

DAFTAR PUSTAKA

- Alvin, S. (2019, Oktober). Manajemen Citra Politik Prabowo Subianto dan Sandiaga Uno Melalui Akun @Prabowo dan @Sandiuno. *KOMUNIKA*. doi:<https://doi.org/10.24090/komunika.v13i2.2538>
- Ardiyanto, E. A. (2025). Radical Changes in Political Campaign Strategy Prabowo Subianto's in the 2024 Presidential Election Indonesia. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 10(1). doi:<https://doi.org/10.25008/jkiski.v10i1.1139>
- Badan Pusat Statistik. (2024, Desember 31). *Statistik Pemuda Indonesia 2024*. (Y. Rachmawati, B. Santoso, & R. Sinang, Eds.) Retrieved July 10, 2025, from Badan Pusat Statistik: <https://www.bps.go.id/id/publication/2024/12/31/b2dbaac4542352cea8794590/statistik-pemuda-indonesia-2024.html>
- BBC Indonesia*. (2023, November). Retrieved from BBC Indonesia : <https://www.bbc.com/indonesia/articles/c84v04yw7ggo>
- CSIS Survey*. (2022, August). Retrieved from CSIS Survey: <https://www.cnnindonesia.com/nasional/20230810220313-617-984631/kacamata-gen-z-milenial-bagaimana-mereka-memilih-capres-di-2024>
- Ekbis Banten*. (2023, November 27). Retrieved from Ekbis Banten: <https://ekbisbanten.com/citra-gemoy-prabowo-jadi-daya-tarik-bagi-milenial-dan-gen-z/>
- Fabianus, F. (2025). Hermeneutics of Social Media Debates on Identity Politics from the Perspective of communicative action. *Bricolage*. doi:<https://doi.org/10.30813/bricolage.v9i1.7133>
- Facebook KPU*. (2023, July 3). Retrieved from Facebook KPU: <https://www.facebook.com/photo.php?fbid=593724879607227&id=100069091604644&set=a.162629259383460>
- Heryanto, G. G. (2020). *Realitas Komunikasi Politik Indonesia Kontemporer* (Vol. 1). (S. Rumar, Ed.) Yogyakarta: IRCiSoD.
- Hikmat , M. (2019). *Komunikasi Politik Dalam Pilkada Langsung: Teori dan Praktik*. Bandung: PT. Remaja Rosdakarya.
- Isrofillah, F. (2024). POLITICAL TOKEN STRATEGY OF PRESIDENTIAL CANDIDATE PRABOWO SUBIANTO IN GEMOY'S NICKNAME AS THE INFLUENCE OF THE AMERICANIZATION IN INDONESIA. *Jurnal Kaganga Komunika*, Volume 6 no 1. doi:<https://doi.org/10.36761/kagangakomunika.v6i1.3876>

- Kompas. (2023, December 14). *Media Sosial Pengaruhi Pemilih pada Pemilu 2024*. (Y. Wahyu, Editor, R. E. Sakti, Producer, & Kompas) Retrieved July 11, 2025, from Kompas ID: <https://www.kompas.id/baca/riset/2023/12/14/media-sosial-pengaruhi-pemilih-pada-pemilu-2024>
- Kriyantono, R. (2020). *Teknik praktis riset komunikasi: Disertai contoh praktis riset media, public relations, advertising, komunikasi organisasi, komunikasi pemasaran (Edisi ke-2)*. Kencana.
- Kumparan. (2023, Desember). Retrieved from Kumparan: <https://kumparan.com/realino-nurza/gemoy-propaganda-politik-21gcx1Jp6gq>
- Lees-Marshment, J. (2014). *Political marketing: Principles and applications*. Routledge.
- Liputan6.com. (2023, Desember 01). *5 Respons TKN Prabowo-Gibran soal Capresnya Prabowo Subianto Disebut dengan Gimmick Gemoy*. (D. Prastiwi, Editor) Retrieved Juli 7, 2025, from Liputan6.com: <https://www.liputan6.com/pemilu/read/5469695/5-respons-tnk-prabowo-gibran-soal-capresnya-prabowo-subianto-disebut-dengan-gimmick-gemoy>
- Partai Gerindra . (2023, October 26). *Apa itu Gemoy?* . Retrieved from Instagram: <https://www.instagram.com/p/Cy3Pn23Ppyv/>
- Partai Gerindra . (2023, December 8). *Tampil Dengan Kebajikan* . Retrieved from Instagram : <https://www.instagram.com/p/C0lnVM-LGAG/>
- Partai Gerindra . (2024, Januari 20). *Mana Musik*. Retrieved from <https://www.instagram.com/p/C2TVGjPPz6w/>: <https://www.instagram.com/p/C2TVGjPPz6w/>
- Partai Gerindra . (2024, January 12). *Mari Berjuang* . Retrieved from Instagram : https://www.instagram.com/p/C1-EiJbv5z_/
- Partai Gerindra . (2024, January 6). *Saksikan Debat Capres* . Retrieved from Instagram : <https://www.instagram.com/p/C1wlEmIrnlt/>
- Partai Gerindra . (2025, December 04). *Mari Adu Gagasan*. Retrieved from Instagram : <https://www.instagram.com/p/C0bX2n2r3KW/>
- Partai Gerindra. (2023, Oktober 23). *Pencalonan Prabowo Subianto - Gibran Rakabuming Raka dalam Kontestasi Pilpres 2024*. Retrieved from Instagram: <https://www.instagram.com/p/CyuOSKdvYAu/>
- Partai Gerindra. (2023, December 11). *Takdir Kemenangan* . Retrieved from Instagram : <https://www.instagram.com/p/C0tDRDVLKji/>

- Partai Gerindra. (2024, December). *Instagram Account*. Retrieved from Gerindra
Instagram Account: <https://www.instagram.com/gerindra/>
- Sakti, R. E. (2023, December 14). *Media Sosial Pengaruhi Pemilih pada Pemilu 2024*. Retrieved July 11, 2025, from Kompas.id:
<https://www.kompas.id/baca/riset/2023/12/14/media-sosial-pengaruhi-pemilih-pada-pemilu-2024>
- Sam, A., Yusuf, R. I., & Rahayu, P. B. (2024). Gemoy and Samsul: How the Propaganda Won the 2024 Indonesian Election. *Informasi: Jurnal Ilmu Komunikasi*.
- Santos, F.-L. M., Quiles, M. G., Mesquita, L., Ceron, W., Lorena, M. C., & Gonçalves, I. (2024). Visual Politic Communication on Instagram a comparative study of Brazilian Presidential Election. *EPJ Data Science*. doi:<https://doi.org/10.1140/epjds/s13688-024-00502-0>
- Saputra, R. R. (2023, Agustus 03). *CNN Indonesia* . Retrieved from CNN Indonesia : <https://www.cnnindonesia.com/nasional/20230802155535-617-981051/definisi-pemilih-pemula-dan-jumlahnya-yang-besar-di-pemilu-2024>
- Sobur, A. (2003). *Semiotika komunikasi*. Rosda Karya.
- Sosial Media Facebook Resmi KPU*. (2023, Juli 3). Retrieved from Sosial Media Resmi KPU :
<https://www.facebook.com/photo.php?fbid=593724879607227&id=100069091604644&set=a.162629259383460>
- Vera, N. (2022). *Semiotika Dalam Riset Komunikasi*. Depok: Rajawali Pers.
- Verian, A., & Situmeang, I. V. (2019). REPRESENTASI FOTO KAMPANYE CALON PRESIDEN PADA MAJALAH TEMPO EDISI 19 – 25 NOVEMBER 2018. *SEMIOTIKA*. doi:<http://dx.doi.org/10.30813/s:jk.v13i1.1787.g1492>
- Wahjuwibowo, I. S. (2018). *Semiotika komunikasi: Aplikasi praktis bagi penelitian dan skripsi komunikasi (Edisi ke-3)*. Mitra Wacana Media.