



A Netnography Approach to Understanding Gimmicks in *Oke Gas* Jingle in TikTok Rhetoric

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Abstract

This research looks at how political campaigns use fun and catchy content on social media, particularly on TikTok. It focuses on the viral jingle "Oke Gas" used by Prabowo Subianto and Gibran Rakabuming during Indonesia's 2024 presidential election. As more people use the internet and social media, political campaigns have also changed. They now use videos, songs, and dances to attract voters, especially young people. One example is how the "Oke Gas" jingle became popular and was used to promote the number 02 candidates in a fun and modern way. To understand this, this research uses Sianne Ngai's idea of the gimmick. A gimmick is something that looks fun and exciting but may not have much real value. This theory helps explain why some campaign content feels entertaining but later seems empty or disappointing. This research uses a qualitative method called netnography, which studies online behavior. Four TikTok videos with the "Oke Gas" jingle and the comments were analyzed, both before and after the election. At first, many people liked the jingle and shared positive comments. But after the candidates won and introduced some unpopular policies, public opinion changed. People started making fun of the jingle and felt disappointed. The results show that fun campaign tools like jingles can get attention fast, but they may lose meaning over time if not followed by good leadership. This research helps to understand how political messages are shared online and suggests that future campaigns should focus not only on being entertaining but also on being honest and meaningful.

Keywords: Netnography, Gimmick, Sianne Ngai, Oke Gas, Political Campaigns.

Introduction

TikTok has become a dominant social media platform in Indonesia, marking a significant cultural and digital phenomenon in 2025. Indonesia leads Southeast Asia with over 160 million TikTok users as of March 2025, making it the country with the largest TikTok audience in the region. Average monthly usage in Indonesia is exceptionally high, with users spending about 45 hours per month on TikTok, which accounts for roughly 9% of their waking hours. This is far above the usage rates in other Southeast Asian countries, indicating a deep embedment of TikTok in daily life. The platform's reach extends to more than half of Indonesia's adult population, with a fairly balanced gender split among users. TikTok is not only a major entertainment outlet but also a growing hub for social

commerce, where brands and influencers connect directly with consumers through the app.

The rise of new social media platforms has opened many new opportunities for politicians and political parties to run political advertisements. One of the most commonly used platforms for political promotion is TikTok. TikTok is a short-video-based social media platform that is open to anyone, anywhere. Because of its huge popularity in Southeast Asia, TikTok has become a new space for young people to express their political opinions (Silalahi, 2024, p. 4). As the platform continues to grow, it is often used for political campaigns and content (Aisyah & Lexianingrum, 2024, p. 15). In the 2024 general election, candidate pair number 02, Prabowo Subianto and Gibran Rakabuming, received a lot of attention on social media. Their political campaign became one of the most important factors in helping them win the 2024 election. Because the political atmosphere in 2024 was very intense, all presidential candidates had to compete seriously to win the election. Due to the high level of political competition, each candidate needed a strong and specific campaign strategy to defeat their opponents (Maulana & Harjono, 2024, p. 2). Candidate pair number 02 successfully gained public attention through social media before the election and became a trending topic among many users (Nabila & Nadeak, 2024, p. 35). One of the main reasons why Prabowo Subianto became the center of attention was his change in campaign style. Unlike his previous campaigns, this time he used a more relaxed and friendly approach.

High public participation shows that people want to be involved in monitoring and understanding political issues. It also reflects how much the public accepts and supports the current government (Sjodaria et al., 2024, p. 12). However, voter participation in Indonesia has started to decline in recent elections, including direct presidential elections. One reason for this decline is that some people think elections are boring (Farisi & Darminto, 2019). Because of this, national campaign teams need creative and fun social methods to change public opinion and make elections feel more enjoyable as a part of democracy. According to Firmansyah and Disyacitta (2024, p. 2), election education and promotion can be done in different ways, including through advertisements. Ads are powerful tools to introduce a product, in this case, the “product”

is the election. One form of advertising is a jingle, which is a short, catchy song. According to Ismiyadi et al. (2022, p. 88), Jingles are one of the most effective types of advertising.

This was clearly seen in the 2024 presidential campaign, where the Prabowo-Gibran pair used the "Oke Gas" jingle to capture public attention, especially among young voters. Initially, this strategy worked well. The jingle went viral, and many Indonesians welcomed it with excitement, showing strong support online. However, after Prabowo and Gibran were officially elected as President and Vice President, public opinion began to shift. Not long into their leadership, some of their policies sparked criticism from the very people who had once supported them. As a result, when the "Oke Gas" jingle reappeared on social media, many users expressed disappointment and even anger in the comment sections, suggesting a feeling of betrayal or regret. This situation raises a critical question about the role of gimmicks in political campaigns: Were voters genuinely convinced by the candidates' message, or were they simply entertained and distracted by a clever marketing tactic? Here, Sianne Ngai's concept of the "gimmick" becomes highly relevant. According to Ngai (2020, p. 55), gimmick is a distancing judgment, a way to apotropaically ward off the trick's attractions by proclaiming ourselves unconvinced by them. In the case of the "Oke Gas" jingle, what seemed like an engaging way to promote civic participation may also be viewed as a superficial tactic to win votes without meaningful substance. Therefore, this research is important to unpack how gimmicks operate in political campaigns, specifically through media like TikTok, and to question whether such strategies enhance or weaken the democratic process. By applying Sianne Ngai's theoretical framework, this study aims to critically examine the blurred line between political engagement and entertainment digital political culture.

Sianne Ngai's theory of the gimmick is important because it helps researchers understand how certain things in culture, whether as slogans, platitudes, maxims, jingles, or catchphrases, can seem exciting at first but feel fake or disappointing later (Ngai, 2020, p. 80). A gimmick often looks creative and fun, but deep down, it may hide something shallow or manipulative. This theory is useful in analyzing political campaigns, especially ones that rely on viral trends or catchy content like TikTok jingles. In this research, Ngai's

theory helps to study how the “Oke Gas” jingle worked as a gimmick, it made politics feel fun and modern, but later made some people feel tricked or disappointed. Just like psychoanalysis can explain the hidden emotions of characters, the gimmick theory helps us explore the hidden tricks in media and politics.

Previous research by (Dametto & Bonet-Mart, 2024) talks about how women activists in Brazil used Instagram during the 2022 election period to fight against environmental denialism. The study uses netnography (online ethnography) to analyze digital narratives posted in August and September 2022. It identifies five main strategies these women used: expressing values, showing emotion, giving logical arguments, encouraging collective action, and building a community. These strategies helped create awareness, inspire action, and foster a sense of belonging. The study also notes challenges in ethical data collection and limited user information. Additionally, previous research by (Tanuwijaya & Cristian, 2024) analyze about how TikTok was used in the 2024 election campaign for candidate pair number 02 in Indonesia. The study looks at how the jingle “Oke Gas” was used in videos on TikTok to get attention from people online. Researchers chose six TikTok videos made by the campaign team, influencers, and regular users. They studied the comments to see if people had good (positive), bad (negative), or neutral reactions. The results show that fun and casual videos made by regular people got the most positive reactions. Official campaign videos got more negative comments because people had different political opinions. Videos from influencers helped spread the message but focused more on the influencer than the campaign. This study used the "hypodermic needle theory," which says that media can strongly affect people’s opinions. In the end, the study suggests that political teams should use TikTok with creative and relatable content to better connect with the public. The last previous research by (Edhie Rachmad et al., 2024) examine a study about how digital marketing on TikTok changes consumer behavior. It focuses on three types of marketing: viral marketing (content that spreads fast), gimmick marketing (using unique tricks), and influencer marketing. The study used a survey of 200 people who work in digital marketing, like resellers and affiliates. The results show that both viral and gimmick marketing help turn regular customers into active marketers. Influencer marketing makes this effect stronger.



Customers no longer just buy things, they become part of the selling process, helping promote and sell products. Sellers also change their methods by using e-commerce, social media, and live streaming. To keep consumers engaged, the study suggests choosing trustworthy influencers and giving support to people involved in reselling.

Previous research highlights how the media can be a powerful tool for spreading political campaigns, shaping online marketplaces, and showcasing various forms of gimmicks among netizens, particularly in the digital era. However, a review of existing studies reveals a notable gap: few have explored the use of gimmick theory in analyzing political content, such as the "Oke Gas" jingle, through a netnographic lens. To address this gap, this study focuses on how politicians employ gimmicks on media platforms, with a specific emphasis on TikTok. Furthermore, it aims to contextualize these practices through Sianne Ngai's theory of the gimmick, offering a deeper understanding of how such gimmicks function and resonate within digital spaces.

Methods

This research employed a qualitative methodology, a subjective study that utilized the netnography technique. Netnography is ethnography adapted to the study of online communities. The study aims to gain an understanding of how people interact with one another in the virtual world, forming distinct cultures and social systems (Nagari & Abadi, 2024, p. 17). To investigate how the Oke Gas jingle is used on TikTok, this research adopts a media-siber analytical method, namely netnography. For data collection, the researcher employs documentation and note-taking methods. The term documentation refers to a record of events that have already passed, such as books, e-books, journals, news articles, websites, and pictures (Sugiyono, 2022, p. 240). The data in this research were taken from a social media platform, namely the TikTok application. Four videos were chosen from TikTok accounts with over 45,000 followers, each featuring the Oke Gas jingle. The selection benchmark was based on both follower count and video views, specifically, videos surpassing 5,000 views, indicating that they likely reached TikTok's For You Page (FYP) and gained traction among netizens. This ensures the content analyzed had substantial visibility and engagement within the platform.

This research was carried out through four hierarchical steps. First, the researchers categorized video content featuring the Oke Gas jingle, selecting four representative videos. Second, analyzing netizen comments on each video. Third, the comments were analyzed based on their posting dates to distinguish between those made before and after the election of Prabowo and Gibran. The comments were then coded according to relevant themes, with a total of 26 comments, 14 comments before the election, and 12 comments after the election. Finally, the comments were examined using Sianne Ngai's Gimmick theory to interpret how gimmick elements appear in the content and to answer the research question. The collected netizen comments are categorized into two distinct codes based on their characteristics. This coding helps researchers to more easily classify the comments. The first category includes positive comments that reflect public approval or acceptance of the Oke Gas jingle. The second category captures negative reactions, particularly those expressing criticism or discontent after Prabowo and Gibran were elected as President and Vice President.

Findings and Discussion

The "Oke Gas" jingle became a phenomenon that left a lasting impression on Indonesian society during the 2024 presidential election campaign season. The jingle, accompanied by music, made the campaign very subtle because the focus of the trend was on a distinctive dance move. This gimmick was aimed at appealing to the tastes of netizens, who prefer entertainment over other types of content. Subtly using the lyrics "Oke Gas 02 Torang Gas," the lyrics do not directly mention Prabowo and Gibran as the main characters, but are represented by the number "02" in the lyrics. With the success of the trend, netizens who did not participate in it felt left behind and always wanted to stay up to date. People are said to experience FOMO when they feel anxious about missing out on social events, trends, or information, especially those shared through social media. This is due to the increasing influence of social media use (Royantara et al., 2025). Generation Z, specifically those born between 1995 and 2010, grew up alongside the Internet and social media, which have become an integral part of their identity. This makes them vulnerable to pressure and anxiety if they do not follow trends or experience

FOMO (Fear of Missing Out). This makes the jingle trend not just a subtle political campaign but a new phenomenon that society itself wants to join in on.

At the same time, this also shows the limits of such strategies. Campaign tools like jingles may capture attention quickly, but they risk losing meaning if not supported by strong leadership and clear policies. What began as entertainment gradually shaped how the public engaged with politics. The public has unconsciously begun to be influenced by the gimmicks employed by political elites through catchy tunes and memorable lyrics, all for their own interests and gains in winning the hearts of the people. By engaging with netizens through comment sections and conducting campaign activities using songs with lyrics like "Oke Gas, 02 Torang Gas," the campaign is no longer a boring activity but one that is worth paying attention to.

Table 1. Categorization of Post Content

| Category | Content | Number of Views & Comments |
|--|---|--------------------------------------|
| First: positive response before the election | Tiktok posts | |
| | @stevensetiono | 12.1 million views & 31,500 comments |
| | https://vt.tiktok.com/ZSkSBAWq2/ | |
| | Unggahan Tiktok | |
| Second: negative response after the election | @cawapresmilennial | 8 million views & 11,200 comments |
| | https://vt.tiktok.com/ZSkSBqqjw/ | |
| | Tiktok posts | |
| | @paltiwest | 14,800 views & 73 comments |
| | https://vt.tiktok.com/ZSkSS2yQG/ | |

Tiktok posts

@bv grosir

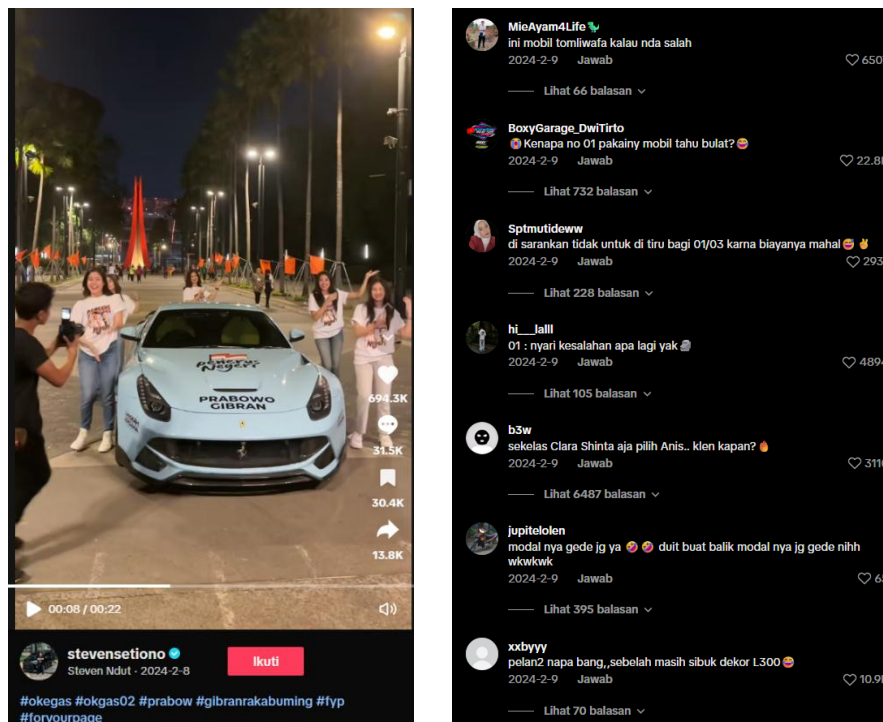
118,100 views & 309

comments

<https://vt.tiktok.com/ZSkSAexnk/>

First Category: Positive Responses

This first sample video shows the making of a dance video clip for “Oke Gas” in a blue luxury car with the words “Paslon 02 Prabowo and Gibran” written on it. It received 12.1 million views and 31,800 comments. This is an extraordinary reaction for a political campaign video using a gimmick to win the hearts of the people.



Source: TikTok account @stevensetiono

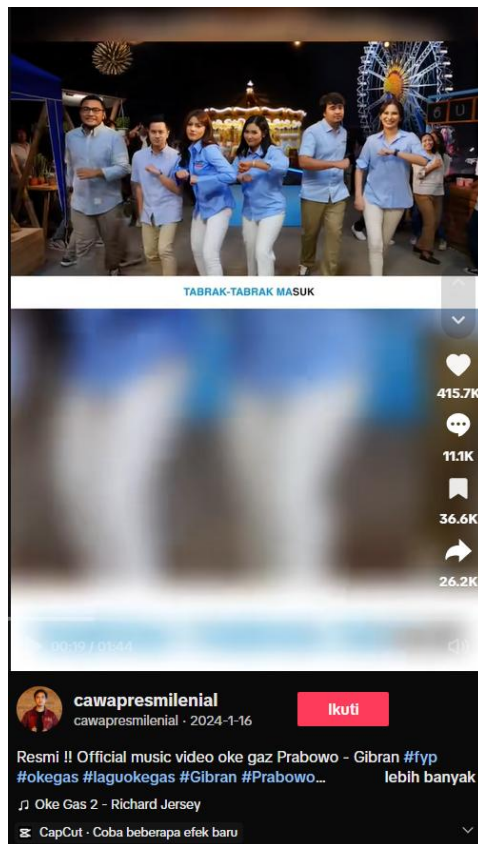
Figure 1. Joget Oke Gas & Luxury Car Gimmick

The response shows that netizens are interested and proud of their choice because they use luxury goods as campaign tools and follow the ‘Oke Gas’ dance trend. However,



Ngai (2020) says that gimmicks play and work too hard to attract attention, but are considered lacking in substance. Gimmick videos such as these do not convey a vision or substance. They go overboard in using Ferrari cars, but still appear empty in terms of political meaning. In this context, gimmicks reveal a political product that is “cheap” in terms of ideas but “expensive” in terms of appearance. Political parties that use gimmicks in their campaigns are often criticized for lacking substance in conveying their vision, mission, and ideas. This is because the campaign is merely a behavior to create an image and entertainment that appears fake and meaningless. The entertainment provided lacks any meaningful insight into the policies that the candidates intend to implement. Such gimmick techniques merely resemble a “stage show” rather than a platform for healthy ideological debate. Akhirul Aminulloh et al. (2025) explain that the gimmicks employed in the 2024 presidential election in Indonesia symbolize a disconnect from meaningful and substantive ideas.

The comments on the TikTok video show different reactions. Some people are impressed because the campaign uses a fancy car that looks like a Formula car and must cost a lot of money. This shows that people notice the luxury and style. But other comments are more critical. For instance, @jupitelolen comments, “The car is big, and the money needed to break even is also big” and @sptmutideww comments, “It is not recommended to imitate pairs no. 1 and 3 because the costs are high.” The comments clearly show that pair no. 2 has managed to use the Oke Gas jingle to attract attention from netizens. Because of this, many positive responses appear in videos related to pair no. 2 and their Oke Gas jingle.



Source: TikTok account @cawapresmilennial

Figure 2. Video clip of Joget Oke Gas

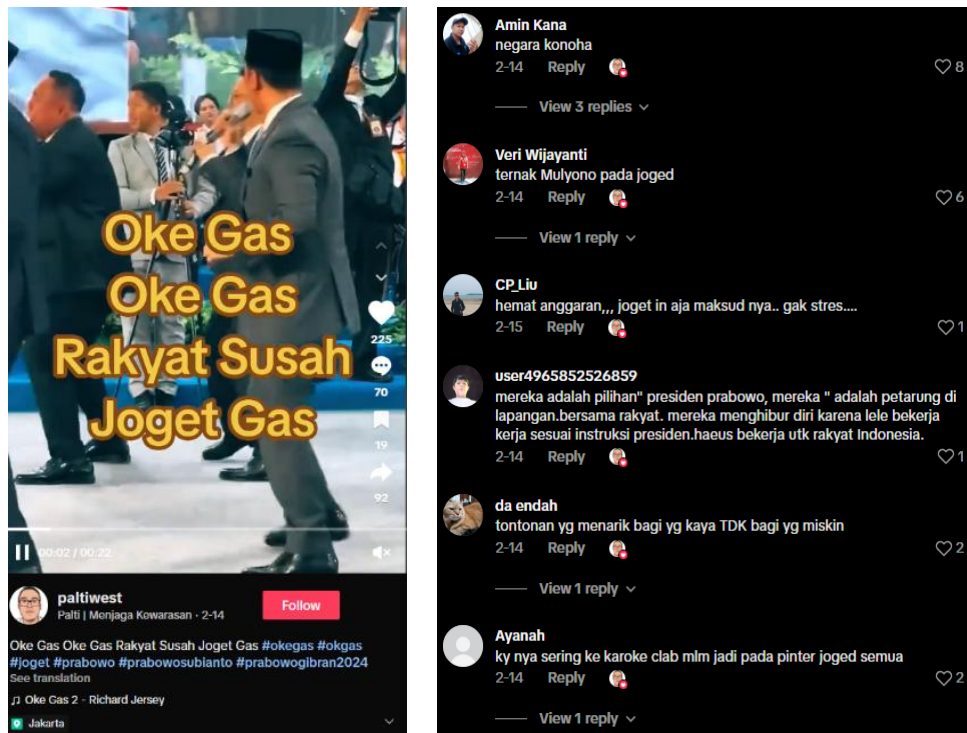
The release of a video clip that attracts wide attention works an important role in the campaign process, especially in the digital era where social media has a broad reach. This is different from the period before the digital age, when access to such audiences was limited. With millions of potential viewers available, an engaging video becomes a powerful advantage for those who produce it. These tactics are particularly effective in influencing first-time voters and young people by capturing their attention and building trust and participation. One example is the creative use of the “gemoy” image to present presidential candidate Prabowo Subianto in the 2024 election (Alvi Lutviah Amini et al., 2025). People watch because the content looks entertaining, but at the same time it works as a soft campaign by political elites to secure votes. The gimmicks shown in these videos succeed in drawing attention, demonstrating their effectiveness as a campaign tool. Ngai (2020) explains that gimmicks are an aesthetic form within capitalism that appear light,



enjoyable, and entertaining, yet always carry hidden intentions to create benefits and serve ideological or economic goals. In this context, the gimmick appears in the "Oke Gas" dance video, which attracts public sympathy without directly conveying political content. A comment from the @muzzastore account says, "Wow, I feel so proud to support number 2 with such a fun song." This shows support based only on style and aesthetics, while overlooking the deeper political issues of the 2024 presidential election.

Second Category: Negative Responses

Negative responses were taken from videos uploaded after the election of Prabowo Subianto and Gibran Rakabuming. Seeing how gimmicks that provide entertainment end up disappointing political elites. Alvi Lutviah Amini et al. (2025) explain that campaigns using gimmicks often lead to disappointment and a decline in trust in the political process, particularly among newcomers, and reduce overall political effectiveness toward the government. Gimmicks create a significant difference between before and after the election. Indeed, campaigns that use gimmicks are merely image-building efforts to secure the most votes, regardless of the ideas to be implemented, what matters most is how to attract attention. Gimmicks are used for the benefit of a particular group, and once that benefit is achieved, the group forgets what they did during the campaign period while using gimmicks.

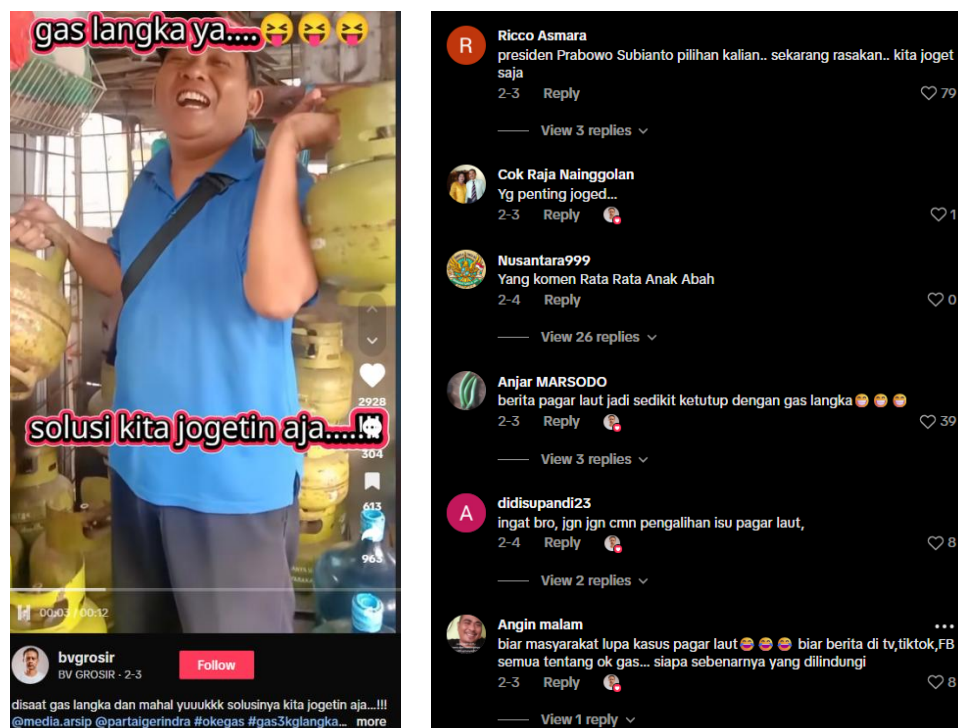


Source: TikTok account @paltiwist

Figure 3. Video of Joget Oke Gas satire

The response from netizens, both in the video narrative and comments, shows that dance among government officials is not something funny, entertaining, or cool. Rather, it is considered unethical, unlike during the campaign period when political elites performed their signature dance with the lyrics “Oke Gas 02 Torang Gas” and received positive responses. People quickly shifted their views on political elites' dance moves from positive to negative as a result of campaigns that relied on gimmicks. Indeed, the gimmick in political promotion often prioritizes appearance and sensation over substantive discussions about policies or social issues, resulting in campaigns that focus more on the “outer packaging” than on substantial ideas or solutions (Anzari et al., 2025). The public views the lack of substance among political elites as ironic given the conditions of the people below. Gimmick campaign tactics that are manipulative and focus on external imagery rather than internal values or good ideas can significantly shape voters' expectations and trust, often leading to disappointment after the election. This is because such tactics prioritize emotional appeal over campaigns based on substantive policies.

This can mislead voters about the true intentions or capabilities of the candidates (Akhirul Aminulloh et al., 2025). The instant results obtained are solely for the benefit of those who employ gimmicks. As Ngai (2020) states, gimmicks are carried out in ways that lack substance and only prioritize temporary aspects such as aesthetics, appearing enjoyable to attract attention, and entertainment. Gimmicks are employed in various ways to attract the desired audience, and this is fleeting. Anything done through gimmicks will not last long because it is tailored to the conditions at that time for personal or group gain. Once the benefit from the gimmick is obtained, another gimmick will be used at a later time when needed again.



Source: TikTok account @bvgrosir

Figure 4. Video of Joget Oke Gas satire

In early February 2025, Indonesians were shocked by a policy that was made hastily without involving public opinion and without educating the public about the 3kg LPG gas policy. This led the public to question why 3kg of LPG gas was scarce and difficult to find at all official distribution points. In response, the public began mocking the government with various narratives related to the phrase “Oke Gas,” such as on the

@bvgrosir account, “the gas is scarce, huh... Let’s just dance it off!!!” and @Rico Asmara’s comment, “president Prabowo Subianto is your choice, now feel it, just dance.” These demonstrate how the public’s reaction to the “Oke Gas” lyrics is no longer seen as cool or appealing, but rather as a satirical critique of the government’s inappropriate policies. Using these lyrics as mockery is also a form of public dissatisfaction with the government, which is in stark contrast to their approach during the campaign, where they were close to the public using their signature dance moves and the “Oke Gas” lyrics, which gave the impression of a friendly and modern government. The image created using the lyrics “Oke Gas” and symbols like “Gemoy,” which gave a positive and community-friendly impression, has actually turned against them. The policies implemented often do not align with what the public actually needs, and there is no proper communication with the public. This suggests that the rhetoric during the campaign and the actual policies lack substantial alignment (Akhirul Aminulloh et al., 2025). As explained by Ngai (2020). Gimmicks are strategies that appear attractive and enjoyable on the surface but are insincere and aimed solely at serving the interests of a particular group. In this context, the lyrics and symbols used by the government are not merely communication tools but image-building strategies wrapped in a friendly and humorous veneer to win over the public for the 2024 elections. Subsequently, it is not the friendly and humorous image that is displayed, but policies that are not in the public's interest, often leaving people confused and feeling betrayed.

Conclusion

This research shows that political campaigns in the digital age, especially on platforms like TikTok, are changing. Campaign teams now use fun content such as jingles and dances to attract attention and gain support. The “Oke Gas” jingle, used by the Prabowo-Gibran campaign during the 2024 presidential election, became a viral trend that successfully captured public interest, especially from young voters. However, after the election, many people felt disappointed because the actual policies did not match the fun and friendly image shown during the campaign. As a result, the same jingle that once brought excitement was later used by the public as a form of criticism. By using Sianne Ngai’s gimmick theory, this study found that gimmicks like catchy songs and fun dances



can be powerful tools to get attention quickly, but they may also lack deep meaning or honesty. If not supported by real actions or policies, these gimmicks can lead to distrust and public frustration. The research highlights that while social media is useful for political communication, relying too much on entertainment-based content can damage long-term public trust.

For future researchers, it is suggested to explore other gimmick-based campaigns and compare them across different platforms or countries. For the government and election organizers, this study recommends creating public awareness about how to critically understand digital campaign content, so that voters can make more informed decisions.

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