X1.1           | I often see political campaign posts from legislative candidates on social media.                            | 3,62        | 0,969        |
| X1.2           | I observe various political parties using social media for campaigning during the 2024 Legislative Election. | 3,55        | 0,923        |
| X1.3           | I feel that social media is filled with campaign content ahead of the 2024 election.                         | 3,57        | 1,022        |
| X1.4           | I like or comment on political campaign content on social media.   | 3,45        | 1,042        |
| X1.5           | I often share political posts on social media.   | 3,39        | 1,110        |
| X1.6           | I interact (like, comment, or share) with political content I find interesting.                              | 3,60        | 1,057        |
| X1.7           | I am more interested in campaign content in video format than in long texts.                                 | 3,63        | 0,997        |
| X1.8           | I often access political campaign infographics that are easy to understand.                                  | 3,28        | 1,144        |
| X1.9           | I pay more attention to political campaigns delivered visually.  | 3,56        | 1,041        |
| <b>Average</b> |  | <b>3,51</b> | <b>1,034</b> |

Based on Table 1, the average respondent rating for the variable Intensity of Social Media Use by Political Parties is 3.51, indicating a relatively high level of exposure to political campaign content on social media. This suggests that political parties and legislative candidates were quite active in utilizing digital platforms as a means of political communication during the campaign period. Their presence was consistently observed by voters, whether through posts, videos, or other forms of interaction. This figure also reflects a tendency among voters to engage with or at least pay attention to political information circulating online. The high average score confirms that social media has become one of the primary channels used by political parties to reach constituents, making the effectiveness of digital campaigns through social media intensity a critical aspect of political communication strategy.

Table 2

*Descriptive Statistics of the Variable: Social Media User Engagement*

| Item           | Statement   | Mean        | Stdev        |
|----------------|---|-------------|--------------|
| X2.1           | I react (like, emoji) to political campaign posts on social media.              | 3,60        | 1,019        |
| X2.2           | I often compare posts between legislative candidates on social media.           | 3,38        | 1,046        |
| X2.3           | I follow political campaign developments through comments or discussion forums. | 3,23        | 1,151        |
| X2.4           | I am a member of political groups or communities on social media.               | 2,77        | 1,450        |
| X2.5           | I know many friends or followers who actively discuss politics online.          | 2,96        | 1,365        |
| X2.6           | I often read or participate in debates about candidates or political issues.    | 3,10        | 1,326        |
| <b>Average</b> |   | <b>3,17</b> | <b>1,226</b> |



Based on Table 2, the average score for the variable Social Media User Engagement is 3.17, with a standard deviation of 1.226. This indicates that respondents' level of engagement in political activities on social media falls within a moderate category. In other words, respondents generally participate in basic actions such as liking or reacting to campaign content, but fewer are involved in more active or in-depth political activities like joining political groups or participating in debates.

Table 3

*Descriptive Statistics of the Variable: Effectiveness of Political Messages on Social Media*

| Item           | Statement  | Mean        | Stdev        |
|----------------|--|-------------|--------------|
| X3.1           | I understand the messages or vision and mission of legislative candidates conveyed through social media. | 3,58        | 1,040        |
| X3.2           | I can distinguish between credible and non-credible political information on social media.               | 3,71        | 0,952        |
| X3.3           | I find political campaign messages on social media easy to understand.                                   | 3,80        | 0,829        |
| X3.4           | I find political campaign content on social media engaging.  | 3,83        | 0,830        |
| X3.5           | I trust the honesty of political messages conveyed by candidates through social media.                   | 3,31        | 1,107        |
| X3.6           | I believe political messages on social media can build a positive image of legislative candidates.       | 3,65        | 0,983        |
| X3.7           | I often see many social media users discussing legislative candidates.                                   | 3,49        | 1,070        |
| X3.8           | I observe strong netizen enthusiasm in responding to political campaigns on social media.                | 3,70        | 0,964        |
| X3.9           | I notice an increase in political discussion activity ahead of the 2024 legislative election.            | 3,50        | 1,014        |
| <b>Average</b> |  | <b>3,62</b> | <b>0,977</b> |

Based on Table 3, the average respondent rating for the variable Effectiveness of Political Messages on Social Media is 3.62, with a standard deviation of 0.977. This score indicates that respondents generally view political messages shared via social media positively. In particular, campaign content is considered engaging, easy to understand, and effective in conveying political ideas. These findings suggest that social media has functioned effectively as a political communication channel, although there remains some skepticism regarding the honesty of the messages being delivered.

Table 4

*Descriptive Statistics of the Variable: Voter's Voting Intention*

| Item | Statement  | Mean | Stdev |
|------|--|------|-------|
| Y.1  | I have a positive impression of legislative candidates who are active on social media.         | 3,63 | 0,986 |
| Y.2  | I tend to be attracted to candidates who present a personal and friendly side on social media. | 3,78 | 0,847 |
| Y.3  | I feel more sympathetic toward legislative candidates who communicate well online.             | 3,58 | 0,921 |
| Y.4  | I trust candidates who consistently share their programs on social media.                      | 3,45 | 1,013 |
| Y.5  | I feel more confident voting for candidates who frequently answer public questions online.     | 3,45 | 1,087 |

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|------------------|--|------|-------|
| Item             | Statement  | Mean | Stdev |
| Y.6              | I believe social media can reflect a legislative candidate's true character.                             | 3,58 | 1,058 |
| Y.7              | I often discuss certain legislative candidates with friends or family after seeing them on social media. | 3,66 | 1,001 |
| Y.8              | I mention specific candidates in online conversations because I am interested in their content.          | 3,54 | 1,033 |
| Y.9              | I regularly follow updates about specific legislative candidates on social media.                        | 3,57 | 1,059 |
| Average          |  | 3,58 | 1,001 |

Based on Table 4, the average score of respondents' assessment of the Voting Intention variable is 3.58 with a standard deviation of 1.001. This indicates that respondents' voting intentions are fairly influenced by the digital campaign activities of legislative candidates. The candidates' presence and the way they communicate on social media are considered influential in shaping voters' attitudes. The high average score suggests that friendly and personalized content exposure on social media is a major factor in increasing voting intention, although there is still some skepticism regarding the consistency of candidates' commitment to online engagement.

## Instrumen Testing

### Validity Test

This study conducted a validity test to ensure that each question in the questionnaire accurately reflects the variables being measured. Data were collected through the distribution of questionnaires with a significance level of 5%. The analysis resulted in a confidence level of 95%, involving 104 research participants.

The degrees of freedom (df) were calculated using the formula:

$$df = n - 2$$

$$df = 104 - 2 = 102$$

Thus, referring to the r table with df = 102 and a two-tailed alpha significance level of 5%, the critical r value (r table) was determined to be 0.1927.

Table 5

*Validity Test Results for the Variable: Intensity of Social Media Use by Political Parties*

| Item | R count | R Table | Sig.  | Description |
|------|---------|---------|-------|-------------|
| X1.1 | 0,85    | 0,1927  | 0,000 | Valid       |
| X1.2 | 0,756   | 0,1927  | 0,000 | Valid       |
| X1.3 | 0,794   | 0,1927  | 0,000 | Valid       |
| X1.4 | 0,867   | 0,1927  | 0,000 | Valid       |
| X1.5 | 0,859   | 0,1927  | 0,000 | Valid       |
| X1.6 | 0,795   | 0,1927  | 0,000 | Valid       |
| X1.7 | 0,816   | 0,1927  | 0,000 | Valid       |
| X1.8 | 0,785   | 0,1927  | 0,000 | Valid       |
| X1.9 | 0,816   | 0,1927  | 0,000 | Valid       |

Based on Table 5, all statement items under the variable Intensity of Social Media Use by Political Parties (X<sub>1</sub>) are declared valid, as each has an r count greater than the r table value (0.1927) and a significance level less than 0.05. The highest r count was found in item X1.4



(0.867), while the lowest was in item X1.2 (0.756). These results indicate that all indicators are valid and suitable for further analysis in this study.

Table 6  
*Validity Test Results for the Variable: Social Media User Engagement*

| Item        | R count | R Table | Sig.  | Description |
|-------------|---------|---------|-------|-------------|
| <b>X2.1</b> | 0,674   | 0,1927  | 0,000 | Valid       |
| <b>X2.2</b> | 0,783   | 0,1927  | 0,000 | Valid       |
| <b>X2.3</b> | 0,832   | 0,1927  | 0,000 | Valid       |
| <b>X2.4</b> | 0,868   | 0,1927  | 0,000 | Valid       |
| <b>X2.5</b> | 0,852   | 0,1927  | 0,000 | Valid       |
| <b>X2.6</b> | 0,819   | 0,1927  | 0,000 | Valid       |

Based on Table 6, all statement items under the variable Social Media User Engagement (X<sub>2</sub>) are declared valid. Each item has an r count greater than the r table value (0.1927) and a significance level of 0.000, which is less than 0.05. The highest r count was recorded in item X2.4 (0.868), while the lowest was in item X2.1 (0.674). These results indicate that all indicators accurately measure the user engagement variable and are appropriate for further analysis.

Table 7  
*Validity Test Results for the Variable: Effectiveness of Political Messages on Social Media*

| Item        | R count | R Table | Sig.  | Description |
|-------------|---------|---------|-------|-------------|
| <b>X3.1</b> | 0,787   | 0,1927  | 0,000 | Valid       |
| <b>X3.2</b> | 0,768   | 0,1927  | 0,000 | Valid       |
| <b>X3.3</b> | 0,782   | 0,1927  | 0,000 | Valid       |
| <b>X3.4</b> | 0,789   | 0,1927  | 0,000 | Valid       |
| <b>X3.5</b> | 0,763   | 0,1927  | 0,000 | Valid       |
| <b>X3.6</b> | 0,773   | 0,1927  | 0,000 | Valid       |
| <b>X3.7</b> | 0,758   | 0,1927  | 0,000 | Valid       |
| <b>X3.8</b> | 0,778   | 0,1927  | 0,000 | Valid       |
| <b>X3.9</b> | 0,782   | 0,1927  | 0,000 | Valid       |

Based on Table 7, all statement items under the variable Effectiveness of Political Messages on Social Media (X<sub>3</sub>) are declared valid. Each r count exceeds the r table value (0.1927), and the significance value is 0.000, which is below the 0.05 threshold. The highest r count was recorded for item X3.4 (0.789), and the lowest was for item X3.7 (0.758). These results confirm that all indicators meet the validity requirements and can be used in further analysis to assess respondents' perceptions of the effectiveness of political messages delivered through social media.

Table 8

*Hasil Uji Validitas Voter Voting Intention*

| Item | R count | R Table | Sig.  | Description |
|------|---------|---------|-------|-------------|
| Y.1  | 0,779   | 0,1927  | 0,000 | Valid       |
| Y.2  | 0,701   | 0,1927  | 0,000 | Valid       |
| Y.3  | 0,802   | 0,1927  | 0,000 | Valid       |
| Y.4  | 0,818   | 0,1927  | 0,000 | Valid       |
| Y.5  | 0,82    | 0,1927  | 0,000 | Valid       |
| Y.6  | 0,796   | 0,1927  | 0,000 | Valid       |
| Y.7  | 0,803   | 0,1927  | 0,000 | Valid       |
| Y.8  | 0,813   | 0,1927  | 0,000 | Valid       |
| Y.9  | 0,780   | 0,1927  | 0,000 | Valid       |

Based on Table 8, all statement items under the Voter Voting Intention (Y) variable are declared valid because each r count value exceeds the r table threshold of 0.1927 and the significance value of 0.000 is below 0.05. The highest r count is found in item Y.5 (0.820), while the lowest is in item Y.2 (0.701). These results indicate that all statements in the questionnaire accurately measure the voting intention variable and are suitable for use in subsequent analysis.

### Reliability Test

The reliability test was conducted to assess the extent to which the research instrument can produce consistent and trustworthy data. The test employed the Cronbach's Alpha method using SPSS. An instrument is considered reliable if the Cronbach's Alpha value exceeds 0.60, indicating good internal consistency of the questionnaire.

Table 9

*Reliability Test Results*

| Variable  | Cronbach's Alpha | Description |
|---|------------------|-------------|
| Intensity of Social Media Use by Political Parties ( $X_1$ )  | 0,936            | Reliable    |
| Social Media User Engagement ( $X_2$ )                        | 0,891            | Reliable    |
| Effectiveness of Political Messages on Social Media ( $X_3$ ) | 0,915            | Reliable    |
| Voter Voting Intention (Y)                                    | 0,925            | Reliable    |

Based on Table 9, all variables in this study demonstrate a high level of reliability, as evidenced by Cronbach's Alpha values exceeding the minimum threshold of 0.60. The highest score was recorded for the variable *Intensity of Social Media Use by Political Parties ( $X_1$ )* at 0.936, followed by *Voter Voting Intention (Y)* at 0.925, *Effectiveness of Political Messages on Social Media ( $X_3$ )* at 0.915, and *Social Media User Engagement ( $X_2$ )* at 0.891. These results indicate that the statement items within each variable possess strong internal consistency. Thus, the instrument used in this study is considered reliable and capable of producing stable and trustworthy data, even if replicated in different contexts or timeframes. The high reliability scores provide a solid foundation for proceeding with further analysis.

## Classical Assumption Test

The classical assumption test was conducted to ensure that the multiple linear regression model in this study meets the required statistical conditions for accurate interpretation. This test includes normality, multicollinearity, heteroscedasticity, and autocorrelation assessments.

### Normality Test

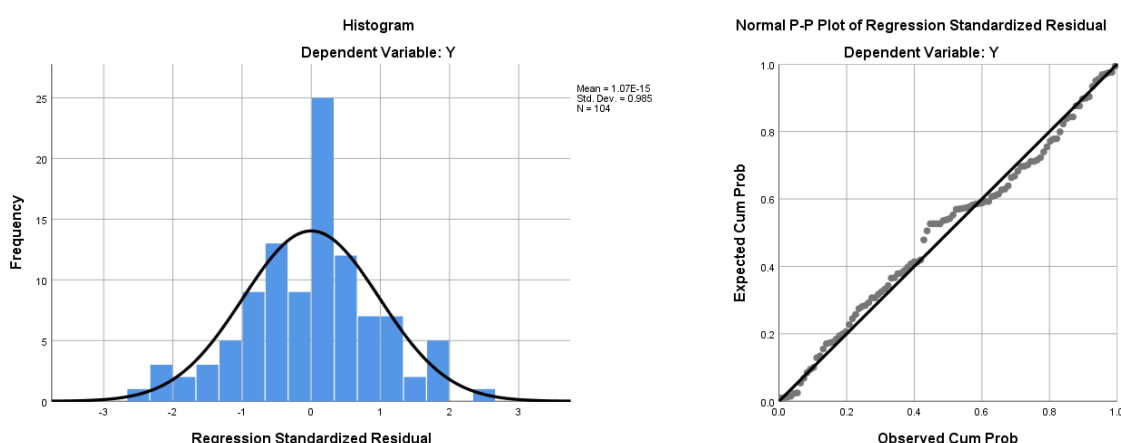
The normality test was carried out using the Kolmogorov-Smirnov method to determine whether the residuals in the regression model are normally distributed. The results are presented in Table 10.

Table 10  
*Kolmogorov-Smirnov Normality Test Results*

|  | Value |
|--|-------|
| <i>Test Statistic (Kolmogorov-Smirnov Z)</i> | 0,085 |
| <i>Asymptotic Significance (2-tailed)</i>    | 0,064 |

Based on Table 10, the significance value from the Kolmogorov-Smirnov test is 0.064, which is greater than the 0.05 threshold. This indicates that the residual distribution in the regression model follows a normal distribution, thus satisfying the normality assumption. Meeting this assumption is important because residual normality is a fundamental requirement in linear regression to ensure that the parameter estimates are unbiased, efficient, and consistent. Therefore, the regression model in this study can be considered valid and suitable for further analysis to examine the influence of independent variables on voter voting intention in Tangerang Regency. Fulfilling this assumption also strengthens the reliability of the hypothesis testing and the interpretation of relationships among variables in the established model.

Figure 2  
*Histogram and P-Plot*



Based on Figure 2, the distribution of residuals tends to form a bell-shaped pattern on the histogram, and the points on the P-P Plot mostly follow the diagonal line. This indicates that the residuals are normally distributed and there is no significant deviation from the normality

assumption. Thus, it can be concluded that the regression model in this study has met the normality assumption, which is one of the key requirements in linear regression analysis.

### ***Multicollinearity Test***

The multicollinearity test was conducted to determine whether there is a high correlation among the independent variables in the regression model.

Table 11  
*Multicollinearity Test Results*

| Variable  | Tolerance | VIF   |
|---|-----------|-------|
| <b>Intensity of Social Media Use by Political Parties (<math>X_1</math>)</b>  | 0,263     | 3,800 |
| <b>Social Media User Engagement (<math>X_2</math>)</b>                        | 0,334     | 2,995 |
| <b>Effectiveness of Political Messages on Social Media (<math>X_3</math>)</b> | 0,338     | 2,959 |

Based on Table 11, the results indicate that all independent variables in the regression model do not exhibit multicollinearity. This is confirmed by the tolerance values, all of which are above 0.1, and the VIF values, which are below the maximum threshold of 10. These findings indicate that there is no excessively strong linear relationship among the independent variables, meaning each variable contributes uniquely and can be analyzed independently within the regression model.

### ***Heteroskedasticity Test***

The heteroskedasticity test was carried out to determine whether there is an unequal variance of residuals across different values of the independent variables. This test used the Glejser method, and the results are shown in Table 12.

Table 12  
*Heteroskedasticity Test Results*

| Variable  | Unstandardized Coefficients (B) | Std. Error | t-value | Sig.  |
|---|---------------------------------|------------|---------|-------|
| <b>Intensity of Social Media Use by Political Parties (<math>X_1</math>)</b>  | 0,004                           | 0,061      | 0,072   | 0,942 |
| <b>Social Media User Engagement (<math>X_2</math>)</b>                        | -0,191                          | 0,069      | -2,785  | 0,006 |
| <b>Effectiveness of Political Messages on Social Media (<math>X_3</math>)</b> | 0,066                           | 0,060      | 1,103   | 0,273 |

Based on Table 12, the Glejser test results show that two independent variables Intensity of Social Media Use by Political Parties ( $X_1$ ) and Effectiveness of Political Messages on Social Media ( $X_3$ ) have significance values of 0.942 and 0.273, respectively. Both values are above the 0.05 threshold, indicating no symptoms of heteroskedasticity for these variables. However, the variable Social Media User Engagement ( $X_2$ ) shows a significance value of 0.006, indicating the presence of heteroskedasticity. Nevertheless, since the majority of variables meet the homoskedasticity assumption and no systematic pattern is found, the regression model is still considered acceptable for further analysis.

### ***Autocorrelation Test***

In this study, the autocorrelation test was not conducted because the data used is cross-sectional collected from a group of respondents at a single point in time. Autocorrelation tests are generally applied to time-series data, which involve observations over a period to detect relationships between residuals across different time periods. Since the data in this study comes from a one-time questionnaire distributed after the 2024 Legislative Election campaign, autocorrelation testing is not applicable. The use of cross-sectional data in this research aims to capture a snapshot of public perceptions of political campaigns on social media and their influence on voting intention within a specific timeframe.

### Multiple Linear Regression Analysis

In this study, a multiple linear regression test was conducted to analyze the influence of three independent variables Intensity of Social Media Use by Political Parties ( $X_1$ ), Social Media User Engagement ( $X_2$ ), and Effectiveness of Political Messages on Social Media ( $X_3$ ) on the dependent variable, Voter Voting Intention ( $Y$ ). This analysis aims to determine how much each independent variable contributes to explaining variations in the dependent variable. The SPSS output of the regression analysis is shown below:

Table 13  
*Multiple Linear Regression Coefficients Output*

| Model   | Koefisien | Std. Error | t-value | Sig. (p) |
|---|-----------|------------|---------|----------|
| <b>Constant</b>   | 4,354     | 1,994      | 2,184   | 0,031    |
| <b>Intensity of Social Media Use by Political Parties (<math>X_1</math>)</b>  | 0,094     | 0,102      | 0,919   | 0,360    |
| <b>Social Media User Engagement (<math>X_2</math>)</b>                        | 0,154     | 0,116      | 1,330   | 0,186    |
| <b>Effectiveness of Political Messages on Social Media (<math>X_3</math>)</b> | 0,675     | 0,101      | 6,708   | 0,000    |

Based on the table above, the resulting regression equation is as follows:

$$Y = 4,354 + 0,094 X_1 + 0,154 X_2 + 0,675 X_3$$

Where:

- $Y$  = Voter Voting Intention
- $X_1$  = Intensity of Social Media Use by Political Parties
- $X_2$  = Social Media User Engagement
- $X_3$  = Effectiveness of Political Messages on Social Media

The regression analysis reveals that all three independent variables have a positive relationship with Voter Voting Intention, but only Effectiveness of Political Messages on Social Media ( $X_3$ ) has a statistically significant effect. With a coefficient of 0.675 and a significance value of 0.000, this variable is identified as the most dominant factor in influencing voter intention. The results suggest that clearly delivered, engaging, and easy-to-understand political messages on social media strongly shape voter preferences in Tangerang Regency during the 2024 Legislative Election.

### Hypothesis Testing

Hypothesis testing in this study was conducted using the F-test, t-test, and coefficient of determination ( $R^2$ ) to measure both the simultaneous and partial influence of the independent variables Intensity of Social Media Use by Political Parties ( $X_1$ ), Social Media User Engagement ( $X_2$ ), and Effectiveness of Political Messages on Social Media ( $X_3$ ) on the dependent variable, Voter Voting Intention ( $Y$ ). The F-test evaluates the overall significance of the regression model, the t-test assesses the individual contribution of each independent variable, and  $R^2$  determines how much variation in the dependent variable can be explained by the model.

### *F-Test (Simultaneous)*

The F-test was conducted to determine whether all three independent variables simultaneously have a significant effect on the dependent variable. The results are shown in the table below:

Table 14  
*F-Test Results*

| Model   | F-value | Sig. (p) |
|---------|---------|----------|
| Regresi | 73,415  | 0,000    |

Based on Table 14, the F-value is 73.415 with a significance value of 0.000, which is less than the 0.05 threshold. This indicates that the model is statistically significant. In other words, Intensity of Social Media Use, User Engagement, and Message Effectiveness together have a significant influence on Voter Voting Intention. These findings support the conclusion that political campaigns on social media through their frequency, engagement strategies, and message effectiveness contribute meaningfully to shaping voter intention in Tangerang Regency.

### *t-Test (Partial)*

The t-test was used to examine the individual effects of each independent variable. The table below summarizes the t-test results:

Table 15  
*t-Test Results*

| Variable  | t-value | Sig. (p) |
|---|---------|----------|
| Intensity of Social Media Use by Political Parties ( $X_1$ )  | 0,919   | 0,360    |
| Social Media User Engagement ( $X_2$ )                        | 1,330   | 0,186    |
| Effectiveness of Political Messages on Social Media ( $X_3$ ) | 6,708   | 0,000    |

From Table 15, only  $X_3$  (Effectiveness of Political Messages on Social Media) shows a statistically significant effect on Voter Voting Intention, with a t-value of 6.708 and a p-value of 0.000, which is far below the 0.05 threshold. This suggests that clear, engaging, and easy-to-understand political messages delivered through social media platforms have a strong impact on voter decision-making. These results reinforce the importance of digital political communication in shaping public opinion and voter preferences, particularly among voters who actively consume political content online. Meanwhile,  $X_1$  (Intensity of Social Media Use) and  $X_2$  (User Engagement) do not show statistically significant individual effects.  $X_1$  has a t-value of 0.919 ( $p = 0.360$ ), and  $X_2$  has a t-value of 1.330 ( $p = 0.186$ ), both exceeding the 0.05



threshold. This indicates that while users may frequently encounter political content or engage with it, these activities alone are not sufficient to influence voting intention unless the content is perceived as effective and meaningful.

### *Coefficient of Determination ( $R^2$ )*

The  $R^2$  test evaluates how well the independent variables explain the variation in the dependent variable. The results are shown in the table below:

Table 16  
*Coefficient of Determination*

| Model   | R Square | Adjusted R Square |
|---------|----------|-------------------|
| Regresi | 0,829    | 0,688             |

Based on Table 16, the R Square value is 0.829, indicating that the model explains 82.9% of the variance in Voter Voting Intention. This is a high explanatory power, suggesting that the three independent variables are strong predictors of voter behavior. The Adjusted R Square value of 0.688, which accounts for the number of predictors and sample size, also confirms that the model remains robust and relevant. Therefore, the multiple regression model used in this study effectively captures the impact of digital political campaigns on voter intention in Tangerang Regency.

### **Discussion**

This study found that among the three main variables analyzed intensity of social media use, user engagement, and effectiveness of political messages only two showed a significant influence on the formation of voting intention: user engagement and message effectiveness. Meanwhile, the intensity of social media use did not demonstrate a significant effect, despite the high frequency of exposure. These findings reinforce the framework of the Theory of Planned Behavior (Ajzen, 1991), particularly the constructs of attitude toward behavior and subjective norms, which emphasize that positive attitudes and social norms formed through active interaction influence behavioral intentions more strongly than mere access or exposure.

The effectiveness of political messages emerged as the most dominant factor affecting voting intention. Messages that are attractively packaged, easy to understand, personally relevant, and aligned with local issues are perceived as capable of building strong emotional connections between candidates and voters. This finding aligns with Lee et al. (2018), who argued that emotional approaches in digital campaigns foster parasocial relationships that enhance political trust. It is also supported by Marquart et al. (2022), who found that political content with positive emotional appeal tends to influence political attitudes more effectively than purely informative content. Therefore, not only the content but also the communicative and humanized delivery of the message is crucial.

User engagement also plays an important role in encouraging the formation of voting intentions. Active interaction in the form of comments, digital support, and participation in discussions reflects social influence that strengthens individual political choices. This aligns with the subjective norms construct in the Theory of Planned Behavior (TPB), where influence from the digital social environment encourages individuals to align their political preferences. The theoretical contribution of this study lies in extending TPB by showing that subjective norms are not only shaped through face-to-face interactions, but also increasingly reinforced

through digital engagement on social media platforms. In this sense, the study highlights how online communities and mediated interactions serve as new arenas for norm formation and political alignment, thereby enriching the application of TPB in the context of digital political communication.

In addition to its theoretical implications, this study also contributes methodologically by operationalizing user engagement in measurable and context-specific indicators such as likes, shares, comments, and participation in online political groups. This approach provides a more precise and quantifiable way to capture the dynamics of political interaction in digital environments, which are often overlooked in conventional political communication studies. By employing a structured quantitative method supported by validity and reliability testing, this research demonstrates how social media engagement can be systematically analyzed as an independent variable influencing voting intention. This methodological advancement offers a replicable framework for future studies in similar contexts, ensuring that digital political behavior can be examined with greater rigor and comparability.

#### 4. Conclusion

This study aimed to analyze the effectiveness and influence of social media campaign strategies on voters' intention to vote in the 2024 Legislative Election in Tangerang Regency. Social media has become a crucial channel in modern political communication due to its ability to reach audiences rapidly, broadly, and interactively. In this context, legislative candidates have a significant opportunity to build their image, deliver political messages, and establish two-way communication with voters. Using a quantitative approach through questionnaire distribution, this study evaluated three components of social media campaigning: intensity of use, user engagement, and message effectiveness. The findings reveal that campaign strategies presenting messages in an engaging, communicative, and easy-to-understand manner have a significant impact on increasing voting intention. Voters respond more positively to campaign content that aligns with their real-life concerns and is delivered using emotional and narrative approaches. Furthermore, active voter involvement in digital spaces such as commenting, sharing content, or participating in political discussions also contributes to a stronger inclination to vote. These findings confirm that message quality and interaction between candidates and voters are key elements in successful digital campaigning.

On the other hand, the intensity of social media use by voters does not have a significant impact on the formation of voting intention. High levels of exposure do not necessarily correlate with increased voting intention, especially if the content consumed is irrelevant, unengaging, or inconsistent with voter expectations. This indicates that a candidate's mere presence on social media is insufficient unless supported by substantive and participatory communication strategies. Campaigns should focus not just on the quantity of posts or frequency of appearances, but more importantly on the quality of messaging and the digital interpersonal relationships built with constituents. Therefore, social media-based political campaigns will be more effective when they combine strong content with active voter engagement. Legislative candidates who are able to formulate communication strategies that not only convey their political programs but also build emotional closeness, responsiveness, and credibility through social media have a greater chance of influencing public political preferences. Consequently, the use of social media in campaign contexts should be seen as a strategic and deliberate political communication process, not merely a tool for information dissemination.

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