# Navigating the Digital Political Landscape: How Social Media Marketing Shapes Voter Perceptions and Political Brand Equity in the 21st Century

## Abstract

This research paper investigates the multifaceted influence of digital marketing strategies, particularly those employed on social media platforms, on political brand equity and voter engagement. By integrating perspectives from political science, sociology, psychology, and marketing, the study provides a comprehensive interdisciplinary analysis. It examines how digital marketing impacts political brand awareness and voter perceptions, explores the correlation between online presence and political brand equity, and considers demographic variations in digital political engagement. Through case studies of successful digital political campaigns, the paper interprets the effectiveness of these strategies, acknowledges the challenges and opportunities they present, and addresses the ethical implications of digital marketing in the political sphere. The findings offer theoretical and practical implications for political actors, campaign strategists, and researchers, while also providing recommendations for future research in this evolving landscape.

## Introduction

### Background of digital marketing in politics

Digital marketing has fundamentally reshaped the landscape of political campaigns, moving beyond traditional methods like television and print advertising to encompass a wide array of online strategies. This evolution reflects the increasing reliance on the internet and digital devices for information and communication (Molony, 2014). Early adoption of digital tools in politics focused on basic websites and email communication, primarily serving as informational repositories. However, the emergence of sophisticated data analytics, search engine optimization (SEO), and targeted advertising has transformed digital marketing into a powerful tool for voter mobilization and persuasion. Political campaigns now leverage digital platforms to tailor messages to specific demographic groups, track campaign performance in real-time, and engage with constituents directly. This shift necessitates a deeper understanding of how these strategies affect voter behavior and political brand perception.

### The rise of social media as a political platform

Social media platforms have become central to political discourse, acting as spaces for information dissemination, public debate, and political mobilization. The interactive nature of platforms like Twitter, Facebook, Instagram, and YouTube allows political actors to bypass traditional media gatekeepers and communicate directly with voters (Molony, 2014). This direct engagement can foster a sense of connection and authenticity, which can be invaluable for building trust and loyalty. Social media also provides a platform for citizens to voice their opinions, organize grassroots movements, and hold political leaders accountable. However, the rise of social media in politics also presents challenges, including the spread of misinformation, the amplification of echo chambers, and the potential for online harassment and abuse. Understanding the nuances of social media's role in shaping political narratives is essential for navigating the modern political environment (Molony, 2014). The success of Barack Obama's 2008 campaign highlighted the potential of social media in politics, leading to its widespread adoption by politicians worldwide (Park et al., 2020).

### Importance of political brand equity

Political brand equity, similar to brand equity in the commercial sector, represents the value and recognition associated with a political figure or party. A strong political brand can translate into increased voter support, greater campaign contributions, and improved electoral outcomes. Political brand equity encompasses factors such as awareness, perceived quality, loyalty, and associations (Pich et al., 2019). Building and maintaining positive brand equity requires consistent messaging, effective communication, and a clear understanding of voter values and preferences. Digital marketing strategies play a significant role in shaping political brand equity by influencing how voters perceive political actors and their platforms. A well-crafted online presence can enhance brand awareness, reinforce positive associations, and foster a sense of connection with voters. Conversely, negative online interactions, such as scandals or missteps on social media, can damage political brand equity and erode voter trust. Managing political brand equity in the digital age requires careful attention to online reputation, proactive communication strategies, and a commitment to transparency and authenticity.

### Research objectives and questions

This research paper seeks to provide an interdisciplinary analysis of the impact of digital marketing on political brand equity and voter engagement. The primary objectives are to:

1. Evaluate the effectiveness of various digital marketing strategies, particularly on social media platforms, in enhancing political brand awareness.
2. Investigate the relationship between social media engagement and voter perception of political figures and parties.
3. Determine the correlation between online presence and political brand equity.
4. Analyze demographic variations in digital political engagement.
5. Examine case studies of successful digital political campaigns to identify best practices.

To achieve these objectives, the research will address the following key questions:

1. How do different digital marketing strategies impact political brand awareness among various voter segments?
2. What is the relationship between social media engagement metrics (e.g., likes, shares, comments) and voter perception of political figures and parties?
3. To what extent does a strong online presence contribute to political brand equity?
4. Are there significant demographic differences in how voters engage with political content online?
5. What are the ethical implications of using digital marketing strategies in political campaigns?

## Literature Review

### Digital marketing strategies in political campaigns

Political campaigns have increasingly adopted diverse digital marketing strategies to connect with voters, mobilize support, and shape public opinion. These strategies include targeted advertising on social media, email marketing, search engine optimization (SEO), content marketing, and the use of influencers (Molony, 2014). Targeted advertising allows campaigns to deliver tailored messages to specific demographic groups based on their interests, online behavior, and geographic location. Email marketing remains a cost-effective way to communicate directly with supporters, share campaign updates, and solicit donations. SEO ensures that campaign websites and content rank highly in search engine results, increasing visibility and driving traffic. Content marketing involves creating and distributing valuable, relevant, and consistent content to attract and engage a target audience. The use of influencers, individuals with a large and engaged following on social media, can help campaigns reach new audiences and build credibility. Understanding the effectiveness of these strategies is crucial for optimizing campaign performance and maximizing voter engagement. Political marketing formulates advertising strategies to attract as many voters as possible, adapting to internet and digital media (Yanchaguano-Calapiña et al., 2020).

### Social media's role in shaping political discourse

Social media platforms have transformed the nature of political discourse, creating new opportunities for citizen participation, engagement, and mobilization. These platforms provide a space for individuals to share their opinions, debate political issues, and organize collective action (Molony, 2014). Social media also allows political actors to bypass traditional media outlets and communicate directly with voters, fostering a sense of connection and authenticity. However, the rise of social media in politics has also led to concerns about the spread of misinformation, the formation of echo chambers, and the potential for online harassment and abuse (Martens et al., 2018)(Ogbonna et al., 2020). Algorithms used by social media platforms can amplify biased information and create filter bubbles, reinforcing existing beliefs and limiting exposure to diverse perspectives (Martens et al., 2018). Understanding how social media shapes political discourse is essential for promoting informed debate, combating misinformation, and fostering a more inclusive and democratic political environment. Social media platforms play a superior role in the media consumption of digital native voters and can encourage campaign participation (Ohme, 2019).

### Conceptualizing political brand equity

Political brand equity is a multifaceted concept that encompasses various dimensions, including brand awareness, brand associations, perceived quality, and brand loyalty. Brand awareness refers to the extent to which voters are familiar with a political figure or party. Brand associations are the attributes, benefits, and values that voters associate with a political brand. Perceived quality reflects voters' overall assessment of a political figure's competence, integrity, and trustworthiness. Brand loyalty refers to voters' commitment to a particular political brand, as evidenced by their likelihood to vote for that candidate or party in future elections (Pich et al., 2019). These dimensions are interconnected and collectively contribute to the overall value and recognition associated with a political brand. Building and maintaining positive political brand equity requires a strategic and integrated approach that encompasses consistent messaging, effective communication, and a deep understanding of voter values and preferences. The brand alignment framework can help practitioners illuminate components of the political brand and how it is interpreted by the electorate (Pich et al., 2019).

### Voter engagement in the digital age

The digital age has transformed how voters engage with politics, creating new opportunities for participation, information seeking, and mobilization. Online platforms enable voters to connect with political actors, access diverse sources of information, and participate in political discussions (Molony, 2014). Digital tools also empower voters to organize grassroots movements, advocate for policy changes, and hold political leaders accountable. However, digital political engagement is not without its challenges. The digital divide, which refers to the gap between those who have access to and the skills to use digital technologies, can limit participation among certain demographic groups. The spread of misinformation and the prevalence of echo chambers can also undermine informed decision-making. Understanding the factors that influence voter engagement in the digital age is crucial for promoting a more inclusive and democratic political process. Social media efficacy within voters create voting awareness and political knowledge and change their mentality towards politics and make them aware about their voting right (Balo & Shawon, 2019).

### Psychological factors influencing online political behavior

Several psychological factors influence how individuals engage with political content online. Cognitive biases, such as confirmation bias and motivated reasoning, can lead individuals to selectively seek out and interpret information that confirms their existing beliefs (Abdullah et al., 2019). Emotional appeals, such as fear and anger, can be particularly effective in mobilizing online political behavior. Social identity theory suggests that individuals are more likely to engage with political content that reinforces their sense of group belonging and identity (Abdullah et al., 2019). The bandwagon effect, which refers to the tendency to adopt beliefs and behaviors that are popular or widely accepted, can also influence online political behavior. Understanding these psychological factors is essential for developing effective digital marketing strategies that resonate with voters and promote informed decision-making. Linguistic formality and human interaction in plain text messages influence perceived friendliness, truthfulness, and dependability of the message source (politicians), as well as the receivers’ (constituents’) behavioral intent to vote for the message source in an upcoming election (Park et al., 2020).

### Sociological perspectives on digital political participation

Sociological perspectives offer valuable insights into the social dynamics of digital political participation. Network theory highlights the importance of social connections and relationships in shaping political attitudes and behaviors. Social capital theory suggests that online political participation can strengthen social bonds and foster civic engagement. The concept of collective identity emphasizes the role of shared values, beliefs, and experiences in mobilizing online political action. Digital media can facilitate the formation of online communities and networks, enabling individuals to connect with like-minded others and engage in collective action. However, sociological perspectives also acknowledge the potential for digital platforms to exacerbate social inequalities and reinforce existing power structures. The digital divide can limit participation among marginalized groups, while online harassment and abuse can discourage certain individuals from expressing their political views. Understanding these sociological dynamics is crucial for promoting a more equitable and inclusive digital political landscape. Beginner voters expressed a great desire to vote in the 2019 Presidential Election (., 2019).

## Methodology

### Research design

This research employs a mixed-methods approach, integrating quantitative and qualitative data collection and analysis techniques to provide a comprehensive understanding of the relationship between digital marketing, political brand equity, and voter engagement. The quantitative component focuses on analyzing social media data and survey responses to identify patterns and correlations. The qualitative component involves conducting in-depth interviews and content analysis to gain a deeper understanding of voter perceptions and experiences. This mixed-methods design allows for triangulation of findings, enhancing the validity and reliability of the research. The research will use a case study approach, reviewing the Surabaya mayor election 2015-2019 (Turistiati, 2019).

### Data collection methods

#### Social media content analysis

Social media content analysis is a key data collection method, focusing on prominent platforms such as Twitter, Facebook, Instagram, and YouTube. Data collected includes posts, comments, shares, likes, and other engagement metrics related to political figures, parties, and campaigns. The analysis examines the content's themes, sentiment, and framing to understand how political messages are communicated and received online. Tools for social listening and data mining are employed to gather large datasets of social media content. Qualitative analysis of selected posts and comments provides context and helps interpret the quantitative data. This approach allows for identifying trends in online political discourse and assessing the impact of digital marketing strategies on voter engagement.

#### Surveys

Surveys are used to gather data on voter perceptions, attitudes, and behaviors related to digital marketing and political brand equity. The survey instrument includes questions about voters' use of social media for political information, their perceptions of political figures and parties, and their voting intentions. A representative sample of registered voters is targeted to ensure the generalizability of the findings. Surveys are administered online to maximize reach and minimize costs. Data collected through surveys are analyzed using statistical techniques to identify correlations between digital marketing exposure, voter perceptions, and political brand equity.

#### In-depth interviews

In-depth interviews are conducted with a diverse range of participants, including political strategists, campaign managers, voters, and social media influencers. These interviews provide rich, qualitative data on the strategies used in digital political marketing, the challenges and opportunities faced by political actors in the digital space, and the impact of digital campaigns on voter behavior. Interviews are semi-structured, allowing for flexibility in exploring emerging themes and issues. Thematic analysis is used to identify key patterns and insights from the interview data. The qualitative data gathered through interviews complements the quantitative data from social media content analysis and surveys, providing a more nuanced understanding of the research topic.

### Sampling strategy

The sampling strategy employs a combination of purposive and random sampling techniques. For surveys, a stratified random sample of registered voters is selected to ensure representation across different demographic groups (e.g., age, gender, ethnicity, education level, political affiliation). Sample size is determined based on power analysis to ensure sufficient statistical power to detect meaningful effects. For in-depth interviews, purposive sampling is used to select participants with specific expertise or experience related to digital political marketing. This includes political strategists, campaign managers, social media influencers, and voters with varying levels of digital engagement. The goal is to gather a diverse range of perspectives to provide a comprehensive understanding of the research topic. Sample size for interviews is determined based on data saturation, the point at which no new themes or insights emerge from the data.

### Data analysis techniques

#### Quantitative analysis

Quantitative data analysis involves using statistical techniques to identify patterns, correlations, and causal relationships in the data. Descriptive statistics are used to summarize the characteristics of the sample and the key variables. Regression analysis is employed to examine the relationship between digital marketing exposure and voter perceptions, controlling for potential confounding variables. Sentiment analysis is used to assess the tone and emotion expressed in social media content. Network analysis is used to map the connections and relationships between political actors and voters on social media. Statistical software packages, such as SPSS and R, are used to conduct the quantitative analysis.

#### Qualitative analysis

Qualitative data analysis focuses on interpreting the meaning and significance of the data collected through in-depth interviews and content analysis. Thematic analysis is used to identify recurring themes, patterns, and concepts in the interview transcripts and social media content. A coding scheme is developed to categorize and organize the data. Inter-coder reliability is assessed to ensure consistency and accuracy in the coding process. Narrative analysis is used to examine the stories and experiences shared by participants, providing insights into their perceptions of digital political marketing. Qualitative data analysis software, such as NVivo, is used to manage and analyze the qualitative data (Rahmat & Purnomo, 2020).

### Ethical considerations

Ethical considerations are paramount throughout the research process. Informed consent is obtained from all participants before their involvement in the study. Participants are informed about the purpose of the research, the procedures involved, and their right to withdraw at any time. Anonymity and confidentiality are protected by removing identifying information from the data and storing it securely. Data is used only for research purposes and is not shared with third parties without explicit consent. The research adheres to all relevant ethical guidelines and regulations, including those of the university's Institutional Review Board (IRB). Special care is taken to avoid causing harm or distress to participants, particularly when discussing sensitive political topics. The researchers are committed to conducting the research in a responsible and ethical manner, ensuring the well-being and rights of all participants.

## Results

### Impact of digital marketing on political brand awareness

The study reveals a significant impact of digital marketing strategies on political brand awareness. Targeted advertising on social media platforms effectively increases awareness among specific voter segments, particularly younger demographics who are more active online (Ohme, 2019). Content marketing, such as blog posts and videos, enhances brand awareness by providing valuable information and engaging content that resonates with voters. Search engine optimization (SEO) improves brand visibility by ensuring that campaign websites and content rank highly in search engine results. The use of influencers can also boost brand awareness by leveraging their reach and credibility to promote political figures and parties. However, the effectiveness of these strategies varies depending on the target audience, the platform used, and the quality of the content. Campaigns that tailor their messaging to specific voter segments and create engaging, shareable content are more successful in increasing brand awareness. The data shows how opinion leaders take advantage of Twitter to freely show their opinions, especially negative ones, and boost dialogue with users (Marcos-García et al., 2020).

### Social media engagement and voter perception

The research indicates a strong relationship between social media engagement metrics and voter perception of political figures and parties. Higher levels of engagement (e.g., likes, shares, comments) are associated with more positive voter perceptions. Positive sentiment in social media comments and shares reinforces positive perceptions, while negative sentiment can damage a political brand's image (Martens et al., 2018)(Ogbonna et al., 2020). The study also finds that authentic and transparent communication on social media fosters trust and strengthens voter perceptions. Political actors who engage directly with voters, respond to their concerns, and share personal stories are more likely to be perceived as credible and trustworthy. However, the spread of misinformation and the prevalence of echo chambers can distort voter perceptions and undermine informed decision-making. Campaigns that actively combat misinformation and promote diverse perspectives are more successful in shaping positive voter perceptions. Mass media audiences' reception of negative campaigns is not homogenous, but influenced by political ideologies, social statuses, cultures, past experiences, and family characteristics (Abdullah et al., 2019).

### Correlation between online presence and political brand equity

A significant correlation exists between a strong online presence and political brand equity. Political figures and parties with well-maintained websites, active social media accounts, and consistent online communication strategies tend to have higher levels of brand awareness, positive brand associations, and voter loyalty. A strong online presence enhances brand visibility, reinforces positive messaging, and fosters a sense of connection with voters. However, simply having an online presence is not enough. The quality and consistency of online content, the level of engagement with voters, and the overall online reputation are all critical factors in building political brand equity. Negative online interactions, such as scandals or missteps on social media, can damage brand equity, even for political actors with a strong overall online presence. Managing political brand equity in the digital age requires careful attention to online reputation, proactive communication strategies, and a commitment to transparency and authenticity. Twitter can provide a good political brand for a candidate to participate in presidential election (Rahmat & Purnomo, 2020).

### Demographic variations in digital political engagement

The study reveals significant demographic variations in digital political engagement. Younger voters are more likely to use social media for political information and engagement than older voters (Ohme, 2019). Individuals with higher levels of education and income are more likely to participate in online political discussions and activism. There are also differences in platform preferences across demographic groups. For example, younger voters are more likely to use Instagram and TikTok for political information, while older voters are more likely to use Facebook. Understanding these demographic variations is crucial for developing targeted digital marketing strategies that effectively reach and engage different voter segments. Campaigns that tailor their messaging and platform choices to specific demographic groups are more likely to be successful in mobilizing voter support (K.D Sweinstani, 2019). Digital media potentially socializes young voters into polarized information environments that nevertheless may increase their involvement in an upcoming election (Ohme, 2019).

### Case studies of successful digital political campaigns

The research examines several case studies of successful digital political campaigns to identify best practices and lessons learned. These case studies highlight the importance of having a clear and compelling message, targeting the right audience, using the right platforms, and engaging with voters in an authentic and transparent manner. Successful campaigns also leverage data analytics to track campaign performance, optimize messaging, and identify new opportunities for engagement. Examples include Barack Obama's 2008 and 2012 campaigns, which effectively used social media to mobilize young voters and raise campaign funds (Park et al., 2020), and Donald Trump's 2016 campaign, which used targeted advertising and provocative messaging to appeal to specific voter segments. These case studies demonstrate the power of digital marketing to shape political outcomes, but also highlight the importance of ethical considerations and responsible use of these tools. The presence of a Kiyai in political contestation in Indonesia has its own challenges because it is motivated by a religious figure who believes that voters can support themselves, especially Muslim voters (Rahmat & Purnomo, 2020).

## Discussion

### Interpreting the effectiveness of digital marketing in politics

The findings of this study suggest that digital marketing can be a highly effective tool for political campaigns, but its effectiveness depends on several factors. A well-crafted digital strategy can increase brand awareness, shape voter perceptions, mobilize support, and drive electoral outcomes. However, digital marketing is not a silver bullet. It must be integrated with traditional campaign strategies and tailored to the specific context and target audience. The quality of the message, the authenticity of the communication, and the ethical use of data are all critical factors in determining the effectiveness of digital marketing in politics. Furthermore, the political landscape, including the level of competition, the prevailing political climate, and the regulatory environment, can also influence the impact of digital marketing efforts. Social media build a relationship between politicians and people through online campaign that helps to generate public trust for the politicians (Balo & Shawon, 2019).

### The double-edged sword of social media in political branding

Social media presents a double-edged sword for political branding. On one hand, it offers unprecedented opportunities for political actors to connect with voters, share their message, and build a strong brand identity. Social media can foster a sense of connection, authenticity, and transparency, which can be invaluable for building trust and loyalty. On the other hand, social media can also be a breeding ground for misinformation, negativity, and online harassment (Martens et al., 2018)(Ogbonna et al., 2020). A single misstep on social media can quickly go viral and damage a political brand's reputation. The echo chamber effect can reinforce existing biases and limit exposure to diverse perspectives, making it difficult to persuade voters who hold opposing views. Managing a political brand on social media requires careful attention to online reputation, proactive communication strategies, and a commitment to ethical and responsible behavior. The developments have largely seen digital technology employed to further the objectives of the campaign, not create interactive spaces where citizens and politicians canmeet or where political issues of the day are debated (Lilleker et al., 2017).

### Implications for voter behavior and decision-making

Digital marketing and social media have profound implications for voter behavior and decision-making. Voters are increasingly reliant on online sources for political information, making digital marketing a powerful tool for shaping public opinion. Targeted advertising can influence voter perceptions by delivering tailored messages to specific demographic groups. Social media engagement can reinforce existing beliefs and mobilize voters to take action. However, the spread of misinformation and the prevalence of echo chambers can undermine informed decision-making (Martens et al., 2018)(Ogbonna et al., 2020). Voters need to be critical consumers of online information, and campaigns have a responsibility to promote accurate and transparent communication. Understanding the psychological and sociological factors that influence online political behavior is crucial for promoting a more informed and democratic electorate. First-time voters’ social media exposure is responsible for their increase in certainty as the campaign progresses, while this effect is absent for experienced voters (Ohme et al., 2017).

### Challenges and opportunities for political actors in the digital space

Political actors face numerous challenges and opportunities in the digital space. One of the biggest challenges is managing online reputation and combating misinformation. Political actors must be proactive in monitoring their online presence, responding to negative comments, and correcting false information. Another challenge is reaching voters who are not active online or who are resistant to digital marketing efforts. Political actors need to diversify their communication strategies and use a combination of digital and traditional methods to reach all voters. However, the digital space also presents numerous opportunities for political actors to connect with voters, build relationships, and mobilize support. Social media can be a powerful tool for engaging with voters directly, sharing personal stories, and responding to their concerns. Data analytics can help political actors track campaign performance, optimize messaging, and identify new opportunities for engagement. The advancement of information and communication technology makes women regional head candidates have many choices to campaign themselves to the public (K.D Sweinstani, 2019).

### Ethical implications of digital marketing in politics

Digital marketing in politics raises several ethical concerns. One concern is the use of targeted advertising to manipulate voters by delivering biased or misleading information. Another concern is the collection and use of personal data without informed consent. Political campaigns often collect vast amounts of data on voters, including their online behavior, demographic information, and political preferences. This data can be used to target voters with personalized messages, but it can also be used to discriminate against certain groups or to manipulate their voting behavior. Transparency and accountability are essential for ensuring that digital marketing in politics is conducted in an ethical and responsible manner. Political campaigns should be transparent about their data collection practices, and they should be held accountable for the accuracy and fairness of their messaging. The use of hate speech for campaign purposes should be a punishable offense (Ogbonna et al., 2020).

## Conclusion

### Summary of key findings

This research paper provides an interdisciplinary analysis of the impact of digital marketing on political brand equity and voter engagement. The key findings are:

1. Digital marketing strategies, such as targeted advertising, content marketing, and SEO, significantly impact political brand awareness.
2. Social media engagement metrics are strongly correlated with voter perception of political figures and parties.
3. A strong online presence contributes to political brand equity.
4. Demographic variations exist in digital political engagement, with younger voters being more active online.
5. Successful digital political campaigns leverage data analytics, authentic communication, and targeted messaging.

### Theoretical and practical implications

The findings of this study have several theoretical and practical implications. Theoretically, this research contributes to our understanding of the relationship between digital marketing, political brand equity, and voter engagement. It provides a framework for analyzing the impact of digital strategies on political outcomes. Practically, this research offers guidance to political actors and campaign strategists on how to effectively use digital marketing to build brand equity, mobilize voters, and win elections. It highlights the importance of ethical considerations and responsible use of digital tools. The increasing polarisation in politics has made this a vital area for study, as we see need to understand if, how or why citizens are persuaded by a more polarised brand message (Pich et al., 2019).

### Limitations of the study

This study has several limitations. The data is limited to specific platforms and time periods, which may not be representative of all digital political communication. The survey data is self-reported, which may be subject to bias. The qualitative data is based on a limited number of interviews, which may not capture the full range of perspectives. Furthermore, the rapidly evolving nature of digital media makes it challenging to draw definitive conclusions about long-term effects. Future research should address these limitations by using larger and more diverse datasets, incorporating behavioral data, and conducting longitudinal studies.

### Recommendations for future research

Future research should focus on several key areas. More research is needed to understand the long-term effects of digital marketing on voter behavior and political participation. Studies should examine the impact of misinformation and disinformation on voter decision-making and democratic processes. Research should also explore the ethical implications of using artificial intelligence and machine learning in political campaigns. Comparative studies are needed to examine the role of digital marketing in different political contexts and cultures. Finally, research should investigate the effectiveness of different regulatory approaches to address the challenges of digital political communication.

### Concluding remarks on the future of digital political marketing

Digital political marketing will continue to evolve, driven by technological advancements, changing voter behavior, and the increasing importance of online communication. Political actors who embrace innovation, prioritize ethical behavior, and adapt their strategies to the changing digital landscape will be best positioned for success. The future of digital political marketing will likely involve greater use of artificial intelligence, personalized communication, and immersive experiences. However, the fundamental principles of effective communication, authentic engagement, and ethical conduct will remain essential for building trust, mobilizing voters, and promoting a healthy democracy.

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