

How Ridwan Kamil Builds Political Personal Branding on Instagram Among First-Time Voters

Andhara Maulida Putri, Political Science, Universitas Negeri Semarang *

Afifah Zahrah, Political Science, Universitas Negeri Semarang

A. Fernanda Avrilia Dinasti Ekasanti, Political Science, Universitas Negeri Semarang

Rofiatun Alfa Alfi Inayati, Political Science, Universitas Negeri Semarang

Abstract

This article examines Instagram's role as a tool for Ridwan Kamil in building and enhancing his image among young voters. As a politician, Ridwan Kamil leverages social media platforms to reach broader audiences, particularly the younger generation, who are highly active online. This study analyzes three main aspects: the use of Instagram to boost popularity and deliver creative and engaging political messages to young voters, Ridwan Kamil's personal branding strategies on social media through visual content, interactions, and narratives, and the impact of these efforts on his public image. The research employs a qualitative descriptive approach, drawing on secondary literature, including content analysis of the @ridwankamil Instagram account, academic journals, books, and platform statistics. The findings reveal that Instagram is an effective tool for fostering a positive image among young voters through creative, authentic, and interactive approaches that enhance popularity and emotional connections with the public. This study contributes practical insights for Indonesian politicians on digital communication strategies in the modern era and offers recommendations for sustainable personal branding to mitigate perceptions of superficial image-building. These insights underscore the value of social media in effective political communication today.

Keywords: Instagram; Personal branding; Ridwan Kamil; Communication strategy

INTRODUCTION

In today's modern society, rapid technological advancement has significantly transformed almost every aspect of human life, making daily activities increasingly efficient and accessible (Creutzig et al., 2022). One of the most notable changes can be seen in the way information is produced, disseminated, and consumed. With the development of digital technologies, the

distribution of information no longer requires long periods of time, it can now occur within seconds (Karpf, 2019). Technology is fundamentally designed to simplify human activities (Franke & Zoubir, 2020) and the internet plays a crucial role in enabling individuals to access information from all parts of the world with ease.

Beyond providing convenience, the internet has also created new opportunities across various sectors (Paul et al., 2024), including education, business, and communication, thereby

*Correspondence:

Political Science, Universitas Negeri Semarang

Email: andhrmaulida@students.unnes.ac.id

reshaping patterns of interaction and information exchange in contemporary society. The rapid development of information and communication technologies has played a crucial role in shaping contemporary social dynamics. Advances in digital infrastructure, particularly the widespread use of the internet and mobile technology have transformed the way individuals interact, share information, and build social relationships (Vuorre et al., 2023).

Technological innovation has enabled communication to occur without spatial and temporal limitations, allowing people to connect instantly regardless of geographical boundaries (Baker & Ward, 2002). This development marks a significant shift from conventional forms of communication toward more flexible, fast, and interactive digital platforms (Strauss, Harr, & Pieper, 2024). Social media has emerged as one of the most influential technological products in modern society (Kapoor et al., 2017). Social media is no longer merely a communication tool but has become an integral part of everyday life (Fumagalli et al., 2023). Its rapid growth has turned social media into a virtual social space that connects billions of users worldwide.

As an online-based platform, social media facilitates interpersonal relationships through web-based technologies that enable more direct, personalized, and real-time communication (Clark, Algoe, & Green, 2017). The integration of multimedia features such as images, videos, and interactive content further strengthens user engagement and participation (Tang & Zhang, 2025). Moreover, social media

plays a central role in transforming traditional communication patterns that were previously one-directional into interactive and dialogical forms of communication. Users are not only passive recipients of information but also active participants who can produce, distribute, and respond to content (Hemmings et al., 2017).

Interactive nature allows individuals to express opinions, build identities, and engage in public discourse more openly and dynamically. As stated by Anang Sugeng Cahyono (2022), social media has significantly altered communication practices by enabling two-way interactions that encourage active involvement in the exchange of information. In line with the increasing role of social media in shaping patterns of communication and public interaction, its function has also expanded into the political sphere (Losifidis, 2011). The characteristics of social media that emphasize openness, interactivity, and rapid information exchange make it an effective medium for political communication.

Political actors are no longer dependent solely on conventional media to deliver messages to the public, as social media allows them to communicate directly with audiences and respond to public feedback in real time (Stieglitz & Dang-Xuan, 2013). This development indicates a shift in political communication strategies toward more participatory and audience-centered approaches. Among various social media platforms, Instagram occupies a strategic position due to its strong visual orientation and high level of user

engagement, particularly among young people. According to research conducted by Yoo (2023), even luxury brands are currently competing with fast fashion brands due to their highly eye-catching marketing strategies, which emphasize strong visual orientation and creative editing.

The dominance of visual content on Instagram enables political actors to present political messages in a more appealing and easily understandable form. Through images, short videos, and concise captions, politicians can simplify complex political ideas and package them into content that resonates with everyday experiences (Schill, 2012). This makes Instagram not only for a medium for information dissemination, but also a space for building emotional connections between political actors and the public (Ekman & Widholm, 2017). The use of Instagram in political communication has gradually shifted from merely promoting programs or campaign agendas to shaping how political figures are perceived by society (Lalancette, 2019; Olof, 2023).

Political actors increasingly utilize Instagram to showcase personal activities, leadership styles, and interactions with citizens. By consistently sharing positive and relatable content, politicians attempt to create a favorable impression and strengthen their political image (Peng, 2021). This practice aligns with the argument that social media enables political actors to build their image through the publication of positive activities and interactive engagement with the public (Watrianthos, 2013). This development suggests that political

communication on Instagram is closely related to the concept of personal branding.

Personal branding in the political context refers to deliberate efforts by political actors to construct a distinct and recognizable identity in the public sphere (Kannasto, 2021). Rather than relying solely on formal political messages, politicians use personal narratives and everyday experiences to present themselves as approachable and trustworthy figures. Social media provides a flexible space such identity construction, allowing political actors to control how they interact with audiences (Stieglitz, 2013). As one of the most popular social media platforms in Indonesia, Instagram offers various features that support personal branding strategies, such as visual storytelling, captions, stories, and interactive comment sections. Over 98.5% of social media users in Indonesia have at least one Instagram account (Azzahra & Qastharin, 2022).

Features like that allow political actors to communicate values, personality traits, and competencies in a more subtle yet effective manner. This approach is particularly relevant in reaching young voters who tend to prefer authentic, visual, and interactive content over formal political discourse (Jenkis, 2016). Consequently, personal branding through Instagram becomes a strategic approach for political actors to enhance their image and strengthen their appeal among young voters, particularly by enabling them to communicate values, personality, and political messages in a more relatable and visually engaging

manner that aligns with the preferences of younger audiences (Yasa, 2024).

In the contemporary digital era, social media platforms such as Instagram have become essential instruments for political actors in Indonesia to develop effective political communication networks. These platforms enable two-way interaction between political leaders and the public, facilitate information dissemination, and enhance political legitimacy through visually engaging content. One prominent figure who has effectively utilized Instagram as a medium of political communication is Ridwan Kamil, the Governor of West Java, widely known as “Kang Emil.” He has transformed Instagram into a participatory space for engaging citizens in governmental programs, including health initiatives and infrastructure development campaigns, thereby strengthening the relationship between the state and society.

Ridwan Kamil established his Instagram account, @ridwankamil, in 2013 and has since accumulated millions of followers. His communication strategy involves the consistent dissemination of visual content in the form of photographs, videos, and stories that highlight his daily activities, policy ideas, innovations, and direct responses to public comments. In addition, he frequently utilizes Instagram Live to address local issues, such as waste management and education, in real time. This practice reflects a shift in political communication from a hierarchical, top-down model to a more participatory framework, in which citizens are not merely passive recipients of information

but active contributors to public discourse.

Previous research by Damanik (2020) in the *Journal of Communication* demonstrates that Instagram facilitates intimate and immediate two-way political communication. According to Damanik, “Instagram allows politicians such as Ridwan Kamil to respond directly to citizen feedback, thereby increasing public engagement in the political process” (Damanik, 2020). The study further indicates that, in the Indonesian context, politicians who maintain an active presence on Instagram tend to receive greater public support, particularly from younger demographics that dominate the platform.

Furthermore, Ridwan Kamil’s personal branding practices on Instagram have contributed significantly to the enhancement of his public image. Through the strategic use of humanizing content, including family-oriented posts and creative urban policy narratives, he constructs an image of himself as a visionary, humorous, and empathetic leader. This approach helps to mitigate perceptions of political elites as distant from ordinary citizens. Tambunan and Sari (2021), in *Media and Communication*, argue that personal branding on social media, particularly Instagram, is effective in improving politicians’ public images through visual storytelling. Their analysis suggests that Ridwan Kamil successfully integrates elements of humor, empathy, and public policy to attract support from younger audiences (Tambunan et al., 2021). Based on a content analysis of his Instagram posts, the study reports engagement rates

that are approximately 20 to 30% higher than those of comparable political figures.

Nevertheless, the use of Instagram as a political communication tool also presents several challenges, including the potential spread of misinformation and reliance on platform algorithms that may constrain content reach. Ridwan Kamil addresses these challenges through strategic collaborations, such as the #BanggaBandung campaign, which involves local influencers to amplify message dissemination. Overall, this case illustrates that Instagram functions not only as a promotional medium but also as an instrument of political democratization in Indonesia. With carefully managed personal branding strategies, political leaders such as Ridwan Kamil can foster public trust and civic participation, although ethical oversight remains necessary to prevent manipulative practices.

In a broader perspective, this trend encourages other Indonesian politicians to adopt similar digital communication strategies. Existing studies consistently indicate that the effectiveness of Instagram in political communication depends on the consistency and authenticity of content. Consequently, Ridwan Kamil may be regarded as a model for inclusive digital political communication, in which political leadership is characterized not only by authority but also by responsiveness and attentiveness to public voices.

RESEARCH METHOD

The research that forms the basis of this article employs a Basic Qualitative or Descriptive approach. This approach is

one of the most commonly used methods in qualitative research. According to Sugiyono (as cited in Asri & Iman, 2022), descriptive research is a research approach that aims to describe the conditions or characteristics of a variable independently. This approach focuses on elaborating data related to a single variable or an independent variable, without involving comparisons or relationships with other variables. In other words, descriptive research seeks to understand and portray phenomena as they are, without testing hypotheses regarding relationships among variables.

Qualitative descriptive research aims to describe in detail various observed phenomena, including forms, activities, behaviors, changes, and specific characteristics inherent in the phenomenon. These phenomena may cover a wide range of aspects, such as social, cultural, political, and environmental phenomena. In this study, the resulting descriptions are not merely superficial but are in-depth and comprehensive, thereby providing a more complete understanding of the research object (Rusandi & Rusli, 2021).

Based on the perspective of Basrowi and Suwandi (as cited in Agusven et al., 2023), qualitative research provides researchers with opportunities to explore and understand subjects' experiences in depth within their real-life contexts. Through direct engagement with the everyday situations experienced by the subjects, researchers are able to directly observe and comprehend various events and conditions they encounter. Each phenomenon studied has its own unique characteristics, which are influenced by

the social, cultural, and environmental contexts in which the phenomenon emerges. Therefore, a qualitative approach is essential to provide a holistic understanding of the various factors that influence the lives of research subjects.

The implementation of this research was carried out through systematic collection methods, in which the researcher gathered information from various sources, including academic journals, books, articles, and literature. The initial step in this data collection process involved conducting a comprehensive literature search to identify and select works that were relevant to the research topic. After appropriate sources were identified, each publication was analyzed to extract important information and findings related to the study.

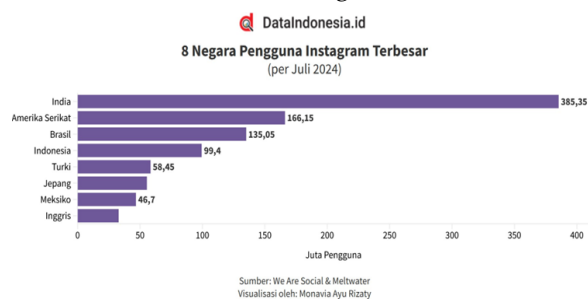
RESULTS & DISCUSSION

The Use of Instagram as a Political Communication Medium for Indonesian Politicians

In today's digital age, social media has become an effective and influential means of communication. In Indonesia, social media is used as one of the main platforms used by politicians to communicate with the public. Starting out as a simple platform for sharing photos "instantly," Instagram has continued to be modified into a tool and means to achieve various goals, ranging from networking, online CVs and portfolios, marketing tools, and now political tools (Qudsi & Syamtar, 2020). Instagram, which was originally only used to share personal moments, has now developed into a public space in politics. Social media provides politicians with an

ideal information base for finding out trending public opinion. It also allows them to shape public opinion for specific political purposes. Public opinion can build support for them, especially those who are campaigning to become representatives of the people, as well as for the state, or even incumbents (Indrawan et al., 2023). Images and videos uploaded with interesting narratives by politicians can build their relationship with the public.

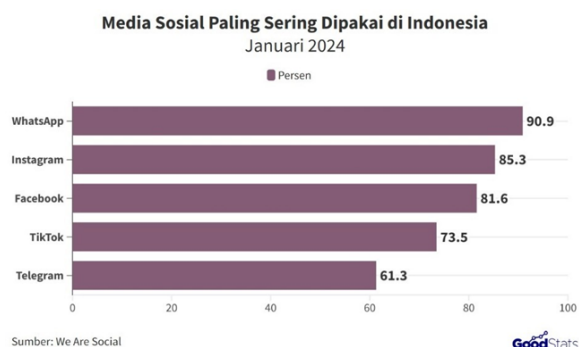
Figure 1 Graph 8 Countries with the Largest Number of Instagram Users



Source: [DataIndonesia.id](https://dataindonesia.id)

Based on a publication by [DataIndonesia.id](https://dataindonesia.id) sourced from We are Social & Meltwater, the number of Instagram users worldwide reached 1.68 billion in July 2024. Indonesia ranks fourth as one of the countries with the largest number of Instagram users in the world, with 99.4 million users. This data illustrates the enormous influence of Instagram in Indonesia as one of the most popular and widely used social media platforms. Furthermore, this figure indicates that Instagram has become a strategic arena that cannot be ignored in modern political contests. For figure such as Ridwan Kamil, this large user base offers direct access to nearly one-third of Indonesia's population, especially young demographics who use social media as their main reference in determining their political preferences.

Figure 2 Graph of the Most Frequently Used Media Platforms in Indonesia



Source: GoodStats

Based on GoodStats, sourced from We are Social, Instagram is recorded as the second most frequently used social media platform in Indonesia. As the most frequently used social media platform, Instagram provides a strategic opportunity for politicians to utilize the Instagram platform to achieve their political goals. The purpose of social media as a means and arena for political campaigns can actually be understood as a consequence of the shift in the orientation and preferences of the media used by the public (Qudsi & Syamtar, 2020). Instagram has grown to become one of the most popular social media platforms among the public, including politicians. Instagram is used as a medium for political communication, making it a new phenomenon, but Instagram is more of a medium for political communication that fulfills the need for information. Therefore, many politicians currently use Instagram as one of their main social media platforms besides Facebook as a means of political communication (Muhammad & Aminudin, 2019).

The Instagram platform offers various interactive features that can connect politicians directly with the

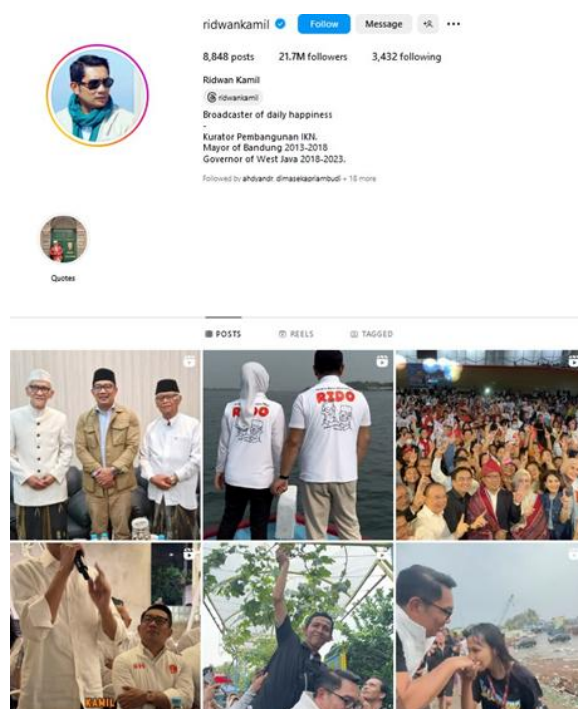
public. Various features on Instagram, such as Posts, Stories, Highlights, Reels, Live, and other interesting features, allow politicians to be more creative and interactive in delivering their messages. Through the Post feature, politicians can share content that will be available on their profiles. These posts can be used to convey messages in a more structured manner and are easily accessible to their followers at any time. The Post feature also provides an opportunity to use captions to explain information related to the uploaded post, and there is also a comment section that can encourage interaction and discussion between political actors and their audience. In addition to the Post feature, there is a Stories feature that allows political actors to share photo or video content that will only be available for 24 hours, or users can keep them permanently (Martha, 2021).

According to Jatmiko (2024), on June 14, 2021, Instagram added a new feature called Instagram Reels. Instagram Reels is a feature on Instagram that allows users to record and edit short videos of up to 90 seconds in length. This feature is similar to Tiktok, which has a fastpaced and informative format, enabling politicians to share their messages through short clips via Reels. The next feature is Instagram Live, where political actors can directly interact with their audience. Voters can participate in realtime political discussions thanks to communication technology. Through live sessions or social media posts, they can comment, share their views, and ask questions directly to candidates (Sitorus, 2024). Direct interaction through Instagram can increase the closeness of

political actors to the public and can strengthen their image as responsive individuals. The massive use of Instagram social media with its diverse target audience provides an opportunity for politicians to build a space for mass communication in the virtual world (Indrawan et al., 2023). By using Instagram features, politicians can expand their reach and improve communication with the public. The Instagram platform provides political actors with the opportunity to interact in a more personal way. Therefore, the use of Instagram as a medium of political communication by political actors is expected to strengthen their relationship with the public.

Social media is an efficient medium, so it is widely used to market the political products of candidates, including Ridwan Kamil, using Instagram (Iqbal, 2022). Ridwan Kamil, whose full name is Mochammad Ridwan Kamil, is an Indonesian architect and politician who served as Governor of West Java from 2018 to 2023 (Riyadi et al., 2024). In 2024, Ridwan Kamil is running as candidate for governor in the Jakarta regional elections, with Suswono as his running mate for deputy governor. Ridwan Kamil is one of the politicians who is active on social media. Ridwan Kamil's Instagram account @ridwankamil has 21.7 million followers with 8,848 posts. This large number of followers make him one of the political figures with the most Instagram followers in Indonesia.

Figure 3 Ridwan Kamil's Instagram account @ridwankamil



Source: Instagram account @ridwankamil

Ridwan Kamil utilizes social media to communicate with the public using a unique approach. As explained by Hakim (2022), "On social media, the conveys information using humorous language so that the public can easily understand it. In addition, his communication style is open, accepting of criticism, two-way, and media-oriented." Thus, Ridwan Kamil not only strengthens his political communication but also succeeds in creating a more interactive and closer relationship with the public. Ridwan Kamil once said that what he does on Instagram is to combine serious messages with humorous language (Fadhilah & Pratiwi, 2023). This shows that Ridwan Kamil uses a humorous approach to attract more attention.

Ridwan Kamil's Personal Branding in Improving His Image in the Eyes of the Public

According to Susilo, personal branding is the process of building public perception of various aspects of an individual's assets. These aspects include personality, abilities, and values, which are collectively designed to create a positive perception in the minds of the public. This positive perception is then used as a strategic tool, especially in marketing and career development activities. Personal branding also has psychological dimensions such as honest and complete self-understanding, as well as exploration of one's passions or main interests. By knowing themselves deeply, individuals can build an authentic and consistent image that becomes a strong foundation in shaping a good personal identity in the eyes of the public. Ridwan Kamil utilizes Instagram as a strategic tool to communicate his values authentically using a personal and relatable approach through creative content.

Ridwan Kamil, with his intense use of social media, has been able to build close personal relationships with his constituents, as evidenced by thousands of responses from the virtual community who continue to monitor and criticize him through social media such as Instagram (Hakim, 2022), Ridwan Kamil, who is known to be active in interacting with his followers on Instagram, often uploads content related to daily activities, government programs, campaigns, and even more personal matters. The findings of the study conducted by Lestari, F. et al. (2018) indicate that Ridwan Kamil (RK)

employs the plain folks political communication strategy to persuade the public that the programs he proposes are aligned with the interests of the people. This plain folks strategy is used to build an image of RK as a figure who is part of the community and who directly understands the needs of the public. This allows for the creation of strong emotional engagement between Ridwan Kamil and the community, which will strengthen his personal branding as a figure who is close to the people.

Figure 4 Ridwan Kamil Visits Religious Leaders in Surabaya



Source: Instagram post @ridwankamil on November 3, 2024

As a candidate for Governor of DKI Jakarta in the 2024 regional elections, Ridwan Kamil was seen meeting with prominent religious leaders in Surabaya, namely Rais Aam PBNU KH Miftachul Akhyar, Deputy Rais Aam PBNU KH Iskandar, and KH Fuad Noerhasan, who is the leader of the Sidogiri Pasuruan Islamic boarding school. The meeting was posted on the Instagram account @ridwankamil with a caption emphasizing gratitude and hope that his efforts would be perfected by prayer. The meeting with these religious figures can be seen as part of a political

communication strategy to strengthen his religious image as a leader who respects religious values and community leaders. As a gubernatorial candidate, Ridwan Kamil has demonstrated efforts to build relationships with various elements of society, including religious leaders who have influence over voters amid the competitive atmosphere of the regional elections. When linked to Ridwan Kamil's persona as a political figure, various interpretations of his Instagram posts naturally arise. His political communication can be interpreted as self-presentation in the era of social media, or even as political image-building and an attempt to gain publicity (Melati et al., 2015). Therefore, although meetings with clerics and religious leaders are considered a strategic move, some may view them as merely an attempt to gain image.

Figure 5 Ridwan Kamil's Interaction with Children in Cilincing



Source: Instagram post by @ridwankamil on November 18, 2024

Ridwan Kamil's Instagram Reels post interacting with children in the Cilincing area conveys a visual message about Ridwan Kamil's commitment to caring for the future of the younger generation and small communities. The caption, which includes expressions of

enthusiasm and hope, reinforces his narrative as a leader with a social vision and a focus on community welfare. This strategy increases engagement while showcasing Ridwan Kamil's personal image through his Instagram account @ridwankamil has successfully created a positive image in the eyes of public, both in West Java and beyond. The captions, videos, and photos uploaded have attracted the attention and admiration of his followers (Riyadi et al., 2024). However, the success of personal branding depends on Ridwan Kamil's consistency in translating the values displayed on social media into real action. As stated by Susilo (2023), "Relevance is also important in the personal branding process. If there is a contradiction between self-image and personality, it will cause distrust from the public."

Figure 6 Comments stating that Ridwan Kamil is image-conscious



Source: Comment section of Instagram post @ridwankamil on November 18, 2024

There are negative comments from netizens who consider Ridwan Kamil's posts to be image building. Statements such as "Image building. Only looks good on Instagram" and "Continuous image building... I'm sick of it" show a cynical view of Ridwan Kamil's actions. The personal branding built by Ridwan Kamil

is vulnerable to criticism that considers his content to be political image building. Such perceptions may arise if the public feels that the actions or messages conveyed on social media are solely aimed at gaining sympathy without any concrete actions. Therefore, it is crucial for Ridwan Kamil to integrate effective communication on social media with tangible actions on the ground to strengthen the positive image he has built and maintain public trust.

In the study conducted by Islam et al. (2018), it is stated that Ridwan Kamil reaffirmed his performance through posts on his personal Instagram account that displayed the condition of Kapatihan Street before and after his term in office. In its initial condition, Kapatihan Street appeared congested, poorly organized, and was used as a market area by traders and the surrounding community, resulting in traffic congestion and urban disorder. Meanwhile, in the post-redevelopment photo, Kapatihan Street appears more orderly, less crowded, and has returned to its proper function as a road facilitating residents' daily activities. The regulation of the area was part of Ridwan Kamil's work program, which was not easy to implement, considering the long-standing presence of traders operating in the area and the need to change established community habits. Nevertheless, through the policies and implementation carried out, Ridwan Kamil successfully reorganized Kapatihan Street in accordance with its original function.

CONCLUSIONS

This articles demonstrates that Instagram plays a significant role as a political communication tool in shaping Ridwan Kamil's personal branding among first-time voters. Through visually engaging, creative, and interactive content, Ridwan Kamil successfully constructs an image of himself as an approachable, humorous, and responsive political leader. His strategic use of Instagram features such as posts, reels, stories, and direct interactions in comment sections helps foster emotional connections with young voters and enhances his visibility and popularity in the digital public sphere. These findings indicate that personal branding on social media, when carried out consistently and authentically, can positively influence public perception and political engagement, particularly among younger demographics.

However, this research also has several limitations. First, the study relies primarily on qualitative descriptive analysis and secondary data, which limits the ability to measure the direct causal impact of Instagram content on voters' political preferences or behavior. Second, the analysis focuses solely on one political figure and one social media platform, making it difficult to generalize the findings to other politicians or digital platforms. In addition, the study does not include direct perspectives from first-time voters, which could provide deeper insights into how audiences interpret and respond to political personal branding on Instagram.

Based on these limitations, future research is encouraged to adopt a mixed-methods approach by combining

qualitative analysis with surveys or interviews involving young voters to better capture audience reception and political influence. Comparative studies involving multiple political figures or different social media platforms, such as TikTok or X, would also enrich the understanding of digital political communication strategies. Furthermore, future studies should examine the long-term implications of political personal branding on social media, particularly in relation to public trust, political accountability, and the risk of superficial image-building. By expanding the scope and methodology, future research can offer a more comprehensive picture of how social media shapes political communication in the digital era.

REFERENCES

- Agusven, Tubel dkk. (2023). *Dasar Metodologi Penelitian Kualitatif*. Batam: CV. Rey Media Grafika.
- Asri, S. K., & Iman. J. (2022). Pengaruh Citra Merek dan Kualitas Produk Philips Terhadap Minat Beli Konsumen Pada Yogya Grand Majalengka. *Jurnal Impresi Indonesia (JII)*, 1(3), 284.
- Azzahra, D. F., & Qastharin, A. R. (2022). Evaluation of The Effectiveness of Instagram Social Media: A Case Study in Ringkai Indonesia. *International Journal of Business and Technology Management*, 4(3), 230-240.
- Baker, P. M., & Ward, A. C. (2002). Bridging temporal and spatial" gaps": The role of information and communication technologies in defining communities. *Information, Communication & Society*, 5(2), 207-224.
- Cahyono, A. S. (2016). Pengaruh media sosial terhadap perubahan sosial masyarakat di Indonesia. *Publiciana*, 9(1), 140-157.
- Clark, J. L., Algae, S. B., & Green, M. C. (2018). Social network sites and well-being: The role of social connection. *Current Directions in Psychological Science*, 27(1), 32-37.
- Creutzig, F., Acemoglu, D., Bai, X., Edwards, P. N., Hintz, M. J., Kaack, L. H., ... & Zumwald, M. (2022). Digitalization and the Anthropocene. *Annual review of environment and resources*, 47(1), 479-509.
- Damanik, A. (2020). Komunikasi Politik di Era Digital: Peran Instagram dalam Interaksi Politikus-Masyarakat. *Jurnal Komunikasi*, 12(2), 40-55.
- Ekman, M., & Widholm, A. (2017). Political communication in an age of visual connectivity: Exploring Instagram practices among Swedish politicians. *Northern lights*, 15(1), 15-32.
- Franke, T., & Zoubir, M. (2020). Technology for the People? Humanity as a Compass for the Digital Transformation. *Wirtschaftsdienst*, 100(Suppl 1), 4-11.
- Fumagalli, E., Shrum, L. J., & Lowrey, T. M. (2024). The effects of social media consumption on adolescent psychological well-being. *Journal of the Association for Consumer Research*, 9(2), 119-130.

- Hemmings-Jarrett, K., Jarrett, J., & Blake, M. B. (2017, June). Evaluation of user engagement on social media to leverage active and passive communication. In *2017 IEEE International Conference on Cognitive Computing (ICCC)* (pp. 132-135). IEEE.
- Islam, U. N., Kusuma, R. S., & Kom, M. I. (2018). Impression Management Pejabat Publik Dalam Media Sosial Analisis Isi Kualitatif Deskriptif Pengelolaan Kesan Walikota Bandung Ridwan Kamil Melalui Unggahan Foto dan Video dalam Akun Instagram@ridwankamil (Doctoral dissertation, Universitas Muhammadiyah Surakarta).
- Jenkins, H. (2016). Youth voice, media, and political engagement. *By any media necessary: The new youth activism*, 3, 1.
- Kannasto, E. (2021). "I am horrified by all kinds of persona worship!": Constructing Personal Brands of Politicians on Facebook.
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in social media research: Past, present and future. *Information systems frontiers*, 20(3), 531-558.
- Karpf, D. (2019). Something I no longer believe: Is Internet time slowing down?.. *Social Media+ Society*, 5(3), 2056305119849492.
- Lalancette, M., & Raynauld, V. (2019). The power of political image: Justin Trudeau, Instagram, and celebrity politics. *American behavioral scientist*, 63(7), 888-924.
- Lestari, F. J., Pebrianti, S., & Syaifullah, A. R. (2018). Strategi kampanye Ridwan Kamil dalam media instagram. *Fon: Jurnal Pendidikan Bahasa dan Sastra Indonesia*, 13(2).
- Iosifidis, P. (2011). The public sphere, social networks and public service media. *Information, Communication & Society*, 14(5), 619-637.
- Olof Larsson, A. (2023). The rise of Instagram as a tool for political communication: A longitudinal study of European political parties and their followers. *New media & society*, 25(10), 2744-2762.
- Paul, J., Ueno, A., Dennis, C., Alamanos, E., Curtis, L., Foroudi, P., ... & Wirtz, J. (2024). Digital transformation: A multidisciplinary perspective and future research agenda. *International Journal of Consumer Studies*, 48(2), e13015.
- Peng, Y. (2021). What makes politicians' Instagram posts popular? Analyzing social media strategies of candidates and office holders with computer vision. *The International Journal of Press/Politics*, 26(1), 143-166.
- Rusandi & Rusli, M. (2021). Merancang Penelitian Kualitatif Dasar/Deskriptif dan Studi Kasus. *Jurnal Pendidikan dan Studi Islam*, 2(1), 48-60.
- Schill, D. (2012). The visual image and the political image: A review of visual

- communication research in the field of political communication. *Review of communication*, 12(2), 118-142.
- Strauss, C., Harr, M. D., & Pieper, T. M. (2024). Analyzing digital communication: A comprehensive literature review. *Management Review Quarterly*, 1-39.
- Stieglitz, S., & Dang-Xuan, L. (2013). Social media and political communication: a social media analytics framework. *Social network analysis and mining*, 3(4), 1277-1291.
- Tang, W., & Zhang, S. (2025). Exploring the integration of augmented reality interfaces with short video content creation to enhance user interaction and engagement. *Journal of Computational Methods in Sciences and Engineering*, 25(3), 2100-2111.
- Tambunan, B., & Sari, D. (2021). Personal Branding Politikus di Media Sosial: Analisis Kasus Ridwan Kamil. *Media & Komunikasi*, 15(1), 70-85.
- Vuorre, M., & Przybylski, A. K. (2024). Global well-being and mental health in the internet age. *Clinical psychological science*, 12(5), 917-935.
- Watrianthos, R. (2013). Peranan Jejaring Sosial Dalam Meningkatkan Citra Politik (Studi Kasus: Pilkada). *INFORMATIKA*, 1(1), 15-19.
- Yasa, I. K. W. P. (2024). Personal branding of politicians through social media as political communication in attracting Gen-Z people. *Jurnal Pewarta Indonesia*, 6(1), 1-13.
- Yoo, J. J. (2023). Visual strategies of luxury and fast fashion brands on Instagram and their effects on user engagement. *Journal of Retailing and Consumer Services*, 75, 103517.