



## Implementation of the Political Public Relations Approach for DPR Member Dedi Mulyadi through Youtube Channel

Trisno Muldani<sup>1\*</sup> and Harmonis<sup>2</sup>

<sup>1,2</sup> Magister Ilmu Komunikasi, Universitas Muhammadiyah Jakarta, Indonesia  
Jl. K.H. Ahmad Dahlan, Cireundeu, Kec. Ciputat Tim., Kota Tangerang Selatan, Banten 15419

\*Email: trisnomuldani23@gmail.com

### Abstract

*Public Relations (PR) Politics for a member of the National Parliamentary has an essential and strategic role in maintaining good relations with the community. As a member of the DPR RI that the people elected, Dedi Mulyadi is required to publish his daily activities to the public as proof of the transparency of the performance of a people's representative. Along with the times, political public relations must adapt to be more adaptive, collaborative, and flexible. To meet these demands, Political PR must use new media to support its work. In this digital era, one of the new media that can be used in political PR activities is Youtube. This media is optimized by DPR member Dedi Mulyadi to approach Political PR to the community. This study aims to describe the implementation of the Political PR approach to DPR Member Dedi Mulyadi who uses YouTube as a medium. This study uses a qualitative approach with a descriptive method. Data collection was obtained from the results of the documentation. This study indicates that DPR Member Dedi Mulyadi uses a Political PR approach in the form of Political Hype (Political Hype), namely PR work that takes a publicity approach with the formula "to make noise" to get the attention of the audience.*

**Keywords:** *Political Public Relations; Political PR Approach; Youtube.*

### A. Introduction

In the context of politics in the era of democracy, the performance of political communication from political actors such as members of the DPR can be seen from the implementation of their communication strategy. Political Public Relations (PR) is a political communication strategy that uses the basic concepts of public relations, namely building two-way communication and optimizing listening skills. Political communication using PR as a communication strategy is known as political public relations (PR Politics), which is defined by Stromback in (Dewi, 2016) as "the management process by which an organization or individual actor for political purposes, through purposeful communication and action. , seeks to influence and to establish.

The global development of information and communication technology (ICT) has triggered the massive growth of communication in cyberspace, both among governments, legislators, socio-political institutions, and among the public. The development of communication is marked by the use of new media as a medium of communication (new media). New media is the third generation in political communication that allows anyone to become a producer as well as a consumer of information (Heryanto, 2018). Communication, which was initially limited to face-to-face personal interaction, has now grown online via the internet. One of the most

widely used internet-based communications is social media. Social media is an online media where users can easily participate, share, and create content including blogs,

On the other hand, the crisis of public space and political communication presented by conventional media has made new media technology increasingly show its transformative character. This means that new media is the right answer to revitalize public space and political communication that has been colonized by capital interests (Simarmata: 2014). The presence of social media and innovation on the internet has brought changes to public relations practices that have been carried out so far (Nasrullah, 2015). Currently, social media has become a valuable asset for public relations practitioners, especially in Indonesia. Social media can be said to be one of the largest and most effective communication media in Indonesia. Almost all activities carried out in the world of work, especially in the field of communication, are related to social media.

The use of social media as a medium to establish relationships with the public is also known as Social Media Relations. Social media relations aims to build good relations by conveying information needed by the public through social media. The provision of the required information is the beginning of the formation of trust and support from the public. Digital media relations or social media relations has become a necessity along with the existence of a new culture in the community in the form of digital communication behavior. Digital media is also referred to as a modern communication strategy along with technological advances. Approaches switch from conventional to contemporary or modern approaches. Public relations is no exception using digital media as a work approach.

Political Public Relations is the process of managing an organization or individual actor for political purposes through communication and action aimed at influencing, building and maintaining relationships and reputations that benefit the public primarily and support the mission in achieving its goals. (Stromback and Kiousis, 2011).

The understanding of political public relations is as follows: (1) Political public relations is related to the process of serving the internal public and the external public of an institution or political organization, such as a party; (2) Political public relations is usually related to a number of issues and special dynamics that are managed to get the attention of the voters (voters); (3) Political public relations has an orientation towards gathering the widest possible support for the audience through various channels that can be utilized from formal to informal channels (Heryanto, & Zarkasi, 2012)

Public Relations (PR) Politics for a member of the Council has an important and strategic role in maintaining good relations with the community. Along with the times, political public relations is required to be more adaptive, collaborative and flexible. To meet these demands, Political PR must use new media to support its work. One of the new media that can be used in political PR activities is Youtube. This broadcasting service from Google facilitates its users to upload videos and can be accessed by other users from all over the world for free. Various kinds of videos can be found on Youtube (Rabbani: 2019)

According to DataReportal, the number of youtube users in Indonesia reaches 139 million people or equivalent to 50 percent of the total population during 2022.

These YouTube ads reach 46.9 percent of female users, while the remaining 53.1 percent are male users (voice.com, 2022). ). Thus, the use of Youtube as a medium for a Political PR approach can be said to be more effective in this digital era.

Dedi Mulyadi is a Member of the DPR and also a Deputy of Commission IV from the JABAR VII electoral district, namely Purwakarta Regency, Karawang Regency and Bekasi Regency. His foray into politics began when he was elected as a Member of the Purwakarta DPRD in the 1999-2004 period and served as Chairman of Commission E. However, in 2003, he was elected as the Deputy Regent of Purwakarta for the 2003-2008 period in pairs with Lily Hambali Hasan. In 2008, he ran for the Regent of Purwakarta for the 2008-2013 period, paired with Dudung B. Supardi, and became the first Regent of Purwakarta to be directly elected by the people. In the next period, he was re-elected as Regent of Purwakarta for the 2013-2018 period in pairs with Dadan Koswara. On April 23, 2016,

Other positions that have been occupied by Dedi Mulyadi are Chairman of the Purwakarta Branch of HMI, Student Senate of STH Purnawarman Purwakarta (1994), Deputy Chair of the FSPSI DPC (1997), Secretary of PP SPTSK KSPSI (1998), Deputy Chair of GM FKPPi in 2002, Chair of PC Indonesian Muslim Youth (2002), Secretary of KAHMI Purwakarta (2002), Chair of the Kwartir Branch of the Purwakarta Scout Movement (2005-2015), Deputy Regent of Purwakarta (2003-2008) and Chairman of the DPC Golkar Party Purwakarta (2004-2007) Chairman of the DPD of the Javanese Golkar Party West (2016-2019).

Since October 1, 2019, Dedi Mulyadi has been inaugurated as a member of the Indonesian House of Representatives, more precisely as Deputy Chair of Commission IV for Agriculture, Environment, Forestry, and Marine Affairs. As a member of the DPR who is elected by the people, Dedi Mulyadi needs to always maintain good relations with his constituents through a Political PR approach. The PR approach taken by Dedi Mulyadi is to use his Youtube Channel.

Since opening a Youtube account on November 17, 2017 until now, Dedi Mulyadi's youtube channel account has grown and has 3.38 million followers or subscribers and has been watched 793.578,022 times. Of course, this amount is not only obtained from the electoral district, but also from West Java and even Indonesia. This figure also makes Dedi Mulyadi the Public Official with the highest number of subscribers and views in Indonesia, beating other political figures such as President Joko Widodo and Ganjar Pranowo and Ridwan Kamil. With the highest number of subscribers and views for a political actor, how Dedi Mulyadi's approach to Political PR through his Youtube Channel is interesting to study.

The purpose of this study is to describe the approach to Political Public Relations carried out by DPR member Dedi Mulyadi through the Youtube Channel. Academically, this research is expected to provide scientific contributions related to the study of Communication Science, especially in terms of the Political Public Relations Approach carried out by political actors. In addition, this research is also expected to be used as a form of contribution in the form of practical guidelines for implementing the Political PR approach for organizations, political parties and also the government through new media such as Youtube Channel.

Political communication is a communication activity that is considered political communication based on the consequences (actual and potential) that govern human

actions in conditions of conflict (Nimmo: 2010). Meanwhile, according to Cangara (2009) "political communication is a communication process that has implications or consequences for political activity". On the other hand, political communication is not only communication from political actors to voters with a view to achieving certain goals, but also communication addressed to politicians by voters and newspaper columnists, as well as communication about political actors and their activities. as in news, editorial, and other forms of media political discussion (McNair, 2003).

According to Arifin (2003), there are several forms of political communication carried out by political communicators to achieve their political goals, namely as follows: (1) Rhetoric, comes from the Greek word Rhetorica, which means the art of speaking, originally used in debates in public spaces. court hearings to influence each other so that it is an interpersonal activity. Then it developed into a mass communication activity, namely giving a speech to the public. (2) Political agitation, comes from the Greek word agitare, which means to move or move. Agitation aims to arouse the people to a political movement, both verbally and in writing by stimulating and arousing the emotions of the audience. Starting with how to create contradictions in society and move the audience to oppose the realities of life experienced. (3) Propaganda, comes from the Latin Propagare, which means to plant the shoots of a plant. Propagandists are people who carry out propaganda that is able to reach a larger collective audience, usually politicians or political party cadres who have abilities that are easily affected by suggestions. (4) Public Relations Politics, is an alternative effort to counterbalance propaganda that is considered harmful to social and political life. Public Relations Politics aims to create a trusting, harmonious, open or accommodating relationship between politicians, professionals or activists (communicators) and audiences (cadres, sympathizers, the general public). (5) Political Campaign is a form of political communication carried out by people or groups (organizations) at a certain time to obtain and strengthen political support from the people or voters. Political campaign is a series of planned communication actions with the aim of creating a certain effect on a large number of audiences which is carried out continuously over a certain period of time. (6) Political Lobby, the term lobby refers to a place where guests wait to chat at the hotel. In political lobbying, the influence of a politician's personality is very influential, such as competence, mastery of problems and charisma. Political lobby is the most important arena for politicians or cadres to talk about power, influence, authority, conflict and consensus. (7) Mass Media,

As a form of political communication, Political PR has a very important and strategic role for political communicators. According to Stromback and Kiousis (2011) Political Public Relations is the process of managing an organization or individual actor for political purposes through communication and action aimed at influencing, building and maintaining relationships and reputations that benefit the public primarily and support the mission in achieving its goals.

The understanding of political public relations is as follows: (1) Political public relations is related to the process of serving the internal public and the external public of an institution or political organization, such as a party; (2) Political public relations is usually related to a number of issues and special dynamics that are managed to get the attention of the voters (voters); (3) Political public relations has an orientation towards gathering the widest possible support for the audience through various

channels that can be utilized from formal to informal channels (Heryanto, & Zarkasi, 2012)

Basically, Political Public Relations is a persuasion activity carried out to the public, both internally and externally an institution. There are at least eight common approaches in the study of political PR (Heryanto, 2012), including: (1) Political Relations with the Public (political relations publicly). This approach is actually influenced by public relations practices in America. This approach focuses on the process of identifying, seeking and managing relationships with key people. (2) Grunigian Political Paradigm, in short, according to Grunig and Hunt, this approach views PR as the management of communication between an organization and its publics. (3) Political hype, political hype is public relations work that takes a publicity approach. The formula is "to make noise" to reach the audience's attention. Therefore, persuasion is mostly done through media relations. The use of press releases and building personal relationships with journalists are prominent in this approach. (4) Political persuasion (Political persuasion), political persuasion is a pluralist approach that positions power relations are not the same. Steps of persuasion is an effort to enrich information and change behavior in synonymous with propaganda. (5) Management of Political Relations, the purpose of this approach is to put pressure and lobby in influencing government policies. This approach maximizes ideas and contacts with individual activist organizations that are part of community policy. (6) Public Reputation Management, this approach emphasizes cross-relationship management. Focus on identifying, managing and changing the reputation of the organization. This approach uses a persuasion approach to sharpen opinions, both for key audiences and public opinion. (7) Public Political Relations, public political relations is a perspective used in Europe which focuses on "working in public" by paying more attention to handling human rights issues in freedom of speech. (8) Political Community Development, this approach is commonly used in The Nid West America. This approach is considered suitable because it can reduce conflict. (8) Political Community Development, this approach is commonly used in The Nid West America. This approach is considered suitable because it can reduce conflict. (8) Political Community Development, this approach is commonly used in The Nid West America. This approach is considered suitable because it can reduce conflict.

Several previous studies related to Political Public Relations and Youtube as a media approach, namely: (1) President Joko Widodo's Impression Management Strategy through communication of government priority programs in Youtube accounts; Indira Siedharta<sup>1</sup> , Inri Inggrit Indrayani<sup>1</sup> , Vita Monica<sup>1</sup>; *SCRIPTURA Journal*, Vol. 7, No. 1, July 2017, 17-26. This journal shows that the strategy most often displayed by President Joko Widodo is the ingratiation strategy, in which he wants to get the impression of being the preferred leader. This strategy is dominantly shown through the indicators of greeting, thanking, and stating humorous statements. (2) Analysis of YouTube TVRI in Increasing the Number of Viewers; Gilang Putra Ramadhan, Eko Harry Susanto, Sisca Aulia; *Prologia* Vol. 3, No. 1, July 2019, pp 120-127 . In this journal, YouTube TVRI seeks to increase the number of viewers by showing superior shows such as the Korean drama oshin, badminton matches at home and abroad. What makes YouTube different from other television stations is that YouTube TVRI has content about Indonesian culture. (3) Approach to Political Public Relations

in Social Media in Formation of Political Image; Anggie Ayu Astria Latuperode Pissa ; JOURNAL OF PUBLIC RELATIONS-JPR Volume 3 Number 1 April 2022. This journal describes the elaboration of Political Public Relations approaches used by Anies in uploads to the @aniesbaswedan account in forming self-image. (4) Digital Media Relations Public Relations Approach in Disseminating Social Distancing in Bandung; Dasrun Hidayat<sup>1</sup>, Leili Kurnia Gustini<sup>2</sup>, Megawati Puspa Dias<sup>3</sup>; Journal of Communication Studies, Volume 18 Number 3, December 2020, pages 257-268 ; This journal analyzes the public relations approach through digital media relations in disseminating social distancing policies in the Bandung City government. (5) Online Media and Political Public Relations of the DKI Jakarta Provincial Government; Asep Bidin Rosidin and Abdul Hamid; DISCUSSION: Scientific Journal of Communication Studies, Volume 19, No. 2, December 2020, 164-174. resulted in the fact that political public relations has utilized new media to disseminate information quickly and thoroughly according to the characteristics of new media that can be accessed globally and efficiently. This journal analyzes the public relations approach through digital media relations in disseminating social distancing policies in the Bandung City government. (5) Online Media and Political Public Relations of the DKI Jakarta Provincial Government; Asep Bidin Rosidin and Abdul Hamid; DISCUSSION: Scientific Journal of Communication Studies, Volume 19, No. 2, December 2020, 164-174. resulted in the fact that political public relations has utilized new media to disseminate information quickly and thoroughly according to the characteristics of new media that can be accessed globally and efficiently. This journal analyzes the public relations approach through digital media relations in disseminating social distancing policies in the Bandung City government. (5) Online Media and Political Public Relations of the DKI Jakarta Provincial Government; Asep Bidin Rosidin and Abdul Hamid; DISCUSSION: Scientific Journal of Communication Studies, Volume 19, No. 2, December 2020, 164-174. resulted in the fact that political public relations has taken advantage of new media to disseminate information quickly and thoroughly according to the characteristics of new media that can be accessed globally and efficiently. December 2020, 164-174. resulted in the fact that political public relations has utilized new media to disseminate information quickly and thoroughly according to the characteristics of new media that can be accessed globally and efficiently. December 2020, 164-174. resulted in the fact that political public relations has utilized new media to disseminate information quickly and thoroughly according to the characteristics of new media that can be accessed globally and efficiently.

The similarities of this research with the previous research mentioned above is using the theory of Political PR Approach and Digital Media including Youtube. However, this journal describes more about the implementation of the Political PR approach by a member of the DPR using the Youtube Channel as the medium. By identifying the habits of conventional Political PR activities, such as through press releases, inviting the media, establishing relationships with the community and key people face-to-face, the use of Youtube Channel as a medium for this Political PR approach becomes interesting to study.

## **B. Research methods**

The approach used in this study is a qualitative approach which is expected to be able to obtain data based on findings in the field that cannot be achieved by statistical methods (Wiratna, 2014). This is done to dig up as much information as possible from recorded documentation, which in this case means Dedi Mulyadi's official youtube account regarding the use of Youtube as a media for political PR approach.

The method used in this research is descriptive qualitative using the phenomenological paradigm, namely qualitative research or descriptive research that aims to describe a phenomenon with various surrounding characters (Nassaji, 2015).

This research was conducted in the period from November to April 2022 . The data collection method used in this research is documentation. The documentation method is the method used to trace historical data (Kriyantono, 2014). In this research, what is called content search documentation is in the form of videos from the official Youtube Dedi Mulyadi. The video selection technique uses purposive sampling, namely by selecting videos that are considered viral and most in accordance with the relevant theory in the research period.

The data analysis technique in this study is content analysis according to Holsti (in Moleong, 2017: 220), which is any technique used to draw conclusions through efforts to find the characteristics of the message and is carried out objectively and systematically.

## **C. Results and Discussion**

Dedi Mulyadi is a Member of the DPR and also a Deputy of Commission IV from the JABAR VII electoral district, namely Purwakarta Regency, Karawang Regency and Bekasi Regency. As a member of the DPR who is elected by the people, Dedi Mulyadi always maintains good relations with his constituents with a Political PR approach through his Youtube Channel. Since opening the Youtube channel on November 17, 2017 until now, Dedi Mulyadi's youtube channel has grown and has 3.38 million followers or subscribers and has been watched 793.578,022 times. This number is of course not only from the electoral district but also from West Java and Indonesia. This figure also makes Dedi Mulyadi the Public Official with the highest number of subscribers and views in Indonesia, beating President Joko Widodo and Ganjar Pranowo and Ridwan Kamil.

Dedi Mulyadi's PR approach through his Youtube Channel is the "Hype Politic" approach, namely PR work that takes a publicity approach. The formula is "to make noise" to reach the audience's attention. This can be seen from some of the titles of his YouTube posts which have attracted quite a lot of attention from viewers because they are considered viral. Some of the issues taken from the videos he posted were helping poor people on the streets according to the tagline on his Youtube, namely "Dedication to make the poor happy". Regarding his role as a member of the DPR, Dedi Mulyadi also always uploads videos of his work visits to several areas. In addition, DPR meetings related to him such as meetings with the Ministry of Environment and Forestry (LHK), uploaded with the title People Hard to Get Cooking Oil | Illegal Palm Oil Entrepreneur Partying | Kang Dedi Angry. This post got a number of views that crossed the 2 million mark and got 8.4 thousand comments.

In addition, there was also a post which, in his capacity as a member of the DPR, was strongly criticized by a student because Dedi Mulyadi was directly involved in cleaning up trash in the market. In this case, Dedi Mulyadi was criticized as a Deputy Chairperson of Commission IV DPR RI who instead acted as a Satpol PP. This content was uploaded on November 16, 2021 with the title Kang Dedi While Cleaning the Market | Students Come To Ask Basic Authority. This post on Youtube got 3,826,117 views and also 123,567 Comments.

From this post, Kang Dedi Mulyadi became news in various media ranging from local to national. Here are some news links that contain Dedi Mulyadi's activities: <https://kabarpriangan.tangan-rakyat.com/nasional/pr-1483040539/viral-aksi-mahasiswa-memprotes-dedi-mulyadi-yang-medang-net-net-sampah-warganet-sok-jagoan>; <https://purwakarta.ayoindonesia.com/berita-purwakarta/pr-321742880/dedi-mulyadi-debat-dengan-mahasiswa-ini-response-dari-mahasiswa-di-purwakarta>; <https://www.merdeka.com/trending/dedi-mulyadi-murka-tak-Accept-di-kritik-mahasiswa-saat-Clean-Clean-pasar.html>; <https://medan.tribunnews.com/2021/11/18/member-dpr-ri-dedi-mulyadi-debat-dengan-mahasiswa-karena-elektron-sampah>; <https://jabar.inews.id/berita/debat-dengan-mahasiswa-dedi-mulyadi-anda-mahasiswa-tapi-berlagak-like-menteri>; <https://kumparan.com/lampunggeh/potret-yudha-dawami-di-lampung-mahasiswa-yang-debat-dengan-dedi-mulyadi-1wwqnSmwWRw>; <https://www.kompas.com/wiken/read/2021/11/27/091518281/dedi-mulyadi-lunasi-spp-mahasiswa-yang-meregurnya-karena-pungut-sampah?page=all>; <https://www.sinarjabar.com/area/pr-2912141496/video-debat-dedi-mulyadi-vs-mahasiswa-di-purwakarta-tuai-beragam-komentar>; <https://www.kompasiana.com/zidan16/619d589306310e015f1721a2/dedi-mulyadi-dan-mahasiswa-debat-cepat-dunia-sampah>; <https://indonesiatoday.co.id/read/video-viral-dedi-mulyadi-debat-dengan-mahasiswa-di-pasar-rebo-purwakarta-16258>.

The news about Dedi Mulyadi, which started on his Youtube Channel and then went viral and became a headline in both local and national media, shows that the Political PR approach using "political hype" here is functioning well. Dedi Mulyadi does not need to deliberately invite journalists and hold press conferences on what will become news, even from the media themselves who quote and watch Dedi Mulyadi's youtube videos. This indicates that the content posted by Dedi Mulyadi on his Youtube Channel is interesting news, it can also be considered controversial and "make noise" as in the theory of PR approach through Political Hype.

In addition, the mainstream media that actually quotes and republishes what is uploaded on the YouTube channel of a member of the DPR is a phenomenon in itself in Indonesia. Moreover, the actors in this case are not artists or celebrities, but members of the DPR. However, in the near future, it is not impossible that other political actors who have publicity interests and need for high popularity will follow suit.

#### **D. Conclusion**

Political Public Relations is a persuasion activity carried out against the public, both internally and externally an institution or political actor. As a member of the DPR RI elected by the people, Dedi Mulyadi is required to publish his daily activities to the public as proof of the transparency of the performance of a people's representative.



Along with the times, political public relations must adapt to be more adaptive, collaborative and flexible. To meet these demands, Political PR must use new media to support its work. In this digital era, one of the new media that can be used in Political PR activities is Youtube.

Dedi Mulyadi's PR approach through his Youtube Channel is the "Hype Politic" approach, namely PR work that takes a publicity approach. The formula is "to make noise" to reach the audience's attention. This can be seen from some of the titles of his YouTube posts that have attracted quite a lot of attention from viewers because they are considered viral. The news about Dedi Mulyadi, which started on his Youtube Channel and then went viral and became a headline in both local and national media, shows that the Political PR approach using "political hype" here is functioning well. Dedi Mulyadi does not need to deliberately invite journalists and hold press conferences on what will become news, even from the media themselves who quote and watch Dedi Mulyadi's youtube videos.

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