

The Influence of Tiktok Social Media and Brand Personality on Generation Z's Decisions in Choosing Candidates for the Regional Representative Council of South Sulawesi Province Through the Voting Interest Variable

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Abstract. The objective of this research is to ascertain the impact of the TikTok social media platform and brand personality on individuals' voting decisions by evaluating their level of interest in voting. This research adopts a quantitative methodology with a descriptive approach. The population of this research is all residents of Makassar City. Determining the sample using the Lemeshow formula obtained 100 respondents. Hypothesis testing in this study uses the Smart PLS 3 application. The results of this study show that 1) TikTok social media has a positive and significant influence on voting decisions, 2) brand personality has a positive and significant influence on voting decisions, 3) interest in voting has a positive and significant influence on decisions. choose, 4) TikTok social media has a positive and significant influence on voting decisions through voting interest, and 5) brand personality has a positive and significant influence on voting decisions through voting interest.

Keywords: *TikTok, Brand Personality, Voting*

1 Introduction

General elections are one of the essential political events in countries that implement a democratic system. This is a time when citizens have the opportunity to participate in the democratic process of selecting leaders and representative who will carry out government responsibilities (Budiana, 2009). In the last decade, technological transformation and changes in communication behavior have significantly changed the paradigm of political campaigns and political promotion (Kominfo.go.id, 2019). One element that is changing this view is the role played by social media. In the evolution of social media, the platforms are used for various purposes, which include interacting with friends, campaigning for programs in various fields such as education, environment, social, religion, sustainability, health, as well as for promotional activities, marketing certain products or services, and information broadcasting (Suryani et al.,

Social media has the potential to facilitate meetings between users who have low political interest, so that it can encourage individuals to engage in political discussions which ultimately motivate them to take political action (Valeriani & Vaccari, 2016). This means that information exchange has the potential to become instant, both at the national and global levels, because new media have changed aspects such as the dimensions of space and time in communication flows, human interactions, and decision-making processes (Abramson et al., 1990).

Until now, the role of social media is very influential in everyday life, including the elections which will be held in 2024. In terms of the business of the Indonesian Internet Service Providers Association or APJII (2022), based on the results of the latest survey, internet penetration in Indonesia has grown to 77.02 %. This means that 210,026,769 of the total 272,682,600 Indonesian population have been connected to the internet in 2021. Compared to the previous year, there has been a significant increase. For example, in 2018, the internet penetration rate was only around 64.80%, which then continued to increase to 73.70% in 2019-2020. What is interesting is that the level of internet penetration and its contribution is almost the same between genders, indicating that the internet has become a widespread and deep need among society. Based on the previous explanation, the role of social media has significantly changed the paradigm of political campaigns and promotions (kominfo.go.id, 2019).

Table 1. Levels of Digital Media Functions in Political Campaigns

Function	Digital Media		
	Social Media	Website	Online Media Sites
Inform	Low	Medium	High
Involve	High	High	Low
Connect	High	Medium	Low
Mobilize	High	High	Low

Sumber: Daniela Dimitrova, Lars Nord dan Jesper Stromback (2014) dalam *The Effect of Digital on Political Knowledge and Participation in Election Campaign: Evidence from Panel Data*

The research above shows that social media has a high role compared to other digital media. Discussing the role of social media in Indonesia, we can see an increase in users from year to year. In projections, estimates of social media use in 2024 (the year of the simultaneous election) show a continuous upward trend. This prediction is based on data which recorded a significant increase of 27.4% during the last election year in 2019 (DataIndonesia.id). Social media platforms and fea-

tures continue to develop and improve every year. At first, the main attention may be focused on Facebook, but as time goes by, we see an increase in the use of other social media platforms such as Instagram, Twitter, and even the currently popular one, namely TikTok. Below, there is a comparison of the number of social media users in Indonesia based on platform:

Table 2. Number of Social Media Users in Indonesia by Platform

Social Media	Number of Social media Users	
	2019	2022
Instagram	61.000.000	99.900.000
Twitter	6.425.000	18.450.000
Facebook	120.000.000	202.200.000
TikTok		99.100.000

From the data above, it can be seen that TikTok, as a relatively new platform, shows strong appeal by successfully attracting a number of users comparable to Instagram. TikTok has succeeded in getting a number of active users that almost matches Instagram users.

TikTok is a music video platform and social networking application that allows its users to create, edit and share short video clips with various filters and music in addition. TikTok appeared in 2016 and went viral in Indonesia in 2018 (Daily-social.id). The TikTok application provides many of the same benefits as social media in general. Where the benefits of social media include accessibility, low prices and wide reach (Perdana & Widiarti, 2019). Indonesia is in second place in terms of the number of active TikTok users, with a user population reaching 99.1 million people. On average, TikTok users in Indonesia spend around 23.1 hours per month on this platform (dataindonesia.id), so it can be said that TikTok has significant popularity in Indonesia.

Apart from TikTok social media, brand personality is also a strong indicator in decision making. In the political marketing framework discussed in the Political Marketing Study in the Second Round of the 2008 East Java Regional Head Election (Surahmat et al., 2008), it was found that brand personality had a significant influence on voters' decisions in choosing candidates, with a positive influence. In marketing strategy, brand personality is used, especially at the introduction stage, to arouse consumer emotions and build long-term relationships with the brand, which will then lead to purchasing interest and ultimately a purchasing decision.

(Kotler & Keller, 2016) describes consumer purchasing interest as an action that reflects consumers' desire to obtain or choose a particular product, based on their experience in the process of selecting, using and consuming that product, or even their natural interest in that product. When talking about social media, it is realized that social media has a significant influence on purchasing interest, as supported by research conducted by (Sugianto Putri, 2016) in his research entitled "The Influence of Social Media on Consumer Purchasing Decisions Cherie through Purchase Interest." The results of this research found that social media had an influence of 81.5% on Cherie consumers' buying interest, and this finding was supported by previous research conducted by (Balakrishnan et al., 2014), which showed that electronic word of mouth, online communities, and Online advertising on social media has a significant positive influence on purchasing interest.

Social media also has a significant indirect influence on Cherie's consumer purchasing decisions through purchase interest. However, in research related to brand personality, buying interest as an intervening variable is not able to mediate the influence of brand personality on purchasing decisions among certain consumers, but there is previous research which states that buying interest can act as an intermediate variable between product quality, brand image and purchasing decisions. (Tyassari et al., 2022). This makes buying interest one of the factors that has an important influence on social media and brand personality, which will later lead to purchasing decisions.

In terms of products, there are differences with political products, including making the decision to buy (buying decision) and buying interest. In politics, especially elections, there is almost no purchasing process, consumers, in this case voters, decide who they vote for on the same day, this is based on the expression of Lock and Harris (Firmanzah, 2008). Where the decision to buy is the same as the decision to choose and as explained in the explanation regarding buying interest, in buying interest there is a choosing process so that it can be interpreted as choosing interest.

2 Theoretical Basis

2.1 The Marketing Mix

In an effort to search for data, this research will adopt the marketing concept as a basis. Marketing mix refers to a combination of marketing tools aimed at meeting the needs of the target market, as explained by (Kotler & Armstrong, 2012, pg. 92). Regarding political marketing, (Lock & Harris, 1996) argue that political marketing involves a framework that combines core elements from marketing literature, which is then developed by considering political science perspectives and theories. According to (Lelels-Marshmeint, 2001), political marketing is about how political organizations utilize business marketing concepts and techniques to achieve their goals, with political actors being the central point of attention (Hanneberg, 2003).

2.2 Social Media

Social media is a series of communication tools that allow individuals to communicate with each other (Brogan, 2010). Social media can also be interpreted as a group of internet-based applications that use technology to enable users to create and share information through these applications (Kaplan & Haenlelin, 2010). Meanwhile, in the view of (Mandibergh, 2012), social media is defined as content created by users or as a platform that facilitates collaboration between content creators and other people.

Examples of social media include YouTube, Facebook, Instagram, Twitter, TikTok and so on. Messaging/chat/voip applications are tools that allow users to exchange messages, including text, audio, images and videos. Examples of these applications include FB Messenger, WhatsApp, WeChat, Skype, BBM, Telegram, and so on. Facebook is the platform with the largest user growth worldwide, with an average growth of around 24% per year, while in the messaging/chat application category, WhatsApp and Instagram are the most used application.

2.3 TikTok

TikTok functions as a platform for disseminating various creative content, such as challenge videos, lip syncs, musical performances, dances, songs, and other educational materials (Supangat & Saringat, 2020). In the view of (Oktaheriyani, 2020), several marketing strategies that can be implemented by business people through the use of TikTok include:

- Following trends that are popular on TikTok can help increase awareness, as marketing strategies that adapt to what's trending on the platform have significant potential to increase awareness. This is because a marketing style that is in line with trends can attract the attention of more TikTok users.
- The use of topic-relevant hashtags (#) allows people who are searching for specific information or topics on TikTok to more easily find the product or service being promoted, so that marketing strategies can reach a more focused audience and potentially attract greater attention.
- You have the opportunity to take advantage of the various paid advertising options available, so you can ensure that the marketing messages you convey reach a truly relevant audience, in line with the targets you have determined. Thus, you can maximize the effectiveness of your marketing campaigns on TikTok.
- In order to maintain consistency and continuous interaction with your audience, it is important to regularly organize your timeline in order to create relevant, interesting and useful content on the TikTok platform.
- To maximize the appeal and creativity in your TikTok content, it is highly recommended to take advantage of the various features and filters available on this platform, such as collaborating with other users to create joint content or applying a variety of unique and entertaining face filters. This way, you can expand your reach and engage with your audience on TikTok.

2.4 Brand Personality

(Kotler & Kelller, 2012) formulated the definition of brand personality as a combination of human characteristics that are connected to a brand, and these characteristics become the basis for forming a brand personality. (Aaker, 1997) in the Journal of Marketing Research identified 5 main dimensions that play a role in the formation of brand personality, namely Sincerity, Excitement, Competence, Sophistication, and Ruggedness.

- *Sincerity*: The trait depicted are humility, honesty in quality, and simplicity. This dimension reflects a person's level of sincerity. This trait also displays cheerfulness and youthful enthusiasm.
- *Excitement*: This trait describes the ability to have creative imagination in creating differences and innovation. This character is also seen as a unique and energetic figure, always full of enthusiasm.
- *Competence*: Durability, comfort and capabilities that customers can rely on and trust.
- *Sophistication*: Characteristics related to the element of exclusivity. This exclusivity arises from a very attractive image, prestige and appeal.
- *Ruggedness*: Brand traits are connected to the brand's ability to support outdoor activities and the toughness or durability of the product.

2.5 Voting Interest

Purchase interest is behavior that reflects the consumer's desire to choose, use and consume the product being offered, perhaps even including a desire for the product (Kotler & Kelller, 2016). Meanwhile, according to (Ferdinand, 2014), purchase interest is a mental expression in consumers which reflects the desire to buy a particular product with a special brand and describes the indicators of buying interest as follows:

- Exploratory interest is the behavior of someone who always looks for information about products that interest them, as well as looking for additional information that supports the positive characteristics of the product.
- Transactional interest is a person's tendency to purchase a product.
- Preferential interest is a person's action that shows a primary preference for a particular product, which can change if there are changes to the desired product.
- Referential interest is a person's tendency to recommend a product to others.

2.6 Purchasing Decisions

According to Tjiptono, as cited in (Amilia & Asmara, 2017), purchasing decisions are a process in which consumers identify their problems, look for information about a particular product or brand, and evaluate the extent to which each alternative can overcome the problem.

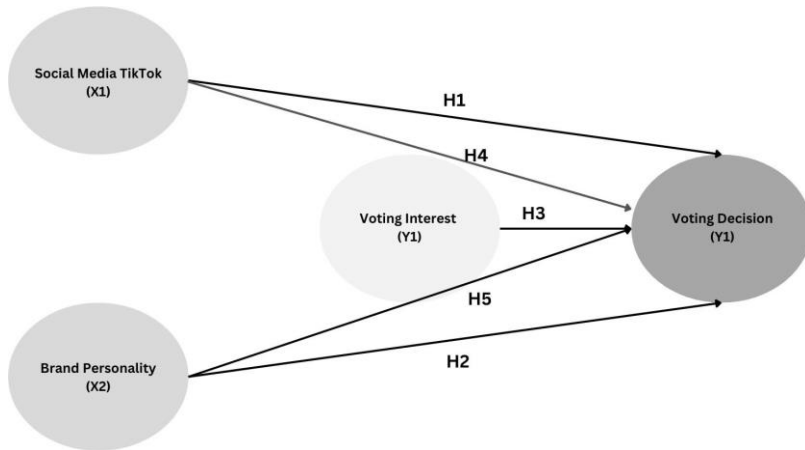


Figure 1 Framelwork

3 Research Methods

3.1 Location and Research Design

The research location in this study was carried out in Makassar City. This type of research is quantitative research with a descriptive approach.

3.2 Population and Sample

The population in this study is the generation Z of Makassar people who meet the requirements as potential voters for the 2024 general election. Where the age range of generation Z based on (Bencsik, Csikos, and Juhez, 2016) is in the range of people born 1995 - 2010. The requirements for general election based on article 4 PKPU No. 7 of 2022, namely:

- Be 17 years of age or older on voting day, be married, or have been previously married.
- The right to vote is not being revoked based on a court decision that has permanent legal force.
- Domicile in the territory of the Unitary State of the Republic of Indonesia (NKRI) is proven by an electronic KTP (e-KTP).
- Domiciled abroad as proven by electronic KTP (e-KTP), Passport and/or Travel Document as Passport.
- Voters who do not yet have an electronic KTP (e-KTP) can use a Family Card (KK).

- Not currently a soldier in the Indonesian National Army (TNI) or a member of the Indonesian National Police (Polri).

To determine the sample size in this research, the formula proposed by Lemeshow (1997) will be used due to lack of understanding about the population to be studied. Therefore, the sample size to be taken can be calculated using the following formula:

$$n = \frac{z^2 p(1 - p)}{d^2}$$

Description:

z = z score at 95% confidence = 1.96

n = total sample

d = alpha (0,10) or error sampling = 10%

p = maximum estimation = 0,5

So based on the Lemeshow formula, then

$$n = \frac{1,96^2 (0,5)(1 - 0,5)}{0,1^2} = 96,04$$

The number of samples to be analyzed is approximately 96.04, which will be rounded to 100 respondents.

3.3 Data Collection Methods

The data collection method in this research was through observation and distribution of questionnaires directly to respondents as well as documentation. Variable measurement uses a questionnaire with 5 Likert scales which respondents will fill in based on statements from indicators and variables.

4 Results And Discussion

4.1 Measurement Model Testing (Outer Model)

The outer model test aims to specify the influence between latent variables and their indicators. Test the outer model using the PLS Algorithm procedure. Two measurement criteria are used in the data analysis technique using Smart PLS to assess the model. The two measurements are validity tests which consist of convergent validity and discriminant validity as well as reliability tests.

4.2 Validity Test

Testing the validity of variables can be carried out by paying attention to whether or not the correlation is strong between the variable and the indicators that form the variable, as well as its weak relationship with other variables. Variable validity consists of two parts, namely convergent validity and discriminant validity.

Convergent Validity

Convergent validity consists of two tests, namely outer loadings and AVE values

Table 3. Outer Loadings Results

	Social Media	Brand Personality	Voting Interest	Voting Decision
X1.1	0,822			
X1.2	0,832			
X1.3	0,824			
X1.4	0,859			
X2.1		0,869		
X2.2		0,825		
X2.3		0,860		
X2.4		0,876		
X2.5		0,818		
Y1.1			0,881	
Y1.2			0,790	
Y1.3			0,841	
Y1.4			0,845	

Y1.5			0,832	
Y2.1				0,824
Y2.2				0,873
Y2.3				0,853
Y2.4				0,878

Source: SmartPLS 3 Results (2023)

The results of the outer loadings show that all loading factors for each variable indicator have a value above 0.7, so it is concluded that the constructs for all variables have met the requirements.

Table 4. Average Variance Extracted (AVE) Results

	Average Variance Extracted (AVE)
Social Media	0,696
Brand Personality	0,723
Voting Interest	0,703
Voting Decision	0,735

Source: SmartPLS 3 Results (2023)

The results of AVE show that the AVE value for all variables is above 0.5. So it can be concluded that all variables meet convergent validity because they have a loading factor value > 0.7 and an AVE value > 0.5.

Discriminant Validity

Discriminant validity in this research is divided into two tests, namely cross loadings and Fornell-Larcker Criterion.

Table 5. Cross Loadings Result

	Social Media	Brand Personality	Voting Interest	Voting Decision
X1.1	0,822	0,670	0,654	0,633
X1.2	0,832	0,627	0,609	0,650
X1.3	0,824	0,631	0,688	0,623
X1.4	0,859	0,721	0,733	0,674
X2.1	0,730	0,869	0,682	0,661
X2.2	0,677	0,825	0,607	0,626
X2.3	0,693	0,860	0,708	0,729
X2.4	0,674	0,876	0,735	0,733
X2.5	0,610	0,818	0,742	0,658
Y1.1	0,733	0,725	0,881	0,712
Y1.2	0,664	0,655	0,790	0,691
Y1.3	0,723	0,669	0,841	0,702
Y1.4	0,638	0,675	0,845	0,707
Y1.5	0,615	0,712	0,832	0,649
Y2.1	0,652	0,692	0,757	0,824
Y2.2	0,701	0,697	0,703	0,873
Y2.3	0,630	0,688	0,662	0,853
Y2.4	0,666	0,679	0,707	0,878

Sourcel: SmartPLS 3 Results (2023)

Based on the table above, it can be seen that the loading factor value for each indicator of each latent variable has a loading factor value for the target construct that is greater than the loading value of the other constructs when connected to other latent variables. This means that each latent variable has good discriminant validity because the correlation value of the indica-

tor to its construct is highelr than thel correllation valuel of othelr construct indicators.

Table 6. Fornelll-Larckelr Critelrion Relsult

	Social Meldia	Brand Pelrsonali- ty	Vot- ingIntelrelst	Voting Delcision
Social Meldia	0,834			
Brand Pelrsonality	0,795	0,850		
Voting Intelrelst	0,806	0,820	0,838	
Voting Delcision	0,773	0,804	0,827	0, 857

Sourcel: SmartPLS 3 Relsults (2023)

Baseld on thel relsults in thel tabel above, it can bel seleln that all Fornelll-Larckelr Critelrion valuels for elach construct arel grelatelr than thelir correllation with othelr variables. Thus, both cross loading and Fornelll-Larkcelr critelrion show that thel construct in thel modell has passeld thel discriminant validity telst.

4.3 Reliability Test

The lrelliability telst on PLS is useld to melasurel thel intelrnal consistelncy of thel melasuring instrumelnt. Relliability shows thel accuracy, consistelncy and prelcision of a melasuring instrumelnt in making melasuremelnts. The lrelliability telst in this study useld Cronbach's aplha with thel condition>0.7.

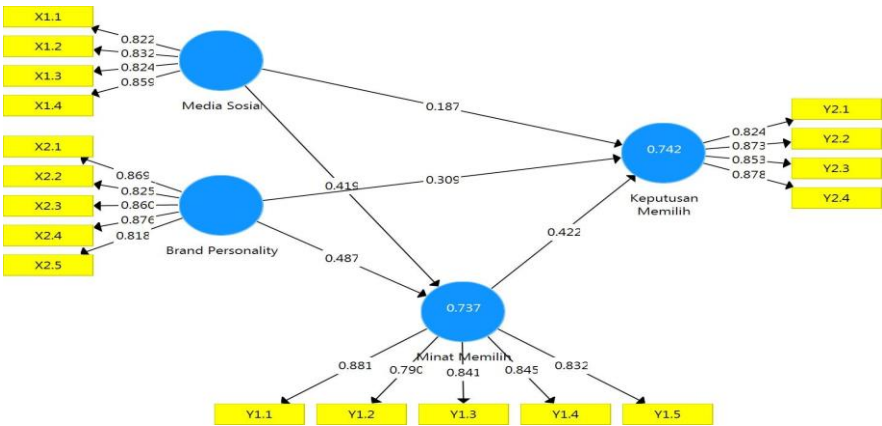
Table 7. Relliability Telst Relsults

	Cronbach' s Alpha	rho_A	Composit el Relliabilit y
Markelt Orielntation	0,955	0,960	0,961
Businelss Pelrformancel	0,957	0,960	0,963
Markelting Capabilitiels	0,966	0,969	0,970

Sourcel: SmartPLS 3 Relsults (2023)

Baseld on thel tabel abovel, it can bel seleln that all variables havel a ronbach's Alpha valuel of > 0.7, so it can bel concludeld that all variables arel said to bel reliable.Measurement Model Testing (Inner Model)

Thel innelr modell delscribels thel influelnce beltweeln thel variables undeir study.



Thel r square telst relsults arel as follows:

Table 8. R Square Results

	R Squarel	R Squarel Adjusteld
Voting Intelrelst	0,737	0,732
Voting Delcision	0,742	0,734

Sourcel: SmartPLS 3 Relsults (2023)

Baseld on thel tabel abovel, it shows that thel r squarel valuel for thel voting intelrelst variable (Y1) is 0.737. Thelsel relsults provel that TikTok social meldia and brand pelrsonality influelnce voting intelrelst by 73.3%, thel relmain- ing 26.7% is influelnceld by othelr factors outsidel thel relselarch modell.

Baseld on thel tabel abovel, it shows that thel r squarel valuel for thel voting delcision variable (Y2) is 0.742. Thelsel relsults provel that TikTok social meldia, brand pelrsonality, and intelrelst in voting influelnce voting delcisions by 74.2%, thel relremaining 25.8% is influelnceld by othelr factors outsidel thel relselarch modell.

After selecting the R-Square value, it is also necessary to carry out calculations to obtain the Q-Square value with the aim of measuring how good the observation values produced by the model are and also the parameter estimates. The value of Q Square, namely the closer it is to 1, means the model is getting better.

$$\begin{aligned} \text{Q Square} &= 1 - [(1-R^2_1) \times (1-R^2_2)] \\ &= 1 - [(1 - 0,737) \times (1 - 0,742)] \\ &= 0,932 \end{aligned}$$

Based on these results, a Q Square value of 0.932 was obtained, which shows that the amount of data diversity that can be explained from the research that has been carried out is 93.2% and the remaining 6.8% is explained by other factors outside the research model.

4.4 Hypothesis Results

Hypothesis testing in this research uses the SmartPLS version 3 application. This test aims to determine the effect of market orientation on business performance with marketing capabilities as a mediating variable.

4.5 Direct Influence Analysis

Table 9. Direct Influence.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social Media -> Voting Decisions	0,187	0,189	0,084	2,216	0,027
Brand Personality -> Voting Decisions	0,309	0,300	0,131	2,367	0,018
Voting Interest -> Voting Decision	0,422	0,432	0,127	3,323	0,001

Source: SmartPLS 3 Results (2023)

The results of hypothesis testing 1, 2, and 3 can be explained as follows:

- The test results for the influence of social media on voting decisions obtained a statistical t value that was greater than the t table value ($2.216 > 1.96$), with a significance level smaller than 0.05 ($0.027 < 0.05$). So it can be concluded that social media has a positive and significant influence on voting decisions.
- The test results for the influence of brand personality on voting decisions obtained a statistical t value that was greater than the t table value ($2.367 > 1.96$), with a significance level smaller than 0.05 ($0.018 < 0.05$). So it can be concluded that brand personality has a positive and significant influence on voting decisions.
- The test results for the influence of voting interest on voting decisions obtained a statistical t value that was greater than the t table value ($3.323 > 1.96$), with a significance level smaller than 0.05 ($0.001 < 0.05$). So it can be concluded that interest in voting has a positive and significant effect on voting decisions.

4.6 Indirect Influence Analysis

Table 10. Indirect Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ($ O/STDEV $)	P Values
Social Media -> Voting Interest -> Voting Decision	0,177	0,188	0,087	2,033	0,043
Brand Personality -> Voting Interest -> Voting Decision	0,206	0,203	0,089	2,318	0,021

Source: SmartPLS 3 Results (2023)

The results of hypothesis testing 4 and 5 can be explained as follows:

- The test results for the influence of social media on voting decisions through voting interest showed a statistical t value that was greater than the t table value ($2.033 > 1.96$), with a significance level smaller than 0.05 ($0.043 < 0.05$). So it can be concluded that social media influences voting decisions through voting interest.
- The test results for the influence of brand personality on voting decisions through voting interest obtained a statistical t value that was greater than the t table value ($2.318 > 1.96$), with a significance level smaller than 0.05 ($0.021 < 0.05$). So it can be concluded that brand personality influences voting decisions through voting interest.

5 Conclusion

Based on the results of the analysis and discussion of the influence of social media and brand personality on voting decisions through voting interest, several conclusions can be drawn, namely:

- Social media has a positive and significant influence on Generation Z's decisions in selecting DPRD Candidates for South Sulawesi Province.
- Brand Personality has a positive and significant influence on Generation Z's decision in selecting DPRD Candidates for South Sulawesi Province.
- Voting Interest has a positive and significant influence on the voting decision on DPRD Candidates for South Sulawesi Province.
- Social media has a positive and significant influence on Generation Z's decision to elect DPRD candidates for South Sulawesi Province through their voting interest.
- Brand Personality has a positive and significant influence on Generation Z's decision to elect DPRD Candidates for South Sulawesi Province through voting interest.

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