

DAFTAR PUSTAKA

- Alfaruqy, M.Z. (2019). Perilaku Politik Generasi Milenial: Sebuah Studi Perilaku Memilih (Voting Behavior). *Jurnal Psikologi Jambi*, 4(1), 10-15.
- Alhaimer, R.S. (2023). Unveiling the digital persona image: the influence of social media on political candidates' brand personality and voter behaviour in Kuwait. *Humanities and Social Communication*, 10(969), 1-12.
- Allen, J.L., & Mayer, J.D. (2022). Personal Intelligence Is Evident in the Sophistication of People's Narratives about Personality. *Journal of Intelligence*, 10(56), 1-20.
- Alwie, A.F., Jeusermi., Pratiwi, D., Anggraini, N., Harianja, M.A.Br., & Hidayat, D. (2022). Voting Decision of Generation Z as Novice Voter in the 2019 Presidential Election in Pekanbaru City. *International Journal of Multicultural and Multireligious Understanding*, 9(3), 141-159.
- Antoniades, N. (2020). Political Marketing Communications in Today's Era: Putting People at the Center. *Society*, 57(6), 646-656.
- Aspinall, E., & Mietzner, M. (2019). Southeast Asia's Troubling Elections: Nondemocratic Pluralism in Indonesia. *Journal of Democracy*, 30(4), 104-118.
- Asri, R., Arianti, G., & Mandjusri, A. (2020). Pengaruh Online Personal Branding Tokoh Politik Terhadap Minat Pemilih Pemula. *Communiverse Jurnal Kominukasi*, 5(1), 58-69.
- Blanchet, A. (2018). Personality Traits and the Early Origins of Political Sophistication: Openness to Experience or Intellectualism? *Canadian Journal of Political Science*, 1-20.
- Cochrane, C., Rheault, L., Godbout, J., Whyte, T., Wong, M.W.C., & Borwein, S. (2022). The Automatic Analysis of Emotion in Political Speech Based on Transcripts. *Political Communication*, 39(1), 98-121.
- Cornfield, M. (2017). Empowering the Party-Crasher: Donald J. Trump, the First 2016 GOP Presidential Debate, and the Twitter Marketplace for Political Campaigns. *Journal of Political Marketing*, 16(3/4), 212-243.
- Craig, S.C., Cossette, P., & Martinez, M. (2020). Partisan Ambivalence and Electoral Decision Making. *American Review of Politics*, 37(1), 1-28.
- Febriansyah, F., Prisanto, G.F., Ernungtyas, N.F., & Hasna, S. (2018). Partai Politik Sebagai Political Brand. *Cakrawala-Jurnal Humanioran dan Sosial*, 21(1), 68-70.
- Ferreira, D., dan Eyk, M. (2022). The Influence Of Political Branding On Voter Intention In South Africa. *Conference: 15th International Business*

- Conference (IBC)* at: Someset West, South Africa, September 2022, 206-222.
- Fitriani, L., Munandar, J.M., Sumarwan, U. (2021). Pilkada Amidst a Pandemic: The Role of The Electronic Word of Mouth in Political Brand and Voting Intention. *Jurnal Ilmu Sosial dan Ilmu Politik*, 25(1), 32-47.
- Folse, J.A.G., Netemeyer, R.G., & Burton, S. (2012). Spokescharacters: How the Personality Traits of Sincerity, Excitement, and Competence Help to Build Equity. *Journal of Advertising*, 41(1), 17-32.
- Ghozali, I., (2018), *Aplikasi Multivariat dengan Program IBM SPSS 25*. Semarang: BPUNDIP.
- Handika, R., & Al-Rafni. (2022). Mahyeldi-Audy Political Marketing Innovation During the Covid-19 Pandemic During the 2020 West Sumatra Regional Election. *Politicon Jurnal Ilmu Politik*, 4(1), 91-110.
- Harmes, A (2020). Political Marketing in Post-Conflict Elections: The Case of Iraq. *Journal of Political Marketing*, 19(3), 201-232.
- Hati, S.R.H., Gayatri, G., Lupiyoadi, R., & Safira, A. (2017). Which is the Stronger Influence of Voting Intention: Candidate Credibility or Party Credibility? *Advances in Economics, Business and Management Research*, 36, 595-608.
- Hemay, I., & Munandar, A. (2016). Politik Identitas dan Pencitraan Kandidat Gubernur terhadap Perilaku Pemilih. *Jurnal Kajian Politik Dan Masalah Pembangunan*, 12(1), 1737-1748.
- Hermanto, L.A., & Rodhiah. (2019). Pengaruh Brand Personality Terhadap Purchase Intention Produk The Body Shop. *Jurnal Manajerial dan Kewirausahaan*, 1(4), 820-829.
- Homyamyen, P., & Kulachai, W. (2024). Understanding Political Participation: A Theory of Planned Behavior Approach. *Advances in Economics, Business and Management Research*, 256, 231-237.
- Hongal, P., Ramanjaneyalu, N., & Phatak, G. (2022). The Entrepreneurial Marketing: Concept, Nature And Orientations. *International Journal of Scientific Research and Management*, 10(2), 1-8.
- Hughes, A., Dann, S., & Neale, L. (2008). Exploring the Application of Personal Brands and Opinion Leadership in Political Marketing. In Denize, S., Sharma, N., & Spanjaard, D. (Eds.) *Proceedings of Australia and New Zealand Marketing Academy Conference 2008, Marketing: Shifting Focus from the Mainstream to Offbeat*. Promaco Conventions Pty Ltd, Australia, p. 1-8.
- Ibrahim, A., Ibrahim, U., Bala, A., & Ibrahim, Z.A.B. (2023). Theory of Planned Behavior and the Intention-to-Sell Vote in Nigeria's General Election in 2023: Evidence from Gombe State University Community Members. *Creative Business Research Journal*. 3(1), 118-124.

- Ingenhoff, D., & Klein, S. (2018). A Political Leader's Image in Public Diplomacy and Nation Branding: The Impact of Competence, Charisma, Integrity, and Gender. *International Journal of Communication*, 12, 4507–4532.
- Jain, V., Chawla, M., Ganesh, B.E., & Pich, C. (2018). Exploring and Consolidating the Brand Personality Elements of the Political Leader. *Spanish Journal of Marketing*, 22(3), 297-320.
- Kartini, D.S., & Sulaeman, A. (2018). The Dynamics in Political Marketing in the Winning Strategy of Political Parties in Indonesia. *Russian Journal of Agricultural and Socio-Economic Sciences*, 83(11), 188-194.
- Kaur, H., & Sohal, S. (2018). Examining the Relationships Between Political Advertisements, Party Brand Personality, Voter Satisfaction and Party Loyalty. *Journal of Indian Business Research*, 1-19.
- Keller, K.L., & Swaminathan, V. (2018). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. London: Pearson Education.
- Khan, I., & Fatma, M. (2017). Antecedents and Outcomes of Brand Experience: An Empirical Study. *Journal of Brand Management*, 24(5), 439-452.
- Kotler, P., & Armstrong, G (2018). *Principles of Marketing*. London: Pearson Education.
- Kotler, P., & Keller, K.L. (2016). *Marketing Management*. New Jersey: Pearson Prentice Hall.
- Kulachai, W., Lerdtomornsakul, U., & Homyamyen, P. (2023). Factors Influencing Voting Decision: A Comprehensive Literature Review. *Social Sciences*, 12(469), 1-16.
- Kuncoro, M. (2011). *Metode Kuantitatif*. Yogyakarta: UPP STIM YKPN.
- Kunle, L.P., Ayodele, O., Oluwasey, B.J., & Alushola, A. (2022). Effect of Aaker's Model of Brand Personality on Consumer Choice of Branded E-Retailing Outfits. *The International Journal of Applied Business*, 6(2), 172-182.
- Lau, R.R., Kleinberg, M.S., & Ditonto, T.M. (2018). Measuring Voter Decision Strategies in Political Behavior and Public Opinion Research. *Public Opinion Quarterly*, 82(Special Issue), 911-936.
- Liang, Y., Xu, Q., & Jin, L. (2021). The Effect of Smart and Connected Products on Consumer Brand Choice Concentration. *Journal of Business Research*, 135, 163-172.
- Mayer, J.D., & Skimmyhorn, W. (2017). Personality Attributes that Predict Cadet Performance at West Point. *Journal of Research in Personality*, 66, 14-26.
- McManus, J.F., Carvalho, S.W. and Trifts, V. (2021). The Role of Brand Personality in the Formation of Consumer Effect and Self-Brand Connection. *Journal of Product & Brand Management*,

- Mehta, M. (2018). Overview of Marketing Concept in Developing Countries. *Journal of Emerging Technologies and Innovative Research*, 5(11), 648-651.
- Meliala, W. (2020). Faktor-Faktor yang Mempengaruhi Pemilih dalam Pemilihan Umum Kepala Daerah dan Penerapan Strategi Bertahan dan Menyerang Untuk Memenangkan Persaingan. *Jurnal Citizen Education*, 2(2), 12-24.
- Mustanir, A., & Jaya, I. (2016). Pengaruh Kepemimpinan dan Budaya Politik Terhadap Perilaku Pemilih Towani Tolotang di Kecamatan Maritengngae Kabupaten Sidenreng Rappang. *Jurnal Politik Profetik*, 4(1), 84-97.
- Prasetyo, D. (2014). Persepsi Masyarakat Dki Jakarta Terhadap Figur Dan Komunikasi Politik Basuki Tjahaja Purnama (Ahok). *Politika*, 5(2), 1-13.
- Pratama, A.A., Briandana, R., & Jamil, A. (2021). Political Marketing on Legislative Elections in Indonesia: Case Study in Central Bengkulu. *Utopia y Praxis Latinoamericana*, 26(1), 196-205.
- Putri, R.M.M., & Ahmad, N. (2023). Unveiling Political Persona: Visual Framing Analysis of Presidential Candidates' Instagram Branding for The 2024 Indonesian Election. *Komunika*, 6(2), 119-133.
- Qorib, F., & Waru, A.D. (2022). Identitas Jokowi dalam Pelantikan Presiden Periode 2014 & 2019 di Televisi. *Jurnal Communicator Sphere*, 2(1), 1-19.
- Ramli, Y., Imaningsih, E.S., Shiratina, A., & Soelton, M. (2021). The Implementation of Digital Marketing that Influence the Political Decision to Vote. *Ilomata International Journal of Management*, 2(4), 282-292.
- Riyanto, S., & Hermawan, A.A. (2020). *Metode Riset Penelitian Kuantitatif*. Yogyakarta: Deepublish.
- Salamah, U. (2015). *Brand Pemimpin Politik*. Jakarta: Makna Informasi.
- Sandi, J.R.A. (2021). Religion and Ethnicity Traps: Behind the Intention to Vote of Millennial Voters. *Society*, 9(2), 410-419.
- Setiawan, D., & Sukresna, I.M. (2022). Marketing of New Party-Political Towards the 2024 Election Winning Strategy of the Indonesian People's Wave Party. *Budapest International Research and Critics Institute-Journal*, 5(2), 14187-14198.
- Sobari, W. (2019). Kapasitas dan Kecukupan: Menjelaskan Perilaku Memilih dalam Pilkada Multilevel dan Serentak. *Journal of Politics and Policy*, 2(1), 1-32.
- Spelliscy, C.T. (2019). *Political Brands*. Massachusetts: Edwar Edgar Publisng.
- Sugiyono. (2017). *Metode Penelitian Manajemen*. Bandung: Alfabeta.
- Surahmat, I.F., Suharyono, & Kumadji, S. (2012). Pengaruh Brand Personality dan Sales Promotion terhadap Brand Equity serta Keputusan Memilih Kandidat Gubernur Provinsi Jawa Timur Periode 2008-2013 (Studi Political

- Marketing Pada Pemilukada Jawa Timur Putaran Kedua Tahun 2008). *Jurnal Profit*, 6(2), 174-185.
- Widagdo, S., Armanu, Noermijati, & Rofiaty. (2019). Effect of Political Marketing Mix on Constituents Behavior in Selecting Candidates and Political Parties: Theoretical Studies in Legislative Elections. *International Journal of Business and Management Invention*, 3(10), 47-54.
- Widardjono A. (2015). *Analisis Multivariat Terapan*. Yogyakarta: UPP STIM YKPN.
- William, R., & Wuryandari, N.E.R. (2020). Political Marketing In The Election For Governorin This Digital Age. *Dinasti International Journal of Management Science*, 1(5), 750-761.
- Yahya, M. (2015). Kompetensi dan Gaya Kepemimpinan Personaliti Komunitas Olahraga di Provinsi Aceh. *Jurnal Magister Administrasi Pendidikan Universitas Syiah Kuala*, 3(3), 58-86.

