

DAFTAR PUSTAKA

- Ahdiyanti, I. (2024). Manajemen keterlibatan perempuan di ruang publik: Peluang dan tantangan. *INNOVATIVE: Journal of Social Science Research*, 4, 2380–2390.
- Arnanda, A. N. (2023). Political branding akun Instagram @AniesBaswedan dalam isu Pilpres Indonesia 2024. *SCIENTIA JOURNAL: Jurnal Ilmiah Mahasiswa*, 5(4), 1–11. <https://doi.org/10.33884/scientiajournal.v5i4.7544>.
- Basri, J., & Nurbayani, N. (2021). Peran perempuan dalam politik praktis di Indonesia. *Jurnal Naratas*, 1(1), 13–15.
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230.
- Catatan Anggota Komisi IX DPR Jika Iuran BPJS Kesehatan Naik.” *Tempo* — Rieke menyatakan ketidaksetujuannya terhadap kenaikan tarif iuran BPJS.
- Chadwick, A. (2013). *The hybrid media system: Politics and power*. Oxford: Oxford University Press.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Thousand Oaks, CA: Sage.
- Creswell, J. W. (2016). *Research design: Pendekatan metode kualitatif, kuantitatif, dan campuran* (4th ed.). Yogyakarta: Pustaka Pelajar.
- Elita, N., & Mulyana, D. (2023). Politik tanpa karpet merah: Strategi komunikasi digital perempuan dalam pemilu. *Jurnal Komunikasi Politik Digital*, 5(2), 101–115.
- Enli, G. (2017). *Mediated authenticity: How the media constructs reality*. New York: Peter Lang.
- Enli, G., & Thumim, N. (2012). Socializing and self-representation online: Exploring Facebook. *Observatorio (OBS)*, 6(1), 87–105.
- Fadiyah, D., & Simorangkir, J. (2021). Penggunaan media sosial Instagram dalam membangun citra positif Presiden Joko Widodo pada Pilpres 2019. *Journal of Political Issues*, 3(1), 13–27. <https://doi.org/10.33019/jpi.v3i1.48>.
- Firmansyah, J. P., Amazihono, M., Annisa, C., Permatasari, M., & Raharjo, J. S. (2023). Peran marketing politik dalam membangun kekuasaan dan kepemimpinan politik. *JURNAL RECTUM: Tinjauan Yuridis Penanganan Tindak Pidana*, 5(1), 947–961. <https://doi.org/10.46930/jurnalrectum.v5i1.2849>
- Gilal, F. G., Paul, J., Gilal, N. G., & Gilal, R. G. (2021). Strategic CSR–brand fit and customers’ brand passion: Theoretical extension and analysis. *Psychology & Marketing*, 38(5), 759–773. . <https://doi.org/10.1002/mar.21464>
- Gruzd, A. (2016). Netlytic: Software platform for automated text and social

Mahalia Sinta Auranti, 2025

**POLITICAL BRANDING RIEKE DIAH PITALOKA MELALUI INSTAGRAM @RIEKEDIAHP
PADA PEMILU LEGISLATIF 2024**

UPN Veteran Jakarta, Fakultas Ilmu Sosial dan Ilmu Politik, S1 Ilmu Politik
www.upnvj.ac.id-www.library.upnvj.ac.id-www.repository.upnvj.ac.id

- network analysis. *Big Data and Society*, 3(1), 1–6.
- Hatmanti, G. A. P. N. Y., & Ahmad, N. (2023). Politisi dengan tingkat elektabilitas rendah dan strategi branding politik: analisis multimodalitas akun Instagram Puan Maharani. *Jurnal Komunikasi Profesional*, 7(4), 583–611.
- Hidayati, F. R. (2021). Komunikasi politik dan branding pemimpin politik melalui media sosial: A conceptual paper. *Jurnal Lensa Mutiara Komunikasi*, 5(2), 145–161.
- Indrawan, J., Barzah, R. E., & Simanihuruk, H. (2023). Instagram sebagai media komunikasi politik bagi generasi milenial. *Ekspresi dan Persepsi: Jurnal Ilmu Komunikasi*, 6(1), 170–179.
- Jackson, D., Kalsnes, B., Mellado, C., Trevisan, F., & Veneti, A. (2025). *The Routledge handbook of political campaigning*. Routledge.
- Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. New York University Press.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.
- Keck, M. E., & Sikkink, K. (1998). *Activists beyond borders: Advocacy networks in international politics*. Ithaca, NY: Cornell University Press.
- Kozinets, R. V. (2010). *Netnography: Doing ethnographic research online*. London: SAGE Publications.
- Kozinets, R. V. (2015). *Netnography: Redefined*. Sage.
- Loader, B. D., & Mercea, D. (2011). Networking democracy? Social media innovations and participatory politics. *Information, Communication & Society*, 14(6), 757–769. <https://doi.org/10.1080/1369118X.2011.592648>.
- Needham, C., & Smith, G. (2015). Introduction: Political branding. *Journal of Political Marketing*, 14(1–2), 1–6.
- Perjuangkan Iuran BPJS Tak Naik, Rieke Diah Pitaloka Semprot Rekan di DPR yang Antikritik.” Suara.com.*
- Putra, O. D., Sufa, S. A., & Ratnasari, E. (2022). Political branding Ganjar Pranowo melalui media sosial Instagram @ganjar_pranowo. *Restorica*, 8(2), 1–16.
- Rafsanjani, M. A., Sardini, N. H., & Fitriyah. (2023). Daya juang dan daya tangguh politisi perempuan dalam kemenangan pemilu. *Journal of Politic and Government Studies*, 12(3), 1–15.
- Rieke Diah Pitaloka: Kawal RUU Kesehatan, Dana BPJS Harus dikelola wali amanah dan nirlaba.” RMOL.id.*
- Scammell, M. (2007). Political brands and consumer citizens: The rebranding of Tony Blair. *The ANNALS of the American Academy of Political and Social*

- Science*, 611(1), 176–192. <https://doi.org/10.1177/0002716206299149>.
- SINDOnews. (2024). *Hasil Dapil VII Jabar: Dedi Mulyadi, Rieke, hingga Verrel Bramasta Raih Kursi DPR*.
- Tirto.id. (2024). *10 Nama Caleg DPR RI Lolos ke Senayan dari Dapil Jabar VII*.
- Tufekci, Z. (2017). *Twitter and tear gas: The power and fragility of networked protest*. New Haven, CT: Yale University Press.
- Yusanda, A., Darmastuti, R., & Huwae, G. N. (2021). Strategi personal branding melalui media sosial Instagram. *Scriptura*, 11(1), 41–52. <https://doi.org/10.9744/scriptura.11.1.41-52>