

## DAFTAR PUSTAKA

- Aleti, T., Pallant, J., Tuan, A., & Van Laer, T. (2019). Tweeting with the Stars: Automated Text Analysis of the Effect of Celebrity Social Media Communications on Consumer Word of Mouth. *Journal of Interactive Marketing*, 48, 17–32.
- Alice E, M., & Boyd, D. (2011). To See and Be Seen: Celebrity Practice on Twitter. *Convergence: The International Journal of Research into New Media Technologies*, 17(2), 139–158. <https://doi.org/10.1177/1354856510394539>
- Alvarez, C. F. (2023). An Examination of Visually Impaired Individuals' Communicative Negotiation of Face Threats. *Journal of Social and Personal Relationships*, 40, 152–173.
- Bungin, B. (2018). *Metodologi Penelitian Kualitatif: Komunikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial Lainnya*. Prenadamedia Group.
- Collins, R. (2004). *Interaction Ritual Chain*. Princeton University Press.
- Efendi, N., Sultan, M. I., & Elsaid, D. A. (2024). Pengaruh Peran Media Sosial Dalam Mobilisasi Politik Ridwan Kamil: Pendekatan Kualitatif. *AKSELERASI: Jurnal Ilmiah Nasional*, 6(2), 135–143. <https://doi.org/10.54783/jin.v6i2.1022>
- Fahrui, D., & Fahrudin, A. (2023). Pemanfaatan Media Sosial dalam Kampanye Politik Menjelang Pemilu 2024: Studi Kasus tentang Akun Media Sosial Partai Politik dan Politisi. *JIKA (Jurnal Ilmu Komunikasi Andalan)*, 6(2), 118–132. <https://doi.org/10.31949/jika.v6i2.6675>
- Febriyanti, Y., & Siahaan, C. (2022). Fenomena Selebriti Menjadi Politikus serta Strategi Komunikasi Selebriti dalam Berkampanye. *Humantech: Jurnal Ilmiah Multidisiplin Indonesia*, 2(01), 9–15.
- Fridayani, J. A., & Kusuma, S. E. (2023). *Statistika Inferensial Untuk Organisasi Dan Bisnis* (T. O. Kusumajati (ed.)). Sanata Dharma University Press.
- Habibi, M., Muksin, N. N., Kurniawan, D., & Perdanaraya, A. (2022). Komunikasi Politik Kepala Daerah di Media Sosial (Studi pada Akun Facebook Anies Baswedan, Ridwan Kamil dan Ganjar Pranowo). *Potret Pemikiran*, 26(2), 164. <https://doi.org/10.30984/pp.v26i2.2059>
- Hamilton, C. (2011). *Communicating for Results: A Guide for Business and the Professions* (9 ed.). Belmont, CA: Wadsworth.
- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., & Fardani, R. A. (2022). Buku Metode Penelitian Kualitatif & Kuantitatif. In *LP2M UST Jogja* (Nomor March).
- Harian Batak Pos. (2025). *Menyikapi tagar #KaburAjaDulu, kritik terhadap Raffi Ahmad sebagai utusan khusus presiden*. <https://www.harianbatakpos.com/menyikapi-tagar-kaburajadulu-kritik-terhadap-raffi-ahmad-sebagai-utusan-khusus-presiden/>

- Hendriks. (2020). *The Impact of Social Media on Political Communication*.
- Hidayat, D., Christin, M., & Nur'aeni. (2022). *Teori Komunikasi*.
- Higgins, C., & Walker, R. (2012). Ethos, logos, pathos: Strategies of persuasion in social/environmental reports. *Accounting Forum*, 36(3), 194–208. <https://doi.org/10.1016/j.accfor.2012.02.003>
- Ichsan, M., Irawan, A., & Safira, Y. (2023). *Analisis Komodifikasi Media Sosial Instagram terhadap Citra Partai Politik Menjelang Pemilihan Calon Presiden 2024 ini ( Syafaruddin , & Mahfiroh , 2020 ). Dengan menggunakan Instagram memudahkan penggunaanya untuk diteliti melalui kajian komodifikasi berd.* 07(01), 76–90.
- Jannah, L. . (2019). *Metode Penelitian Kuantitatif*. Rajawali Press.
- Kaplan, & Haenlein. (2010). *Users of the world, unite! The challenges and opportunities of Social Media*.
- Knapp, M. ., & Hall, J. . (2010). *Nonverbal Communication in Human Interction* (7 ed.). Boston: Wadsworth Cengage Learning.
- Kompas.tv. (2024). *Profil Raffi Ahmad yang Jadi Utusan Khusus Presiden Bidang Pembinaan Generasi Muda, Apa Tugasnya?* [https://www.kompas.tv/nasional/547692/profil-raffi-ahmad-yang-jadi-utusan-khusus-presiden-bidang-pembinaan-generasi-muda-apa-tugasnya?page=all#goog\\_rewarded](https://www.kompas.tv/nasional/547692/profil-raffi-ahmad-yang-jadi-utusan-khusus-presiden-bidang-pembinaan-generasi-muda-apa-tugasnya?page=all#goog_rewarded)
- Krippendorff, K. (2004). *Content Analysis An Introduction to Its Methodology* (2 ed., hal. 413). Sage Publications.
- Krippendorff, K. (2019). *Content Analysis An Introduction to Its Methodology* (4 ed., hal. 472). Sage Publications.
- Li, Z., & Yin, Y. (2018). Attractiveness, Expertise and Closeness: The Effect of Source Credibility of the First Lady as Political Endorser on Social Media in China. *SAGE*, 3(4), 297–315.
- Littlejohn, S. W. (2009). *Teori Komunikasi Theories of Human Communication*.
- Littlejohn, S. W., A.Foss, K., & Oetzel, J. G. (2017). *Theories Of Human Communication Eleventh Edition*. In *Waveland Press, Inc.* (Vol. 53, Nomor 95).
- Lovejoy, W. S. (2012). *Engaging Stakeholders through Social Media*.
- Manning, N., Penfold-Mounce, R., Loader, B. D., Vromen, A., & Xenos, M. (2017). Politicians, celebrities and social media: a case of informalisation? *Journal of Youth Studies*, 20(2), 127–144. <https://doi.org/10.1080/13676261.2016.1206867>
- Marshall, P. D. (2010). The promotion and presentation of the self: Celebrity as marker of presentational media. *Celebrity Studies*, 1(1), 35–48. <https://doi.org/10.1080/19392390903519057>
- Martin, J., & White, P. (2005). *The Language of Evaluation: Appraisal in English*. *Palgrave Macmillan*.
- McLeod, S. (2024). *Audit Trail In Qualitative Research*. <https://www.simplypsychology.org/audit-trail-in-qualitative-research>.
- McNair. (2017). *Political Communication: An Introduction*.

- McQuail, D. (2010). *McQuail's Mass Communication Theory* (6 ed.). Sage Publications.
- Moreno-Sandoval, L. G. (2021). *Celebrity Profiling Through Linguistic Analysis of Digital Social Networks*.
- Moreno-Sandoval, L. G., Pomares-Quimbaya, A., & Alvarado-Valencia, J. A. (2021). Celebrity profiling through linguistic analysis of digital social networks. In *Computational Social Networks* (Vol. 8, Nomor 1). Springer International Publishing. <https://doi.org/10.1186/s40649-021-00097-w>
- Nasrullah. (2015). *Media Sosial: Perspektif Komunikasi, Budaya, dan Siositeknologi*.
- Nisa, C. (2015). *Analisis Perilaku Konsumtif Pada Film Confessions of a Shopaholic*.
- Norton, R. . (1978). *Foundation OfAa Communicator Style Construct*.
- OriNews. (2025). Analisis komunikasi politik desak Presiden evaluasi Raffi Ahmad sebagai utusan khusus. OriNews. <https://www.orinews.id/2025/01/13/analisis-komunikasi-politik-desak-presiden-evaluasi-raffi-ahmad-sebagai-utusan-khusus/>
- Ramadhan, G. A., Fitriana, A., & Nurkinan. (2022). Pengaruh Komunikasi Pemerintahan Ridwan Kamil Dalam Membangun Personal Branding di Social Media Tiktok dan Instagram. *Jurnal Ilmiah Wahana Pendidikan*, 8(15), 255–263. <https://doi.org/10.5281/zenodo.7049190>
- Street. (2019). *Mass Media, Politics and Democracy*.
- Sugiyono, S. (2011). *Statistika untuk penelitian*.
- Sugiyono, S. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.
- Sumarno, S. (2020). Content Analysis, Language Learning and Literature Research. *Jurnal Elsa*, 18(2), 55. <https://jurnal.umko.ac.id/index.php/elsa/article/view/299/170>
- Tiyar Mangulo. (2025). Raffi Ahmad sebagai Utusan Khusus Presiden. *Kompasiana*. <https://www.kompasiana.com/tiyarmangulo8212/67bab84ec925c443e04ab6d2/raffi-ahmad-sebagai-utusan-khusus-presiden>
- VOI. (2025). 100 hari menjabat Utusan Khusus Presiden, Raffi Ahmad tuai kritik warganet. <https://voi.id/lifestyle/455966/100-hari-menjabat-utusan-khusus-presiden-prabowo-raffi-ahmad-tuai-kritik-warganet>