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Semiotic analysis of presidential candidate roasting video content on TikTok’s @sandissukron

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ARTICLE INFO	ABSTRACT
<p><i>Keywords:</i> TikTok semiotic video presidential candidate social media</p>	<p>This study aims to analyze the content of presidential candidate roasting videos on @sandissukron’s TikTok account using Peirce’s semiotic theory. The research method used is descriptive qualitative with data collection through indirect observation of three @sandissukron video contents and documentation studies. The results showed that the video content can be analyzed using Peirce’s semiotics, resulting in various meanings ranging from principles, traits, personalities, to implied goals. The explanation of these meanings is described in a trichotomy table consisting of sign, object, and interpretant. The gestures, intonation and coded language in the video represent the nature and personality of the intended presidential candidate. Anies Baswedan is portrayed as someone who is good at rhetoric and has a smart political strategy, Prabowo Subianto is portrayed as a power-hungry individual with a poor record on human rights, while Ganjar Pranowo is portrayed as a figure who is not trusted and is considered a party puppet. This research provides deep insight into how signs in TikTok video content can provide complex interpretations of presidential candidates and reflect public opinions and perceptions. It shows that social media has a significant role in shaping political narratives and public opinion.</p>

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Introduction

Mass media is a tool that makes it easier for people to receive information quickly and widely. Mass media has a great influence on society because information becomes easier to obtain. The function of mass media according to Suharno in Tarmizi et al (2023, 57) is supervision, conveying information, educating, influencing, and entertainment. Mass media can influence human mindsets, attitudes, and actions.

One of the mass media used by society is new media. New media according to Ginting (2021, 7) is media that uses the internet and technology-based functions privately or publicly. It can be concluded that new media is a new tool or media to convey messages more easily and quickly. Social media is an entertainment medium for the community and is also a medium for individuals or groups to gather, share, communicate, collaborate, or play and has the power of User Generated Content (UGC) where content is generated by users not editors. In short, social media is a medium that allows users to present themselves by interacting, cooperating, sharing, communicating with other users publicly. One of the social media that is widely used today is TikTok. TikTok is a social media with the distribution and creation of short videos lasting 15 seconds to 3 minutes. What distinguishes TikTok social media from other social media is the For Your Page (FYP) feature. For Your Page is a popular hashtag that can be seen from the home page and each user or account has a different assessment personally. According to a report by research firm Statistics, the number of TikTok users in Indonesia was recorded at 113 million as of April 2023, based on the demographics of TikTok users in Indonesia, 13% aged 13-17 years, 40% aged 18-24, aged 25-34 as much as 37%, aged 35-44 as much as 8%, and aged 45+ as much as 3%.

TikTok is widely used by teenagers, namely students and college students.

Of the various kinds of content on TikTok that are very interesting to all users currently, namely content regarding preparations for the 2024-2029 presidential election. This is used by several accounts to convey their opinions through various content such as parody, satire, sarcasm, and other humorous content. Before the existence of social media, opinions could be expressed through speech, dialog, or discussion. With the existence of social media, it is easier for anyone to have a free opinion on hotly discussed topics, one of which is the 2024-2029 presidential election.

One of the TikTok accounts that creates sarcastic content about Indonesia's political situation is the @sandissukron account on TikTok social media. This account not only makes sarcastic content to presidential candidates but also the police, DPR and many more. Sandi Sukron is a standup comedian from Bandung and an illustrator. Sandi Sukron together with two friends, Eky Priyagung and Rio Chan uploaded a video on his TikTok account about roasting the three 2024 presidential candidates Anies Baswedan, Ganjar Pranowo and Prabowo Subianto. After uploading the video, on September 5, 2023, Sandi Sukron and his two friends again uploaded a roasting video addressed to Anies Baswedan in person. Sandi Sukron again uploaded a video roasting Ganjar Pranowo. The video on the @sandissukron account has signs that can be analyzed using semiotic theory. In the video there are signs in the form of satire directed at presidential candidates.

Method

This research is a qualitative study that focuses on understanding and analyzing the meaning of signs in the context of TikTok social media digital communication on

roasting video content on the @sandissukron account. This research method prioritizes Peirce's semiotic analysis. The researcher acts as the main instrument in data collection and analysis so that the data obtained is organized in the form of text or words.

This research uses a descriptive approach that aims to explain and describe the phenomena observed in depth and detail. The use of a qualitative approach to understand the trichotomy proposed by Charles Sanders Peirce, namely sign, object and interpretant.

The paradigm used in this research is interpretive which emphasizes the symptoms of an event can have different meanings so that it is inductive and ideographic, meaning that science reveals reality through symbols in descriptive form. This study aims to explain the meaning of meaning in communication carried out by Sandi Sukron, Eky Priyagung and Rio Chan on TikTok social media.

This research collects data through indirect observation and documentation studies. Indirect observation in this study will be carried out through three @sandissukron video contents on TikTok social media related to presidential candidates, namely the video content '*Ngejulitin 3 presidential candidates*', '*Ngejulitin Anies Baswedan*', and '*Ngejulitin Ganjar Pranowo*' by identifying scenes regarding political communication and signs of messages on the content. Data collection in this study was carried out using documentation study techniques by reading various official documents, namely documents that can provide an overview of the object of research in the form of magazines, newspapers, bulletins, statement letters, and so on.

Results and Discussion

The media, which has an important role as one of the pillars of democracy, provides a space or tool used by politicians to shape

public opinion. The media is often used as a tool for political image building and political communication is sometimes used as a tool to achieve certain political goals such as gaining power in government. Political relations with the media have become commonplace in a political system. The government or politicians need the media to form a positive image or justify policies and the media utilizes information from official sources for its news material. The presence of new media, especially social media, provides an opportunity for everyone to express their aspirations in the form of criticism, messages or views on any group including politicians, thus opening up opportunities for changes in power relations in Indonesia due to the high potential for activism, especially in the political field. The power of social media can be seen from the large number of users and TikTok is one of the social media that has begun to be widely used by the public since the pandemic. Apart from the number of users, social media can also provide information quickly and in two directions, making social media interactive in communication.

Sandi Sukron with the TikTok social media account @sandissukron is one of the people who uses social media as a communication channel regarding their aspirations, especially in the current political situation. With creative videos, Sandi Sukron has now reached 56,200 followers on TikTok. Together with his two colleagues, Eky Priyagung and Rio Chan, they are often referred to as Trio Netizen, uploading short videos on their TikTok account about roasting the three 2024 presidential candidates. Their content is related to the political situation from discussing presidential candidates, legislative candidates, and others packed with comedic elements in the form of sarcasm making Sandi a professional political communicator. There are three political communicators according to Nimmo (2005,

30-38), namely politicians, professionals, and activists. Trio Netizen as a professional communicator is an individual who makes a living with communication skills that talk about politics.

Political messages are talks that develop about influence, power, authority and conflict as well as talks about other issues involving power, influence, authority and conflict. Political messages are very important for political communication because messages are information conveyed by communicators to audiences or communicants who aim to find common meanings or perceptions in verbal and nonverbal forms. Political talk is based on several activities according to Nimmo (2005, 79) including symbolic activities, namely words in political talk, language, namely word games in political talk, semiotics, namely the meaning and rules of political word games, and pragmatics is the use of political talk.

Charles Sanders Peirce in Vera (2015, 2) one of the semiotic figures defines semiotics as the study of signs and everything related, such as how they function, relationships with other signs, sending and receiving by those who use them. According to Fiske in Vera (2015, 2) semiotics is the study of signs and the meaning of sign systems, namely the science of signs, of how meaning is constructed in media 'texts' or the study of signs from any type of work that communicates meaning. From this definition, it can be said that semiotics is the science of signs and are a branch of philosophy that studies and examines meaning.

The semiotic figure, Charles Sanders Peirce, is known for his triadic semiotic model and trichotomy concept which consists of representment or commonly known as

sign functions as a sign, interpretant refers to the meaning of the sign, object something that refers to the sign can refer to mental representation or in the form of something real outside the sign. The triadic model or commonly referred to as triangle meaning semiotics with the meaning of triangle meaning theory consists of a sign (Sign) is something physical that can be captured by the five senses. The sign reference (Object) is the social context that becomes the reference of the sign or something that the sign refers to. Sign User (Interpretant) is the concept of thought of the person who uses the sign and derives it to a certain meaning or the meaning that exists in a person's mind about the object that a sign refers to.

The data from the scenes that have been analyzed from the three video contents produce Peirce's trichotomy, namely the first trichotomy in the form of a sign or sign, the second trichotomy in the form of an object or sign reference, the third trichotomy in the form of an interpretant or interpretation of the sign and sign reference. The first trichotomy, namely the sign or sign in the video content is sinsign (singular sign) and legisign. Sinsign is a sign based on the form or appearance or the sound issued individually, or it can also be interpreted as the actual existence of objects or events that exist in the sign. Legisign is a sign based on a generally accepted rule, convention, or code. The sinsign in the sign in the video is in the form of frightened gestures, stuttering intonations that show anxiety and fearful intonations that signal danger. In addition, legisign is also a sign in the video in the form of language or words. Language as a code, some language scenes indicate a code to stop and a code to satirize.




Table 1. Cut scenes of semiotic analysis on three video contents

SIGN	
OBJECT	<p>Hand rubbing gesture. Hand gesture explaining. Gestures that want to run away.</p>
INTERPRETANT	<p>Fear of free speech.</p>

Body language such as frightened gestures, stuttering intonations that show anxiety and fearful intonations that signal danger. This sign has to do with freedom of opinion which is considered not free in Indonesia. Starting from Soeharto's leadership, which was considered authoritarian by considering government critics as radicals, the 1998 activist tragedy, the existence of Law Number 9 of 1998 concerning freedom of expression in public which was enacted on October 26, 1998, did not fully guarantee freedom of expression on social media. The existence of Article 27 of the ITE Law before the amendment is considered

a rubber article, precisely in Article 27 paragraph (3) of the ITE Law because it is considered subjective and becomes rubber material for law enforcers. The provisions in the article refer to the offense of complaint but there is no clear limit to the elements of insult and defamation so that it becomes a problem. The problem regarding Article 27 paragraph (3) of the ITE Law has been resolved by changing it to Article 27A of Law 1/2024 and Article 27B paragraph (2) of Law I/2024 on December 5, 2023, so that the norm guarantee becomes more detailed and clearer.

Table 2. Scene fragments of Anies Baswedan’s semiotic analysis

<p>SIGN</p>	<p>1. </p> <p>2. </p> <p>3. </p>
<p>OBJECT</p>	<ol style="list-style-type: none"> 1. "Selling religi..." 2. "Use the verse again?" 3. "0% down payment is still 0%, right?" 4. "Leaders must be good at organizing, not good at words. Do you want to be a leader or a poet?" 5. "Just continue"
<p>INTERPRETANT</p>	<ol style="list-style-type: none"> 1. Identity Politics 2. Good at Rhetoric 3. Image of accepting and listening to opinions

Sign as the first trichotomy in the video is legisign, which is a code in the form of language. The second trichotomy, the object,

is an index of cause and effect. Sandi Sukron in the video scene refers to the 2017 DKI Jakarta gubernatorial election campaign.

The 2017 DKI Jakarta governor election (Pilgub DKI 2017) was held in two rounds on February 15, 2017, and April 10, 2017. The candidates are Agus Harimurti Yudhoyono-Sylviana Murni, pair number one, supported by the Democratic Party, PPP, PAN and PKB. Basuki Tjahaja Purnama-Djarot Saiful Hidayat candidate number two is supported by PDIP, Nasdem, Hanura and Golkar. Anies Baswedan-Sandiaga Uno, pair number three, was supported by the Gerindra Party and supported by religious figures and religious groups who were at that time feuding with Ahok, namely the Islamic Defenders Front (FPI) led by Habib Rizieq, this caused the Anies-Sandi campaign to lead to religious content.

Judging from the situation at that time, the political strategy in the 2017 DKI Pilgub was carried out by attacking political opponents in SARA on social media. This jeopardized the harmony between religious communities. The situation intensified in the second round so that there were many SARA issues, even provocative banners 'Refuse to pray for the bodies of supporters of non-Muslim leader candidates' in several mosques in Jakarta. Anies-Sandi prioritized the issue of moral excellence in campaigning which was packaged in a show of Islamic political attitudes and slogans. During the campaign Anies issued statements containing elements of identity politics practices such as "*seiman*", "*Islami*", and "*berpeci*" which interpreted as identity politics.




Anies also received the nickname 'The Real King of Rhetorica'. Rhetoric is an art or ability in speaking that can influence or persuade others. The rhetoric delivered by Anies was seen when the 2017 Pilgub debate succeeded in influencing the public, including people who were against the Ahok-Djarot pair. During the debate on February 10, 2017, Anies delivered one of his work programs regarding houses without down payment or

DP 0-rupiah houses by offering solutions in collaboration with banks. This work program was established to improve the quality of life of the community and realize affordable housing. This work program had become controversial because it was considered unrealistic. The houses referred to in the DP 0 rupiah work program are vertical houses, namely flats, not landed houses as promised during the campaign.

The DKI Provincial Government targets 9,081 units of zero-rupiah DP development in the 2023-2026 Regional Development Plan (RPD) made by DKI Governor Anies Baswedan. This figure is lower than the 2017-2022 Regional Medium-Term Development Plan (RPJMD), which targeted 232,000 units. Co-owned flats or commonly called *rusunami* are focused on residents with an income of Rp 3,600,000 - Rp 7,000,000 who can buy with credit because they qualify for banking requirements. For people with incomes below Rp 3,600,000, they will rent flats and pay monthly so that in the future they will become property rights after renting for 20 years. However, the lack of interest in the DP 0 rupiah program made the government change the maximum applicant to Rp 14,000,000 so that the public considered that the DP 0 rupiah housing program could now be followed by middle and upper class citizens, because of this Anies was interpreted as a person who was good at rhetoric or good at talking but the realization was not in accordance with what was discussed.

In the cut scene in the video, Anies tries to build an image by showing that he is open to discussion with anyone, with the 'urge Anies' and his attitude during the video content of Julitin Anies Baswedan on the @sandissukron account shows that the image built is seen as a leader who accepts opinions, criticism and upholds freedom of speech.

Table 3. Cut scene of Prabowo Subianto semiotic analysis

<p>SIGN</p>	<p>1. </p> <p>2. </p> <p>3. </p>
<p>OBJECT</p>	<ol style="list-style-type: none"> 1. "Do you still want to run again?" 2. "Aren't you satisfied just being a minister?" 3. "The celebration" 4. "The prostration of gratitude" 5. "Forget about Akt..."
<p>INTERPRETANT</p>	<ol style="list-style-type: none"> 1. Power hungry 2. Temperamental 3. Human rights criminals

The sign as the first trichotomy in the video is a legisign, which is a language code that is interpreted as power-hungry, temperamental, and a human rights criminal. The second trichotomy, object, is an index of the cause and effect of the interpretation. The sign in the video content is caused because Prabowo repeatedly ran for president even after losing the 2019 presidential election Prabowo reconciled so that he was incorporated and appointed as Minister of Defense. Prabowo running for president again in 2024 further strengthens public opinion on the issue of power-hungry.



Another sign interprets Prabowo as temperamental. This is due to the actions taken by Prabowo during the 2019 presidential election by unilaterally declaring his victory by adhering to the results of the internal party's quick count and even making a thanksgiving prostration, besides that Prabowo together with BPN (National Winning Agency) officials and volunteers

even held a thanksgiving at Padepokan Pencak Silat Taman Mini Indonesia Indah.

In addition, the interpretation that Prabowo is a human rights criminal because the 1998 activist tragedy dragged Prabowo Subianto's name and until now the case of the tragedy has not been clarified so that the families of the victims are still seeking justice. Prabowo admitted that he kidnapped nine activists who have been returned but for the other 13 people, Prabowo never admitted. During the 2014 presidential election campaign, during the first presidential debate, Prabowo repeatedly stated that when the 1998 events occurred, he was only carrying out orders from his superiors. Prabowo Subianto was examined by the Officers' Honor Council (DKP) team and after conducting an examination, the DKP decided to dismiss Prabowo Subianto from military service. This became a stain on Prabowo's career as a politician.

Table 4. Cut scene of Ganjar Pranowo semiotic analysis

SIGN	<p>1. </p>
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	<p>2. </p> <p>3. </p>
<p>OBJECT</p>	<ol style="list-style-type: none"> 1. "Are you sure you can fix Indonesia?" 2. "Wadas aja so wadaw?" 3. "Are you busy making TikTok?" 4. "Looking for the voice" 5. "Asked by his mother" 6. "So, the president is Mr. Jokowi's recommendation, right?" 7. "Not a call from mom?" 8. "Blusukannya and in control"
<p>INTERPRETANT</p>	<ol style="list-style-type: none"> 1. No favoritism to citizens 2. Good at building image 3. Party puppet

Ganjar Pranowo started his political career as a sympathizer of the PDIP Party and has been elected governor of Central Java for two periods, 2013-2018 together with Heru Sudjatmoko and 2018-2023 together with Taj Yasin. The Bener Dam construction project is a National Strategic Project (PSN) that requires andesite stone material. Andesite stone can be mined in Wadas Village, which makes Wadas Village residents disagree with mining because it can damage the environment. This opposition has been carried out since 2018 but on March 8, 2018, Ganjar Pranowo as the Governor of Central Java issued an environmental permit for the *Bener Dam* and *Wadas Village* was included in the affected area even though Wadas was not included in the planning. On June 7, 2018, Ganjar issued Central Java Governor Decree No. 590/41/2018 on the approval of the determination of the location of land acquisition for the construction of *Bener Dam* in Purworejo Regency and Wonosobo Regency of Central Java Province with a period of two years. Some time later, it was discovered that BBWS-SO used the attendance list of the public consultation forum as a sheet of residents' approval of the land acquisition and mining plan in Wadas.

The validity period of Central Java Governor Decree No. 590/41/2018 expired on June 5, 2018, so Ganjar extended it for one year by issuing Central Java Governor Decree No. 539/29/2020. The residents were disappointed because they were not heard and went to the BBWS-SO office to protest the extension and reported Ganjar to the Indonesian Ombudsman. On June 7, 2021, Ganjar again extended the determination of the location of land acquisition for the construction of the *Bener Dam* for two years in Central Java Governor Decree Number 590/20 of 2021. Residents continued to refuse until February 8, 2022, repressive actions by the police occurred and 67 residents were

arrested in the incident. From this incident, Ganjar was interpreted as a leader who did not favor his citizens.

Ganjar is also interpreted as a person who is good at image building because he uses and is active on social media to increase his popularity and electability, especially among young people. His high electability and popularity earned Ganjar a ticket to become a 2024 presidential candidate. Ganjar also uses social media to campaign and even do gimmicks to attract public attention. Recently, Ganjar created a second account, namely the @Jajang_ganjar account to bring himself closer to young people, especially millennials and gen Z. In this second account, Ganjar often posts his daily photos with joking captions that are usually done by young people.

In another sign, Ganjar is also interpreted as a party puppet because of the party officer's sentence, besides that this issue has been repeatedly raised to the public with Jokowi as the target. The similarity between Jokowi and Ganjar, who is a PDIP Party cadre who was nominated as a presidential candidate through Megawati, Chairman of the PDIP Party, has created a public opinion about the real power holder so that the president is just a puppet of the party.

The intended audiences in the roasting video content created by the @sandissukron account according to Hennesy in Wahid (2016, 105) are the public, the attentive public, and the political elite. The public is a public that has no interest in politics but has the right to participate in politics such as the 2024 presidential election. In addition to the public, this video content also targets the public who are attentive to politics such as having an emotional or ideological relationship with a particular political party or political candidate. TikTok social media has an algorithm to determine the audience so that the videos uploaded by content creators

have a match of the intended audience and target market so that the video content can appear on For Your Page (FYP) on the appropriate TikTok account. In addition, political elites are also the audience of the message because of the hot election issue so that the political elite, especially those concerned in the video, will try to clarify the issues raised in the video content.

Communication carried out by communicators to communicants or audiences will produce effects. The effects on political communication messages carried out by the @sandissukron account according to Nimmo (2006, 86) are political socialization, political participation and can influence voting. The presidential candidate roasting video content created by the @sandissukron account can influence the Presidential Election which will be held on February 14, besides that the video content can also socialize political issues and invite the participation of voting voters. The video content roasting the presidential candidates can also shape public opinion towards the three presidential candidates. Chaffee in Wahid (2016, 126) sees the effects caused by mass media messages by looking at the type of change in the audience, namely the cognitive effects that arise in communicants who are informative. This effect forms a person's knowledge about an issue and uses the information obtained in deciding. Public opinion is formed because of an issue and then responded to with the opinion or attitude of an individual or group which causes discussion or interaction based on the exchange of thoughts orally or in writing.

Conclusion

Sandi Sukron is one of the creators of TikTok social media, through several videos Sandi Sukron made aspiration videos on the political situation, especially ahead of the

2024 Presidential Election. Together with two of his colleagues, Sandi Sukron made a video containing the current political situation. Basically, video is a tool that is quite effective in conveying something implicitly or explicitly to the public, this is because videos can be seen by anyone, especially social media users. Through various signs such as codes in the form of language, movement, intonation contained in the video has its own meaning. By using Pierce's Semiotics meaning in the roasting video made by Sandi Sukron along with two colleagues. There are various meanings ranging from principles, traits, personality, and the purpose of its own meaning. All are described and explained in the trichotomy table consisting of sign, object and interpretant which has a description of various meanings.

From the discussion above, it can be concluded that the video roasting of presidential candidates made by content creator Sandi Sukron on TikTok social media together with two colleagues has its own meaning starting from the video roasting of presidential candidates Anies Baswedan, Prabowo Subianto and Ganjar Pranowo. From the roasting video, the signs used are sinsign and legisign. Sinsign is in the form of gestures and intonation, while legisign is in the form of language as code, this can be seen in the speech in the roasting video. Based on the signs in the form of gestures, intonation and coded language used, they represent several traits and personalities possessed by the presidential candidates, namely Anies Baswedan is described as someone who is good at rhetoric, accepts and listens to opinions and has a strategy in political timing and identity politics. Prabowo Subianto is described as someone who is thirsty for power, temperamental and has a bad history as a human rights criminal. Meanwhile, Ganjar Pranowo is portrayed as untrustworthy because he does

not side with the citizens, is good at image building and is considered a party puppet. Basically, it shows the use of signs, objects, and interpretations. A sign is something that is associated with someone and can create something in people's minds. Signs can be words or language which can be perceived and can represent something else.

Declaration of Ownership

This article is our original work.

Conflict of Interest

There is no conflict of interest to declare in this article.

Ethical Clearance

This study was approved by the institution.

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