

Analysis of Campaign Materials for Billboards of Regent Candidates to Increase Electability in the 2024 Banggai Regency Election

Falimu^{1✉}, Ririn Batjo², Wildan Zaman³

Universitas Muhammadiyah Luwuk¹²³

E-mail: * falimuimu77@gmail.com,

ririnbatjo88@gmail.com, wildansaman84@gmail.com

ABSTRACT

The 2024 regional elections (Pilkada) have their own unique characteristics, one of which is the emergence of young figures who have directly entered the world of politics. One of the campaign media used is billboards, which are spread across various cities in Indonesia. Billboards are outdoor media commonly used by presidential and legislative candidates to convey campaign messages. Generally, campaigns are conducted thematically and tailored to specific objectives. By starting the campaign early, candidates hope to attract sympathy and gain support from the public. The purpose of this study is to determine the semiotic meaning of photos in Giring's campaign billboards as a candidate for President in 2024. The focus of this research is how the visual meaning in the billboards is analyzed using Roland Barthes' semiotic approach with a qualitative descriptive method. In general, semiotics can be defined as the study of signs, including the elements of the signifier and the signified. Roland Barthes stated that the sign system reflects societal assumptions in the context of a particular time and place. In semiotic analysis, there are three main concepts in understanding visual meaning: denotation, connotation, and myth.

Keywords: *Analysis; Props; Billboards; Electability, Regional Elections.*

INTRODUCTION

Elections are the best means and incentive for the people, especially the general public, to channel their political aspirations and determine the regional leader of Banggai Regency in a fair and peaceful manner. The 2024 regional elections are unique, including the emergence of young figures directly involved in Banggai Regency politics. The emergence of a new generation of politicians has opened new horizons for the younger generation, or millennials.

Therefore, the younger generation now views politics as a tangible means to drive change and reform within the political system. Participation in general elections, particularly regional elections, is one form of their active



involvement in the political process. The increasing number of young people joining political parties demonstrates a passion and determination to bring about change. In the 2024 regional elections, many young people will emerge as regional head candidates, utilizing billboards as a means of political advertising to build popularity and realize their political aspirations.

According to the Big Indonesian Dictionary (KBBI), a billboard is a large-sized publication medium designed to attract public attention (KBBI, 2024). It can be said that billboards are promotional or publication media that contain elements of conveying information or messages about activities that are conveyed to the public.

Billboards are outdoor displays installed at a height appropriate to the location. Billboards are placed in open, strategic locations with high traffic, such as highways, greenbelts on main roads, or in densely populated areas. Billboard according to (Alwi, Hasan, 2001). Referring to its meaning, a billboard is a large form of publication designed to attract public attention, usually accompanied by attractive images and installed in strategic places or public places.

Billboards are large posters that function similarly to billboards, but are temporary. In terms of production costs, installation, and taxes, billboards tend to be cheaper than billboards. Typically, billboards are installed on the side of busy roads with motorized vehicles to achieve high visibility. Physically, billboards are classified as advertisements made of wooden planks, plywood, or similar materials, and mounted on poles or non-permanent structures. In the world of advertising, billboards are included in one form of outdoor promotional media in the Below the Line (BTL) category, especially as an alternative to Point of Purchase (POP). The popularity of billboards has increased since the era of political party campaigns, where installation is carried out massively at strategic points directly determined by the installer (Falimu, 2021).

Billboards are temporary outdoor media, billboards are used to convey certain information, such as expos, seminars, tournaments, product launches, regional head candidates and various other events (Cangara, 2006) in (Hariyanto, 2021).

A billboard can be defined as a medium used to promote a product or service to a wide audience. The message presented on a billboard is typically brief, consisting of a few words, but effectively designed to convey the overall meaning of the advertised product. This type of communication strategy aims to ensure the message is firmly embedded in the audience's memory (Kasali, 1993). states that a billboard is an advertisement that aims to arouse the audience's interest and curiosity about the product or service being offered. Therefore, advertisements must contain important elements such as attracting attention, building interest, fostering desire, influencing decisions, and encouraging the audience to take action to choose.

This is evident in the numerous billboards for regional head candidates installed at nearly every intersection in Luwuk District, from main roads to residential areas. Billboards are considered a fairly effective promotional

medium because they can convey various information visually and easily attract public attention. Billboards must be able to capture the attention of their target audience. Therefore, special attention is needed in their design so that the message conveyed can stimulate the audience to continue following developments in information or the regional head candidates being promoted.

Billboards are part of nonverbal communication because they convey messages through visual media. Information on billboards is conveyed to the audience through visual elements that can be read and understood through the sense of sight. In the context of promoting a regent candidate, the message displayed must be concise yet able to represent the candidate's overall image and identity. Both the visualization of the message and the concise delivery of information are essential elements inherent in any form of advertising, and the two are inseparable.

Billboards are categorized as outdoor media. They are easily used to promote political products, particularly in efforts to increase a candidate's popularity through visual design strategies designed to attract public attention (Hasanuddin, 2020). Besides that (Jain & Kesari, 2020) Billboards are a means of introducing figures in political advertising campaigns, containing image elements such as political jargon and photos of candidates designed to shape public perception. (Addasuqi, 2015), Billboards are a form of image conveyed to the public regarding information about regional head candidates, including their visions and missions, packaged in the form of political communication.

According to (Sora, 2014) Billboards are a medium used for promotional activities, containing information about various activities or events related to the community. In addition to conveying social messages, billboards also serve as advertising media to introduce regent candidates. The existence of billboards is a result of advances in science and technology, particularly in the increasingly sophisticated field of digital printing. In addition to billboards, regent candidates also utilize other print media such as magazines, bulletins, brochures, and pamphlets to disseminate information.

Billboards are a medium used to convey messages according to the sender's wishes. The content of these messages can vary, including advertising for business, social, cultural, political, technological, entertainment, educational, and other purposes. One of the most common forms of billboards is the political billboard. The use of billboards in the political sphere is nothing new and remains popular today, despite the availability of various alternative communication media.

The message chosen must align with the character of the candidate being promoted, creating a connection between the visual appearance and the candidate's self-image. This alignment ensures that the message conveyed through the billboard is easily understood and accepted by a wide range of audiences.

2024 marks a crucial year for political activities involving broad public participation, one of which is direct regional head elections (Pilkada). In this process, candidates utilize various outdoor media as a means of self-promotion,

including billboards. Among various forms of outdoor media, billboards are the most frequently used choice to introduce regional head candidates, using visual displays such as photos, political slogans, and eye-catching background designs. Therefore, billboards are seen as an effective alternative medium in political campaigns.

Pilkada billboards have begun to appear on various roads in Luwuk District, making the billboards of each candidate pair in Banggai Regency a prominent part of the city's visual appearance. Because they are the center of public attention, the candidates' billboards must be attractively designed to avoid appearing monotonous. However, the diverse backgrounds of the community mean that the messages conveyed on Pilkada billboards are not always fully understood by all levels of society, particularly in Luwuk District.

Based on the observation results, it was found that the billboard advertisements of the Regional Head candidates of Banggai Regency were not fully understood by the people in Luwuk District. For example, the billboards only displayed photos of the candidates with a visual communication style that emphasized a polite and trendy impression through casual clothing and an attractive appearance. There has been no research that specifically and in-depth analyzes the role of visualization of regional head candidates' billboards in increasing electability in the Pilkada by considering visual elements semiotically (color, clothing, pose, background, symbols), voter responses based on social segmentation, and the relationship between billboard design and political communication strategies. However, the billboards did not contain a clear message regarding the candidate's program or vision for the next five years, so the essence of the political message they wanted to convey has not been fully conveyed to the public.

From the background that has been described above, the interest of each regional head candidate in billboard advertisements, where each billboard has a hidden meaning and will be answered by studying the analysis of billboard advertisements in the implementation of the regional head election, the researcher wants to conduct further research on "Analysis of billboard campaign props for the Regent candidate in increasing electability in the implementation of the 2024 Banggai Regency Pilkada".

METHODOLOGY

Data collection technique

This research uses a qualitative descriptive approach that aims to describe in depth the phenomena, events, and attitudes of a community group. According to (Sukmadinata, 2019). Descriptive research is the most basic form of research, aiming to describe various phenomena, both natural and man-made. This approach is used to examine the forms, activities, characteristics, changes, relationships, similarities, and differences between phenomena. In this study, the author used data collection techniques such as observation, questionnaires, and documentation. Observation is a data collection technique

carried out by directly observing activities or events taking place in the field (Narbuko & Achmadi, 1997).

Observation is a data collection technique carried out through direct observation, accompanied by systematic recording of the conditions or behavior of the object being researched. According to (Sudjana, 2016). Observation is the activity of systematically observing and recording phenomena that are the object of research. As a technique, observation is conducted to record the phenomena being investigated in a structured and planned manner. In a broader sense, observation is not limited to direct observation, but also includes indirect observation through various media or tools. Meanwhile, according to (Sutrisno Hadi, 2015). The observation method is defined as the process of systematically observing and recording the phenomena that are the object of research.

Based on the above understanding, the observation method can be understood as a way of collecting data through direct observation of events or incidents that occur in the field.

Documentation is a data collection technique that involves analyzing available documents, both written and pictorial, and then systematically compiling them. Research results obtained through observation will have a higher level of reliability and accountability if supported by supporting documents from each source (Nana Syaodih, 2013) in (Aqillamaba & Puspaningtyas, 2022).

Documentation according to (Sugiono, 2017) is a method used to obtain data and information in the form of books, archives, documents, writings, figures, and images, such as reports and other information that supports the research process. This technique is used to collect data for further in-depth analysis.

A questionnaire is a list of written questions used to collect information from respondents, both about themselves and things they know, related to the problem being researched (Narbuko & Achmadi, 1997). According to (Sugiono, 2017). A questionnaire is a data collection method carried out by providing a series of written questions or statements to respondents to answer according to their knowledge, experience, or views. The questionnaire in this study aims to obtain an overview of the community's contribution to the Banggai Regency regional election billboard advertisements.

Population and Sample

Population is the entire research subject (Arikunto, 2019). According to (Sugiono, 2016). A population is the entirety of objects or subjects that possess certain characteristics and qualities determined by the researcher as the focus of the study, in order to draw conclusions from the research results. Based on this opinion, the population in this study is all residents of Luwuk District, Banggai Regency, totaling 35,824 people.

A sample is a portion of a population taken for research, where the research results are used as a representation of the entire population. Therefore,

samples are selected using specific techniques or methods so that they can be generalized to the population (Hendryadi et al., 2019). A sample is a subset of a population, so sampling must accurately represent the population's characteristics. Given the large population size in this study, the Slovin formula was used to determine the sample size. The Slovin formula is as follows:

$$n = \frac{N}{N.d^2+1}$$

n = required sample size

N = population size

e = the error rate is 10%

The population size is taken from the average population of Luwuk sub-district, which is 35,824 people. Therefore, based on the formula above, the sample size used is:

$$\begin{aligned} n &= \frac{35824}{(35824).(10)^2 + 1} \\ n &= \frac{35824}{359,24} \\ n &= 99,72 \end{aligned}$$

So, the sample required is 100 people.

Analysis Method

The method used in this research is a mixed methods approach, combining qualitative and quantitative research methods within a single research process. To ensure more efficient, relevant, and accurate data analysis, the analysis process is tailored to the type of data source collected. Data obtained through documentation is analyzed through stages of reduction or grouping, presentation in tabular form, and verification to draw valid conclusions.

This study employed quantitative analysis techniques derived from respondents' statements through questionnaire data. To ensure data accuracy, the researcher also conducted triangulation through interviews, observation, and documentation. The collected quantitative data were then analyzed using descriptive statistics to obtain accurate and reliable information. Before processing the data, the researcher first checked and corrected the collected questionnaires to identify and eliminate recording errors that occurred in the field. The steps taken in the initial stage of data processing are as follows:

- a) Check whether all respondents have completed the distributed questionnaire completely;
- b) Review each question in the questionnaire to ensure that the answers given are in accordance with the filling instructions;
- c) Evaluate the feasibility of the collected data to ensure that the data can be further processed in a valid and reliable manner (falimu, 2017).

After the data selection process is complete, the next step is to classify the data based on the indicators studied. Next, the researcher assigns a weighted score to each answer alternative. This scoring uses a Likert scale, which is a common method for determining respondents' level of assessment of a statement.

Table 1 Questionnaire Scores and Alternative Answers

Score	Alternative Answers	Presentation
5	Very familiar	100%
4	Know	75%
3	Less familiar	50%
2	Do not know her	25%
1	Very Unfamiliar	0%

The scored data was then analyzed according to its type, namely qualitative data converted into quantitative data. Therefore, the analysis technique used was descriptive statistical analysis, employing a percentage formula. This technique is used to describe the research results quantitatively, with the following formula:

$$P = \frac{f}{n} \times 100\%$$

Information :

P = Percentage.

f = Frequency whose percentage is being sought.

n = Total number of respondents

Data processing is one of the most important stages in research. After the research is completed, in-depth analysis and conclusion drawing are required to address the formulated research questions. The purpose of data processing is to provide meaning to the collected data, so this process must be carried out systematically and structured. This ensures that the processed data can be optimally utilized in drawing conclusions.

In this study, the formula used was the Weighted Means Score (WMS). This technique is used to determine the tendency of scores given by respondents to each question item, according to predetermined criteria or indicators (Sudjana, 2005) in (falimu, 2017). The Weighted Means Score (WMS) technique aims to calculate the tendency of respondents' responses to research variables. The data processing steps in this study are as follows:

- Assign a weighted value to each alternative answer chosen by the respondent, according to the questions in the questionnaire. The questionnaire used in this study uses a Likert scale with a value range of 1 to 5.
- Calculate the frequency of respondents choosing each alternative answer for each question item.

- c. Add up the total value of the answers chosen by respondents for each question item, by multiplying the frequency of choosing an alternative answer by the value weight of that alternative.
- d. Calculate the average value for each question item in the questionnaire using the formula *Weighted Means Score* (WMS) as stated by (Sudjana, 2005), namely as follows:

$$\bar{X} = \frac{\sum X_i}{N}$$

Information:

$\bar{X}$ = Average score sought

X_i = Total combined score (result of multiplying the frequency by the value weight for each answer alternative).

N = Number of respondents.

To determine the variables measured based on the indicators studied, the assessment scale used by Riduwan (2010:15) is as follows:

Table 2 Assessment Criteria

Value Range	Criteria
86-100%	Very high
71-85%	Tall
51-70%	Enough
35-50%	Low
0-34%	Very Low

RESULTS AND DISCUSSION

Results

Advertising through billboards is generally a form of persuasive communication designed to attract the attention of the public, hopefully eliciting a positive response to the goods or services being offered. These advertisements contain creative ideas and a communication message designed to be easily remembered and understood by anyone who sees, reads, or hears them.

The same applies to the people of Luwuk District, with their diverse backgrounds. This diversity means that not everyone can understand the meaning or symbols contained in the campaign materials on billboards for each regional head candidate pair. Therefore, this study is expected to provide understanding and address lingering misunderstandings among the people of Luwuk District.

The image on the campaign billboard, depicting the smiling face of the regional head candidate, suggests the candidate wants to emphasize that politics isn't always about rigidity. Through a more relaxed and trendy style, the regional head candidate is attempting to demonstrate her ability to adapt to millennials, hopefully bringing a positive impact to her region in facing modern competition. Equally interesting, the presence of a billboard featuring a female regional head candidate conveys a message reflecting the distinctive character

of a woman who naturally appears feminine, one of which is through her use of Muslim attire. The message conveyed on the billboard represents a symbol of new hope for the people of Banggai Regency.

In the 2024 Pilkada campaign billboards, every sign always refers to something it signifies. However, because signs can be interpreted in various ways, this has the potential to lead to multiple interpretations among the public. If the people of Luwuk District are unable to distinguish between "sign" and "what is signified," they will have difficulty distinguishing fact from fiction, and reality from myth. The following table presents the results of respondents' responses during the research:

Table 3 Research results

Indicator	No Item	Score Weight										Amount		% Score
		5		4		3		2		1				
		F	X	F	X	F	X	F	X	F	X	F	X	
Design and content of billboards	1	37	185	43	172	10	30	8	16	2	2	100	405	81.0
	2	36	180	45	180	9	27	7	14	3	3	100	404	80.8
	3	36	180	42	168	11	33	8	16	3	3	100	400	80.0
	4	37	185	41	164	11	33	9	18	2	2	100	402	80.4
	5	37	185	42	168	10	30	9	18	2	2	100	403	80.6
Public perception of billboards	6	39	195	42	168	10	30	7	14	2	2	100	409	81.8
	7	39	195	44	176	9	27	7	14	1	1	100	413	82.6
	8	38	190	43	172	9	27	9	18	1	1	100	408	81.6
	9	40	200	41	164	9	27	10	20	0	0	100	411	82.2
	10	41	205	39	156	9	27	11	22	0	0	100	410	82.0
Influence on electability	11	39	195	40	160	10	30	10	20	1	1	100	406	81.2
	12	38	190	39	156	10	30	10	20	3	3	100	399	79.8
	13	38	190	41	164	8	24	10	20	3	3	100	401	80.2
	14	39	195	42	168	8	24	9	18	2	2	100	407	81.4
	15	37	185	47	188	8	24	7	14	1	1	100	412	82.4
Amount		1218												
Average		1218 : 15 = 81.2%												

Information:

F = Frequency of respondents who answered according to the answer category

X = Frequency multiplied by the weight of the answer category value

Based on the research results table above, the analysis of campaign props in the form of billboards for regent candidates in an effort to increase electability in the 2024 Banggai Regency Pilkada showed positive results, with a response rate of 81.2%. This finding demonstrates that billboards as a campaign prop play an effective role in increasing the electability of regional head candidates.

Discussion

In the 2024 Regional Head Election (Pilkada) in Banggai Regency, candidates have employed various persuasive approaches, particularly to the community in Luwuk District, to gain support. To increase their popularity and gain recognition, candidates are employing various political communication strategies. One common strategy in the lead-up to the election is self-promotion

through campaign materials such as billboards placed along the streets and in Luwuk City.

Campaign props in the form of regional election billboards display various forms of nonverbal communication and often attract public attention. Elements in the billboards, such as symbols or signs, photos that best represent leadership, and political jargon frequently discussed among the public, are used to effectively convey political messages to residents of Luwuk District. This research shows that each regional head candidate's billboard has its own appeal in influencing public perception.

Research result (ARIANI, 2016) On Impression Management in political campaigns in Central Kalimantan, a semiotic analysis of gubernatorial candidates in 2015 explained that billboards should ideally display a consistent political image of religion, nationalism, and concern for the people, but inconsistencies often occur. Similarly, in Banggai Regency, the messages conveyed are often monotonous (only photos and numbers), making the candidate's identity increasingly unclear and making it difficult to build a strong image.

Based on the results of research conducted by Windari, Niar (2015) on Public Perception of Regional Head Candidate Billboards Ahead of the 2015 Regional Elections, it was concluded that large billboards were effective in increasing political awareness, but limited messages made it difficult for the public to analyze further. This is exactly the same as the results of research conducted in the Banggai Regency regional elections that political awareness increased, but political education for the regent candidates was not conveyed well to the public.

A survey conducted by Indikator Politik Indonesia, published on Kompas.com, showed that a large number of billboards does not always increase electability. For example, Airlangga's electability increased slightly, while Puan Maharani's actually decreased despite numerous billboards. The level of recognition is a positive affective factor, not just the display of photos or logos, but also other factors that might increase positive sentiment (Kompas.com, 2021). Similarly, in the Banggai Regency regional elections, billboards increased awareness, but not necessarily increased electability. Research shows that without substantial messages from the regent candidates, their impact on electability is weakened.

The attire used by each regional head candidate in their campaign billboards for the regional elections (Pilkada) holds significant significance in semiotic studies. The candidate pair's choice of specific attire is a strategy to create a specific impression in the minds of voters in Luwuk District. Based on the percentage of respondents' responses, it appears that the choice of attire on campaign billboards influences voting decisions, with respondents from Luwuk District tending to respond positively.

From research conducted by (Rahmawati, 2020). The study on fashion as communication demonstrates AHY's use of clothing as a medium for political communication. For example, a black tactical shirt and traditional attire

symbolize nationalism and a ready-to-lead image. Thus, in the Banggai Regency regional elections, the regent candidates' fashion provided the public with insight into the function of fashion as a means of identity. Candidates' attire is not merely clothing but also a signifier that conveys religious identity, modernity, and locality to the audience.

In political campaigns using billboards, regional head candidates almost always include their political slogans or taglines. The inclusion of these slogans aims to convince potential voters, especially the people of Luwuk District, to support the candidate pair in the 2024 Regional Election. Based on the results of respondents' responses, opinion classifications are divided into five types: very familiar, familiar, less familiar, not familiar, and very unfamiliar. Respondents who chose the answers less familiar and not familiar tended to give negative assessments of the use of political slogans in outdoor media such as billboards. They considered the slogans to be merely polite and more rhetorical, solely to woo the public. This indicates that some residents of Luwuk District still doubt the realization of the content of the political slogans conveyed.

The appeal of campaign materials such as billboards can be seen through the visualization of the images displayed, as images have the power to capture attention and arouse audience interest. This also applies to campaign billboards for regional head candidates in regional elections, where each candidate strives to project their best expression to build an image of authority. This strategy aims to shape the perception among the people of Luwuk District that the candidate is worthy of leading Banggai Regency.

As (Kurniawan, 2019) based on the results of research conducted with the title "Visual Representation of Political Images in Campaign Media". *Journal of Political Communication*, 7(1), 23-34 that the visualization of images on billboards including facial expressions, clothing, background colors, party symbols, and slogans play an important role in forming political images and influencing public perception, likewise in the Banggai Regency regional elections, the visualization of images on billboards is only to build the political image of the candidate for regent.

Campaign props are inseparable from the design concept designed by the regional head candidate pair, because these visual elements play a crucial role in arousing voter interest, particularly among the people of Luwuk District, to vote in the 2024 Regional Election. In this section, the researcher specifically discusses the use of dominant colors, which generally represent the colors of the political parties supporting each candidate. Conceptually designed advertisement designs with harmonious background colors are a fundamental aspect of political advertising, particularly in outdoor media such as billboards. Thus, the message conveyed becomes more easily understood by the people of Luwuk District.

Photos are a crucial element in the advertising content of regional head candidate pairs, almost always appearing on outdoor media such as billboards. These photos are designed to be easily recognized by potential voters, particularly residents of Luwuk District. This is reflected in the high percentage

of respondents who responded positively, stating that the presence of candidate pair photos on 2024 Pilkada billboards was considered appropriate because it helped them remember the candidates on Election Day.

The results of the research conducted (Yusof, 2017) the study, titled "Political Advertising and Voter Behavior," found that visualization on campaign billboards plays a crucial role in shaping the image and influencing the electability of regent candidates. Visual elements such as clothing, poses, colors, and symbols contribute to conveying the candidate's ideological message and identity. Electability will be more easily enhanced if campaign visuals align with the values and expectations of target voters.

Through self-portraits, costumes or clothing, political slogans, and billboard designs, the regional head candidates are attempting to build a recognizable image among potential voters, particularly the residents of Luwuk District. These efforts have proven quite successful, as evidenced by the high percentage of respondents who responded positively. However, some respondents admitted they still had difficulty recognizing the candidates' full personalities and only recognized their faces. Furthermore, respondents noted that the billboard advertisements for the regional head candidates tended to portray only positive aspects.

CONCLUSION

Based on the research results, it can be concluded that billboard campaign props play a role in increasing the electability of regional head candidates. Therefore, billboard design must be carefully planned, taking into account various aspects of the lives of the people of Luwuk District, the target group. It is also necessary to create a distinct impression in the minds of the public to differentiate each candidate pair, thus preventing a uniform perception between one candidate pair and another.

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