

HYPERREALITY OF #PILPRES2024 IN DIGITAL POLITICAL ADVERTISEMENTS ON SOCIAL MEDIA BASED ON ARTIFICIAL INTELLIGENCE

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ABSTRACT

Purpose: The purpose of this study is to evaluate how the concepts contained in #pilpres2024 political advertisements on social media are associated with the theory of hyperreality on social media #pilpres2024.

Theoretical Framework: This research explores the hyperreality of #pilpres2024 in digital political ads on social media, drawing on the hyperreality theory. Using big data analysis, it examines the interplay between #pilpres2024 concepts and hyperreality. The social reality shaped by language and symbols contributes to new trends and political views, evident on platforms like Facebook, Twitter, and TikTok. This process transforms #pilpres2024 into a hyperreal simulacrum, influencing contemporary political perceptions in the digital sphere.

Method: The research method used in this study is big data analysis, a social reality that is still generated, then regenerated and changed by the use of language and other symbols.

Result and Conclusion: The findings of the research results of the #pilpres2024 symbol produce new trends as a choice of political views on social media depending on the dominant social media used, including Facebook, Twitter, and TikTok. The process of reproduction and consumption of #pilpres2024 gave birth to new signs in each presidential candidate, including #ganjarpresiden2024, #aniespresiden2024, and #prabowopresident2024, which people on social media interpreted as a new reality or contemporary #pilpres2024. #pilpres2024 is the life of the current trend society as a simulation process that will become simulacra into a world of hyperreality #pilpres2024 by people on social media.

Originality/Value: This research pioneers the exploration of AI-driven hyperreality in political advertising on social media, focusing on #pilpres2024. Utilizing big data analysis, it unveils the transformation of private political discourse into public consumption. The identification of candidate-specific symbols adds depth, presenting a unique perspective on the intersection of artificial intelligence, politics, and societal trends.

Keywords: hyperreality symbol #pilpres2024, social media #pilpres2024, artificial intelligence.

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HIPERREALIDADE DO #PILPRES2024 EM ANÚNCIOS POLÍTICOS DIGITAIS NAS REDES SOCIAIS COM BASE EM INTELIGÊNCIA ARTIFICIAL

RESUMO

Propósito: O objetivo deste estudo é avaliar como os conceitos contidos em #pilpres2024 anúncios políticos nas mídias sociais estão associados com a teoria da hiperrealidade nas mídias sociais #pilpres2024.

Estrutura Teórica: Esta pesquisa explora a hiperrealidade do #pilpres2024 em anúncios políticos digitais nas mídias sociais, baseando-se na teoria da hiperrealidade. Usando análise de big data, ele examina a interação entre os conceitos #pilpres2024 e a hiperrealidade. A realidade social moldada pela linguagem e pelos símbolos contribui para novas tendências e visões políticas, evidentes em plataformas como o Facebook, o Twitter e o TikTok. Este processo transforma #pilpres2024 em um simulacro hiperreal, influenciando as percepções políticas contemporâneas na esfera digital.

Método: O método de pesquisa utilizado neste estudo é a análise de big data, uma realidade social que ainda é gerada, depois regenerada e modificada pelo uso da linguagem e de outros símbolos.

Resultado e Conclusão: Os resultados da pesquisa do símbolo #pilpres2024 produzem novas tendências como uma escolha de pontos de vista políticos nas redes sociais, dependendo das mídias sociais dominantes utilizadas, incluindo Facebook, Twitter e TikTok. O processo de reprodução e consumo de #pilpres2024 deu origem a novos sinais em cada candidato presidencial, incluindo #ganjarpresiden2024, #aniespresiden2024 e #prabowopresident2024, que as pessoas nas redes sociais interpretaram como uma nova realidade ou #pilpres2024 contemporâneo. #pilpres2024 é a vida da atual tendência da sociedade como um processo de simulação que se tornará uma simulacra num mundo de hiperrealidade #pilpres2024 pelas pessoas nas redes sociais.

Originalidade/valor: Esta pesquisa é pioneira na exploração da hiperrealidade impulsionada pela IA na propaganda política nas mídias sociais, com foco no #pilpres2024. Utilizando análise de big data, desvenda a transformação do discurso político privado em consumo público. A identificação de símbolos específicos do candidato acrescenta profundidade, apresentando uma perspectiva única sobre a interseção de inteligência artificial, política e tendências sociais.

Palavras-chave: símbolo de hiperrealidade #pilpres2024, mídia social #pilpres2024, inteligência artificial.

1 INTRODUCTION

The presence of political advertisements approaching the 2024 election party has begun on various social media platforms, including Facebook, Instagram, Twitter, and so on. Despite the rapid growth of online political advertising, most political advertising costs rely solely on evidence from the advertising candidate. However, in the



implementation of digital advertising, the cost of creation and implementation is relatively low, and the ability to target digital ads more precisely can expand their advertising and allow candidates to craft their messages to audiences (Fowler et al., 2021). Advertising becomes an appropriate choice in promoting products or part of campaigns for purposes as a means of political communication (Hartanto, 2021), so that political advertising, has the support of various circles on digital platforms such as celebrities, professional involvement consultants and campaign managers. Digital political advertising has its own segmentation and has several methods that are widely used in political marketing (Juditha, 2019). Various turmoil arose in election activities including the presence of various kinds of cyber communities on social media including cyber army (Tessa Shasrini & Yudi Daherman, 2021), including buzzers on social media in regional elections and even presidential elections in Indonesia (Juditha, 2019). Social media has an important role in shaping people's political preferences. Political preferences are owned as factors that should be the basis for political behavior and participation in politics (Sukri et al., 2021). Artificial intelligence (AI)-based technologies can radically change existing political paradigms, empowering forms of political participation that are more spread beyond the reach of electoral activities – especially in the context of unlimited online disclosure of government data around the world (Savaget et al., 2019).

The election, which will be held in Indonesia in 2024, will target many people in the digital world, especially on social media platforms, including Facebook, Instagram, Twitter and Tiktok. In Indonesia alone there are around 215.63 million people who use internet technology and on average are mobile internet subscribers (Nurhanisah & Finaka, 2023). Most mobile internet users only use internet functions to chat and access social media sites, not access data either downloading or uploading important information on the internet. In other words, the falsification of social relations into a simulation of social reality, which is a reality built from models without references, so that illusions, fantasies and screen images from computers and smartphones when communicating become real (Astuti, 2015).

Social media is increasingly playing a role in conflict and controversial politics. Politicians, leaders, rebels, and protesters have all used it as a means of communication. At the same time, scientists are turning to social media as a new source of data on conflict. A framework for understanding the influence of social media on conflict through four interrelated points: (a.) social media reduces communication costs, (b.) increase the speed



and dissemination of information, (c.) scientists should focus on strategic interaction and adaptation of competitive actors in response to changes in communication technology, and (d.) new data provided by social media is not only an important resource, but also fundamentally changes the information available to conflict actors, thus shaping the conflict itself. In short, the influence of social media on conflict defies a simple explanation that argues that it entitles a candidate or challenger (Zeitsoff, 2017). The modernity of elections that has reached the digital society will be dismantled through the concept of hyperreality. Hyperreality is Baudrillard's idea of symbolic exchange developed and moved from social theory towards postmodern theory with a provocative style of philosophical analysis that rejected the tendency to tout major premodern phenomena, such as emotions, feelings, intuition, reflection, speculation, personal experience, habits, violence, metaphysics, tradition, cosmology, magic, myth, religious sentiment and mystical experience (Ronda, 2018).

1.1 JEAN BUADRILLARD'S HYPERREALITY THEORY

Before generating hyperreality, social media first makes a simulation. The meaning of *simulakra* itself is a redrawing or redrawing of an object through a simulation. But reimagining's are made and produce something new and different from the actual object. Making *simulakra* is no stranger in modern times like today. Baudrillard argued that the characteristics of an adult society as it is today are simulated societies. A simulated society is a characteristic of society that now lives with a form of commodity in which codes, signs and models are reproduced continuously through a simulacra space. Understanding *simulakra* is a space where the results of simulations or reduplication of an object such as a product of goods are made, so that between artificial and original cannot be distinguished and the results of the simulation produce its own reality.

The current development of virtual technology for Baudrillard makes people often trapped in the space he considers reality. In a world like today, many simulations are carried out and made no longer to describe reality or actual reality which is the main benchmark, but the benchmarks are models that are coveted by many people. *Simulakra* is not only mixed with pseudo-reality that is deliberately made but also with a more domineering image compared to the real reality. Image itself is something that is seen by the five senses, but the meaning of image does not mean the true meaning of a simulated object.



The result of a simulacra has produced a form of hyperreality. This form of hyperreality has made the real reality inferior to the artificial reality that is deliberately created and reproduced continuously Jean Baudrillard was born in the northern city of Reims, France on July the seventh of 1929. At that time the stock market had crashed which resulted in the world's first economic crisis. Baudrillard's early theses wrote about Nietzsche and Luther, especially he was interested in the works of Hölderlin, so it is not uncommon in his work that he is often referred to as a poet because in his writings he contains many poems (Chao, 2015). Baudrillard's educational background in literature provided his own style in conveying his ideas and views in various works. Baudrillard's style of thought in the field of sociology and philosophy was packaged in literary influences causing people to judge him as a poet (Artist).

Baudrillard's thinking on symbolic exchange developed and moved from social theory to postmodern theory in a provocative style of philosophical analysis that rejected the tendency to tout major premodern phenomena, such as emotion, feeling, intuition, reflection, speculation, personal experience, habit, violence, metaphysics, tradition, cosmology, magic, myth, religious sentiment and mystical experience (Ronda, 2018). Baudrillard's theories can be seen and have traced their authenticity, especially those that speak of sign life impacting communication technology on social life, as well as his systematic critique of modern thought by developing a philosophical perspective. Baudrillard was arguably the most important and provocative theorist of media culture during the 1970s and early 1980s. His research on simulation, implosion, hyperreality, and the various impacts of communication, information, and new media technologies opened new avenues in contemporary social theory. Baudrillard argued for the loss of subject, political economy, meaning, truth, and social in the formation of new theories and concepts to explain rapidly evolving social processes and the novelty of the masses.

Baudrillard describes the emergence of a postmodern society organized through simulation, in which models, codes, communication, information and media are the cause of a radical break with modern society (Pradhana, 2021). In the heady postmodern life, subjectivity is fragmented and lost, while a new set of experiences emerges, making social theories outdated and irrelevant. Baudrillard's world was a dramatic melting pot. In that class, gender, political differences, and the once autonomous spheres of society and Culture merged, erasing boundaries and differences in a postmodern kaleidoscope. His writing style and strategy were also implosive, fusing, combining even from very



different fields, interspersed with examples from media culture in a new form of postmodern theory that eradicates all disciplinary boundaries. In the postmodern world, individuals leave behind the "real wasteland" for hyperreality ecstasy and new domains of computers, media, and technological experiences (Fuchs, 2016a). Baudrillard says systematically explaining that we live in a "simulated age", where authenticity and the fast-disappearing cultural world (symbolic exchange) make Baudrillard more likely to prefer the charm of the world. But, the simulated world is an absolute and shameful loss of charm (Ritzer, 2012).

1.2 #PILPRES2024 SYMBOLS ON SOCIAL MEDIA

As active social media users, people often see and remember the word #pilpres2024 and currently have an impact on the 2024 presidential election in Indonesia. There are several reasons they make #pilpres2024 on social media namely the first is the expression that arises is a strong expression in the development of political party interest groups supporting several candidates who have been advertised through #pilpres2024 marks on Indonesian social media. The second is social media users from Facebook, Twitter, and TikTok who have a more critical and open mindset in understanding, implementing, and following the provisions of the Indonesian government in the 2024 presidential election.

The concept of the word #pilpres2024 is a symbol created by social media activists that has free value and can be spread with social media algorithms, and this depends on the followers (followers) owned by the account that started spreading the #pilpres2024 symbol. In #pilpres2024, society is known as a modern society because, in its daily activities, it consumes the symbol on social media. Various applications analyzed in this study, known as artificial intelligence for social media users, include Facebook, Twitter, and TikTok. This will illustrate how dominant the community uses social media.

Every post is always followed by a hashtag with a #pilpres2024 symbol. Hashtags on social media provide clues that merely generate meaning through interpretation. A sign becomes meaningful when it is deciphered according to cultural conventions and rules that people consciously or unconsciously adhere to. Baudrillard saw humanity moving from a society dominated by signs and codes associated with commodities to a society dominated by signs and codes more generally. All changes, not always connected to consumption, have been dominated by code. The abstract code is a more effective



method of domination than the exploitative capitalist economic system. The manipulation of the structure of signs and codes has a far more radical meaning than the labor control of capitalism.(Ritzer, 2012).

2 METHODS

The research paradigm provides direction for researchers and provides an explanation of what they want to do. The paradigm also provides an explanation of what things are and are not included in the research. Furthermore, Lincoln & Guba (2000) explain that the basis that determines various research paradigms can be summarized based on answers to three fundamental interrelated questions, namely ontological questions, epistemology and axiology Moleong, 2018).

Newman uses a different term, namely the approach in explaining paradigms. Approach is a general term, broader than the term theory or methodology (Fowley et al., 2013). This includes epistemology or questions regarding the theory of knowledge, research objectives, evaluation of understanding, explanation, or normative. Furthermore, Koma-koma explains that all scientific research is based on ontological and epistemological principles and assumptions that have three approaches that reflect differences in alternative views and assumptions regarding practice in social research. That approach is an evolving position that provides a variety of ways to make observations, measurements, and understand social reality. The three approaches include positive social sciences, interpretive social sciences, and critical social sciences. Two other approaches were also added, namely feminist social research and postmodern social research. Douglas Kellner says that postmodern is a critical social theory (Kellner, 2018).

Ontologically, it needs to be clearer what is the form and nature of reality. In this paradigm, the reality is local and specifically constructed. Reality is shaped socially, culturally, and economically. The epistemological question is how the researcher relates to the researcher. In this paradigm, researchers are subjective, and their findings are based on understood values. The public interest is partial, while axiology is related to the purpose and usefulness of a science. This paradigm will provide new thinking or changes to existing social conditions.(Moleong, 2018).

Theories about society are needed to explain various social, political, and cultural phenomena and developments. It must be admitted that important phenomena and changes are taking place, and that many of the old modern theories and classifications



can no longer explain contemporary culture, politics, and society (Fuchs, 2016b). However, some statements of ideas and phenomena labeled with the word postmodern have origins or similarities in the modern era. This means that social phenomena are now between an aging modern era and a postmodern era that still has to be adequately initiated, described, and mapped (Kellner, 2018).

This research uses a qualitative approach with big data analysis research methods. Communication ethnography is a combination of anthropology and linguistics that unravels the artifacts of conversations between individuals in a society. Ethnography does not simply explore records of cultural artifacts, but instead examines more deeply about artifacts that can exist and apply in a group. Conversations between individuals in society must consider aspects or sociocultural contexts of values, norms and rules that apply as the basis for communication.

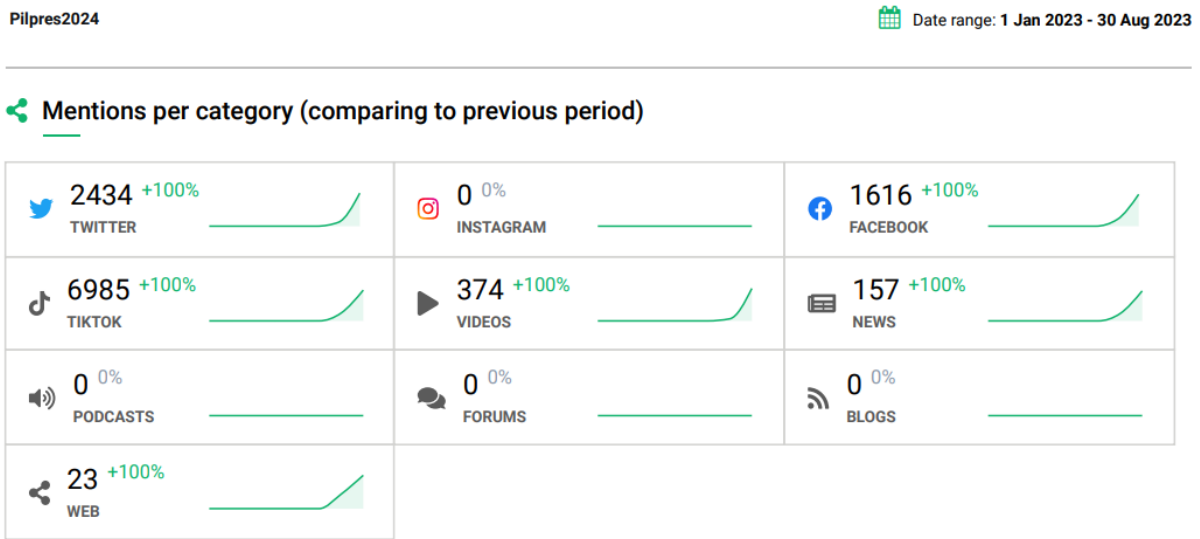
The research methods of big data analysis continue to differ from many existing online ethnography forms by offering a more systematic, step-by-step approach to address ethical, procedural, and methodological concerns specific to online research. As a result of the ever-increasing use of automated social media, responses in online communities can change members with society, both online and offline (Nasrullah, 2017). Online research methods are popular for online community studies because they have crossed language barriers so that big data analysis no longer deals only with language societies, but also with online conversations in language (Costello et al., 2017). In this study, researchers used big data analysis methods. Researchers read conversations that occur on social media naturally. Big data analysis provides an understanding based on language culture, meaning, rituals and practices.

3 RESULTS AND DISCUSSION

This study highlights symbols consumed by the public on 3 (three) social media including Facebook, Twitter and TikTok. Through the brand24 app.brand24.com application, a tool to monitor what is being discussed by others related to certain brands or keywords. This aims to prevent negative things from happening. The Brand24 application will also show various sentiments, whether the mention is included in negative, positive, or neutral sentiment.



Figure 1. Comparison of #pilpres2024 mentions on multiple social media



Source: Author Processed, 2023

In this study, the symbol of #pilpres2024 is set in the period of Jan-August 2023. It can be explained that the matrix of symbols #pilpres2024 began to appear on July 23 when the names of prospective presidential candidates appeared in the news in Indonesia. Figure 1. We can compare mentions of #pilpres2024 on several social media. Researchers only highlight 3 (three) dominant social media used by Indonesian people today. The highest is social media TikTok with 6985 mentions #pilpres2024, followed by twitter 2434, which mentions #pilpres2024, and Facebook 1616. This means that the issues of the 2024 presidential candidate are widely discussed on the 3 social media. Compared to other symbols circulating on social media in Indonesia.

Figure 2. Symbols that are often consumed on social media

Context of discussion

#PerindoMenujuSenayan #PartaiPerindo #aniesbaswedan #PrestasiGanjar pdip #KPU #fypシ #PartaiModern mendingprabowo lengkap #jokowidodo dukung #pemilu2024 #PerindoS16AP #PartaiInklusif ganjar #fyp #politikindonesia #jokowi ketua gerindra golkar #PemilihPemula gibran #PemilihMuda #Bawaslu #gerindra #GanjarMenang #prabowopresiden2024 subianto pan #Papua #GanjarPresiden #Pileg2024 #ganjarpranowo #ganjarpresiden2024 saksikan #TolakPenundaanPemilu #terusmajubersamaprabowo #PemiluSerentak2024 pilih #capres2024 #AntiPolitikIdentitas #anies #Ganjar #ProgramGanjar #politik #PerindoUpdate terusmajubersamaprabowo dekade08 presiden #pilpres2024 politik #PartaiPersatuanIndonesia #golkar youtube #Cawapres2024 kpu #mendingprabowo video #viral #PartaiPeduliRakyatKecil #PemiluSantun pilpres #GenZ viral #Pemilu2024SesuaiTahapan #Pancasila koalisi #IndonesiaMaju cawapres capres baswedan #TikTokBerita partai #Pilkada2024 #beritaterkini #UntukIndonesiaSejahtera anies #pdiperjuangan #airlangahartarto #trending #Perindo pranowo #nasdem #capres beda pemilu calon prabowo #dekade08 #pdip #AntiGolput #prabowosubianto #indonesia indonesia #GanjarCapres jokowi #prabowo #pilpres

Source: Author Processed, 2023



Figure 2 explains how the public consumes the hashtag symbol (#) on several social media related to Indonesia's presidential candidacy on social media. The symbols consumed embody digital political advertising as a "call code" in searches on each social media. TikTok, Twitter, and Facebook, which can be analyzed in this study, use the hashtag symbol (#) to invite people to react politically. Common reactions on social media include posts, mentions, likes, and shares. This is seen in Figure 3, getting 10 trending hashtags in the consumption of digital political social media ads. #pilpres2024 became number one trending on several social media.

Figure 3. Top 10 trending of hashtag usage on social media

Pilpres2024 📅 Date range: 1 Jan 2023 - 30 Aug 2023

Trending hashtags

	HASHTAG	🗨️ MENTIONS
1	#pilpres2024	10 088
2	#pemilu2024	5764
3	#capres2024	4016
4	#ganjarpranowo	3908
5	#pemiluserentak2024	3082
6	#ganjarcapres	2157
7	#indonesiamaju	2151
8	#ganjarpresiden	2126
9	#pemilusantun	2110
10	#prestasiganjar	2078

Source: Author Processed, 2023

Brand24 provides a numerical summary on social media, in 8 months the symbol #pilpres2024 consumed by 11,589 with the interaction of 6.9 million Indonesians using the symbol. This seen in figure 4 proves the reaction of the Indonesian people in waiting for political parties in 2024. With 174 million people getting information about the #pilpres2024 symbol with content creators about the #pilpres2024 symbol as many as 11,409 accounts on all existing social media platforms.



Figure 4. Numerical summaries of #pilpres2024 symbols on social media

Numerical summary

11 589 MENTIONS	11 409 SOCIAL MEDIA MENTIONS	180 NON-SOCIAL MENTIONS	174 M SOCIAL MEDIA REACH
667 K NON SOCIAL MEDIA REACH	6.9 M INTERACTIONS	11 409 USER GENERATED CONTENT	6.2 M LIKES
1381 68% POSITIVE MENTIONS	663 32% NEGATIVE MENTIONS	\$ 12 M AVE	2434 MENTIONS FROM TWITTER

Source: Author Processed, 2023

Indonesians already know 3 presidential candidates in 2024 by using the #pilpres2024 symbol, the algorithm helps the public get information on who and what parties support the 2024 presidential candidate. Positive and negative sentiments can affect the perception of Indonesian people, the brand24 application can help artificial intelligence systems can help researchers find out the response to the 2024 presidential election in the future.

4 CONCLUSION

Social media TikTok, Twitter, and Facebook communicate their ideas through their respective social media using #pilpres2024 symbols. This makes #pilpres2024 a rationality that community members can accept with content communicated by community accounts with followers (most followers), whether private or public property such as mass media. The appeal of #pilpres2024 to Indonesian society brings a change of meaning in reality awareness on social media. The phenomenon of reality that occurs on social media through #pilpres2024 as a contemporary sign today is not just limited to the lens of mere modernity. However, far from that, the phenomenon that occurs is a characteristic of postmodernity that also infects society through a shift in meaning and symbols in a miniature social society called social media. Consumption #pilpres2024 has become people's identity in welcoming elections because of the development of communication and information technology, media literacy, and the artificial basis of social media intelligence. It has succeeded in shaping public opinion in politics in Indonesia. It can illustrate how people live in a constellation of meanings in simulations used by social media symbols, which mix reality and imagination and prioritize the



fascination and ecstasy of appearances over the values of actual political parties. This means that advertising activities only through social media is enough. There is no need to do advertisements and campaigns on mainstream media because social media has received the effect of communication directly quickly with artificially based intelligence. Hyperreality makes social media #pilpres2024 reproduce various kinds of reality in various ways so that the activities of community members become rational. That is, #pilpres2024 on social media is a new way of political activities to describe the so-called consumer society that is no longer able to reflect signs, messages, meanings, or norms as objects of reproduction of signs in power relations in Indonesia.

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