

DAFTAR PUSTAKA

- Abdillah, I. D. (2014). *Sistem Politik Indonesia*. SKRIPSI Jurusan Pendidikan Pancasila dan Kewarganegaraan-Fakultas Ilmu Sosial UM.
- Abramson, L., Petranker, R., Marom, I., & Aviezer, H. (2020). *Social interaction context shapes emotion recognition through body language, not facial expressions*. *Emotion*.
- Adams, Cindy. *Bung Karno: Penyambung Lidah Rakyat Indonesia*. Jakarta: PT. Gunung Agung, 2017.
- Adegbite, Adebimpe. "Bilingualism and The Psychology of Colors." *Ghana Journal of Linguistics* 8.2 (2019): 107-126.
- Adhani, I. (2016). *Iklan dan budaya populer: Pembentukan identitas ideologis kecantikan perempuan oleh iklan di televisi*. Yogyakarta: Kanisius.
- Adhani, M. S. (2014). *Penciptaan Blangkon Kreasi Studi Khusus Blangkon Yogyakarta*. Jakarta: Grafindo.
- Agustina, H (2018). *Teori Linguistik Sistemik Fungsional Dikenalkan*. Dilansir dari laman www.kompasiana.com diakses 3 September 2019 pukul 21.30 WIB
- Aji, N., & Dartanto, T. (2018). *Behind the Jokowi's victory: did economic voting matter in the 2014 Indonesian presidential election?*. *Asia-Pacific Journal of Regional Science*, 2(1), 115-138.
- Akbar, M. C., Mayrudin, Y. M. A., & Narendra, R. A. (2018). *Transformasi Gerakan Islam Politik dalam Partai Politik Islam: Analisa Komparatif AKP dan PKS di Turki dan Indonesia*. *JOURNAL OF GOVERNMENT (Kajian Manajemen Pemerintahan dan Otonomi Daerah)*, 4(1), 35-57.
- Ali, M. E. (2019). *Psychology of prejudice and discrimination*. Psychology Press.
- Aloff, B. (2018). *Canine body language: a photographic guide*. Dogwise Publishing.

- Amossy, R. (2017). *Understanding political issues through argumentation analysis*. The Routledge Handbook of Language and Politics, 262-275
- Anshori, A. (2017). *Media Luar Ruang, Budaya Lokal Dan Perilaku Politik*. Jurnal Retorika.
- Aribowo, E. K., & Nugroho, A. J. S. (2018). *Rancangan Analisis Bahasa Di Ruang Publik: Studi Lanskap Linguistik Kota Surakarta Dalam Mempertahankan Tiga Identitas*. Jurnal Retorika.
- Aristotle, L., & Holton, J. (Eds.). (2012). *History of political philosophy*. University of Chicago Press.
- Asror, A. G. (2015). *Bahasa pencitraan dalam iklan kampanye pilkada kabupaten Bojonegoro*. MAGISTRA, 27(92).
- Astuti, A., Marvelia, L. (2019). *Ekstensi Simbolik Aktivisme Komunikasi Politik (Refleksi Pertukaran Songkok Bone Jokowi dan Blangkon Jusuf Kalla pada Sidang Tahunan MPR, 16 Agustus 2017)*. Jurnal Bahasa, Sastra, dan Pengajarannya, 8(1).
- Ayoub, M. T., Awan, A. G., & Abbas, G. (2016). *Textual Analysis of Print Media Text Discourse*. New Media and Mass Communication, 50, 15-20.
- Azis, A. (2017). *PENGGUNAAN KOSAKATA DALAM WACANA POLITIK SEBAGAI REPRESENTASI IDEOLOGI*. RETORIKA: Jurnal Bahasa, Sastra, dan Pengajarannya, 8(1).
- Badudu, J. S. (2011). *Seminar Teknik Penulisan PT*. Bandung: Mizan.
- Badudu, Y. (2012). *Inilah bahasa Indonesia yang benar* (Vol. 4). Jakarta:Gramedia.
- Bancin, R. S. (2017). *DAMPAK NASAKOM TERHADAP KEADAAN POLITIK INDONESIA PADA MASA DEMOKRASI TERPIMPIN TAHUN 1959-1966* (Doctoral dissertation, UNIMED).
- Barnhurst, K. G., & Quinn, K. (2012). *Political visions: Visual studies in political communication*. The SAGE handbook of political communication, 276-291.

- Basyir, A. (2017). *Ideologi Politik Dilematis Partai Keadilan Sejahtera (PKS) Antara Gerakan tarbiyah dan Pragmatisme*. *IN RIGHT: Jurnal Agama dan Hak Azazi Manusia*, 3(2).
- Beattie, G., & Ellis, A. W. (2017). *The psychology of language and communication*. Taylor & Francis.
- Beden, S. B., & Zahid, I. B. (2016). *Pemetaan struktur peristiwa bahasa: Komunikasi bebas konflik*. *GEMA Online® Journal of Language Studies*, 16(1).
- Belch, G., Belch, M. 2009. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 8th ed. Maidenhead: McGraw-Hill.
- Beran, H. (2019). *The consent theory of political obligation*. Routledge.
- Berry, L. (2016, April). *Techniques of Formal Aesthetic Sense of Men's Clothing Styling Design*. In 3rd International Conference on Culture, Education and Economic Development of Modern Society (ICCESE 2016). Atlantis Press.
- Birren, F. (2016). *Color psychology and color therapy; a factual study of the influence of color on human life*. Pickle Partners Publishing.
- Bischof, D., & Senninger, R. (2018). *Simple politics for the people? Complexity in campaign messages and political knowledge*. *European Journal of Political Research*, 57(2), 473-495.
- Bonvillain, N. (2019). *Language, culture, and communication: The meaning of messages*. Rowman & Littlefield.
- Borisova, O., & Martynova, A. (2017). *Comparing the effectiveness of outdoor advertising with internet advertising case study: Inetcom company* (Doctoral dissertation, Bachelor's thesis, JAMK University).
- Brooks, A. (2019). *Clothing poverty: The hidden world of fast fashion and second-hand clothes*. Zed Books Ltd..
- Budiman, S. (2017). *Pengolahan dan Analisis Data Dalam Penelitian Kualitatif*.
- Budiyanto, D. (2014). *Aspek Persuasif dalam Bahasa Iklan Partai Politik*. *LITERA*, 13(1).

- Bull, P. (2017). *Political language and persuasive communication*. In *Language, Discourse and Social Psychology* (pp. 255-275). Palgrave Macmillan, London.
- Burger, A. M., & Bless, H. (2017). *Cognitive consequences of formal clothing: the effects of clothing versus thinking of clothing*. *Comprehensive Results in Social Psychology*, 2(2-3), 228-252.
- Burhani, A. M. (2017). *Politik Santri Dalam Daur Ulang Kontrak Sosial*. *UNISIA*, (52), 144-154.
- Butt, S. (2015). *The constitutional court and democracy in Indonesia*. Brill.
- Calbris, C. (2011). *Using Photo Narrative to Explore Meaning Reconstruction among Political Campaign During General Election 2011 in Singapore* (Doctoral dissertation, Saybrook University).
- Chaer, A. (2008). *Morfologi bahasa Indonesia: pendekatan proses*. Rineka Cipta.
- Chaer, A. (2009). *Sintaksis bahasa Indonesia: pendekatan proses*. Rineka Cipta.
- Chaer, A. (2010). *Kesantunan berbahasa*. Rineka Cipta.
- Chen, Jyun-Yu. *Research on the Fit Between Different Types of Endorsers, Mental Simulations and Color Tones in Sports Advertising*. Diss. NSYSU, 2018.
- Chu, Y. (2019, November). *Social Media in The Public Sphere, Network Society, and Political Branding*. In International Conference on Democratisation in Southeast Asia (ICDeSA 2019). Atlantis Press.
- Cienki, A. (2016). *Cognitive Linguistics, gesture studies, and multimodal communication*. *Cognitive Linguistics*, 27(4), 603-618.
- Cockcroft, R., & Cockcroft, S. (2013). *Persuading people: An introduction to rhetoric*. Macmillan International Higher Education.
- Cohn, A. C., & Ravindranath, M. (2014). *Local languages in Indonesia: Language maintenance or language shift*. *Linguistik Indonesia*, 32(2), 131-148.

- Collins, James T. *DIVERSITAS, DOKUMENTASI DAN PELESTARIAN BAHASA DAERAH DI KALIMANTAN BARAT*. An1mage, 2019.
- Cortez, Renee, (2018). "First Impressions, Cultural Assimilation, and Hireability in Job Interviews: Examining Body Language and Facial Expressions' Impact on Employer's Perceptions of Applicants." *Concordia Journal of Communication Research* 4.1 (2017): 4.
- Cottam, M. L., Mastors, E., Preston, T., & Dietz, B. (2010). *Introduction to political psychology*. Psychology Press.
- Couser, G. Thomas, ed. *Body Language: Narrating illness and disability*. Routledge, 2019.
- Cox, C. (2017). *Audio Culture, Revised Edition: Readings in Modern Gesture*. Bloomsbury Publishing USA.
- Crespo-Fernández, E. (2018). *Euphemism as a discursive strategy in US local and state politics*. *Journal of Language and Politics*, 17(6), 789-811.
- Crowley, T. (2016). *Language, politics and identity in Ireland: A historical overview*. In *Sociolinguistics in Ireland* (pp. 198-217). Palgrave Macmillan, London.
- Curtis, A., & Romney, M. (Eds.). (2019). *Color, race, and English language teaching: Shades of meaning*. Routledge.
- Dalgin, M. H., Srarheen, A., & Akcay, O. (2018). *Gender Differences in Product Color Importance, Color Choice, and Meaning of Color: A Cross-Country Study*. *Journal of Business and Behavioral Sciences*, 30(1), 88-99.
- Danial, A. (2009). *Iklan Politik; Modernisasi Kampanye Politik Pasca Orde Baru*. LKIS Pelangi Aksara
- Darmojuwono, S. (2011). *Peran Unsur Etnopragmatis dalam Komunikasi Masyarakat Multikultural*. *Jurnal Ilmiah masyarakat Linguistik Indonesia*, 1, 19-34.

- Denton Jr, R. E., Trent, J. S., & Friedenberg, R. V. (2019). *Political campaign communication: Principles and practices*. Rowman & Littlefield.
- Drewniany, B. L., & Jewler, A. J. (2013). *Creative strategy in advertising*. Cengage Learning.
- Ecker, U. K., Hogan, J. L., & Lewandowsky, S. (2017). *Reminders and repetition of misinformation: Helping or hindering its retraction?*. *Journal of Applied Research in Memory and Cognition*, 6(2), 185-192.
- Edelman, M. (2013). *Political language: Words that succeed and policies that fail*. Elsevier.
- Edwards, R., Nicoll, K., Solomon, N., & Usher, R. (2013). *Rhetoric and educational discourse: Persuasive texts*. Routledge.
- Ellis, A. W., & Beattie, G. (2017). *The psychology of language and communication*. Routledge.
- Elson, R. E. (2016). *The end of the peasantry in Southeast Asia: A social and economic history of peasant livelihood, 1800-1990s*. Springer.
- Elson, R. E., & Elson, R. E. (2001). *Suharto: a political biography*. Cambridge University Press.
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). *Comparison of convenience sampling and purposive sampling*. *American journal of theoretical and applied statistics*, 5(1), 1-4.
- Evans, V. (2017). *The emoji code: How smiley faces, love hearts and thumbs up are changing the way we communicate*. Michael O'Mara Books.
- Fairclough, N. (2013). *Critical discourse analysis: The critical study of language*. Routledge.
- Farrell, D. M., & Webb, P. (2018). *Political parties as campaign organizations. Parties without partisans: Political change in advanced industrial democracies*, 102-128.

- Fealy, G. (2016). *The Politics of Religious Intolerance in Indonesia: Mainstream-ism Trumps Extremism?.* In *Religion, Law and Intolerance in Indonesia* (pp. 115-131). Routledge.
- Filardo-Llamas, L., & Boyd, M. (2017). *Critical Discourse Analysis & Politics.* The Routledge Handbook of Critical Discourse Studies. London: Routledge, 312-327.
- Firman, F. (2018). *Penelitian Kualitatif dan Kuantitatif.*
- Firmansyah, D. (2019). *PENGARUH BAHASA INDONESIA DAN BAHASA INGGRIS DI ERA GLOBALISASI.*
- Fisher, D. F., Monty, R. A., & Senders, J. W. (Eds.). (2017). *Eye movements: Cognition and visual perception* (Vol. 8). Routledge.
- Fitriana, E. (2013). *Analisis Kalimat Perintah Pada Novel Perahu Kertas Karya Dewi Lestari* (Doctoral dissertation, Universitas Muhammadiyah Surakarta).
- Fitriandhari, F., Rusminto, N. E., & Samhati, S. (2017). *Tindak Tutur Persuasi pada Brosur Layanan Bimbingan Belajar dan Implikasinya.* *Jurnal Kata (Bahasa, Sastra, dan Pembelajarannya)*, 5(4, Nov).
- Flowerdew, J., & Richardson, J. E. (Eds.). (2017). *The Routledge handbook of critical discourse studies.* Taylor & Francis.
- Gebreselassie, A., & Bougie, R. (2019). *The Meaning and Effectiveness of Billboard Advertising in Least Developed Countries: The Case of Ethiopia.* *Journal of Promotion Management*, 25(6), 827-860.
- Glaser, B. G., & Strauss, A. L. (2017). *Discovery of grounded theory: Strategies for qualitative research.* Routledge.
- Glavas, A. (2017). *Corporate social responsibility and organizational psychology: An integrative review.* *Frontiers in psychology*, 7, 144.
- Glesne, C. (2016). *Becoming qualitative researchers: An introduction.* Pearson. One Lake Street, Upper Saddle River, New Jersey 07458.
- Goddard, S. E., & Krebs, R. R. (2015). *Rhetoric, legitimation, and grand strategy.*

- Goebel, Z. (2018). *Language diversity and language change in Indonesia*. Routledge Handbook of Contemporary Indonesia, 378-389.
- Gorys, K. (2010). *Argumentasi dan Narasi*. Jakarta: Gramedia.
- Greg Fealy, 2004. *Islamic radicalism in Indonesia: The Faltering revival*," *Southeast Asian affairs 2004* (Singapore: Institute of Southeast Asian Studies).
- Gueorguiev, D., Ostwald, K., & Schuler, P. (2018). *Rematch: Islamic politics, mobilisation, and the Indonesian presidential election*. *Political Science*, 70(3), 240-252.
- Habibi, M. R. (2019). *PARTAI KEADILAN SEJAHTERA (PKS) DALAM SOROTAN MEDIA DI INDONESIA*. *Jurnal Tapis: Jurnal Teropong Aspirasi Politik Islam*, 15(1), 115-141.
- Hackley, C., & Hackley, R. A. (2017). *Advertising and promotion*. Sage.
- Hakim, A., & Panuju, R. (2019). *STRATEGI KOMUNIKASI POLITIK DPC PDI PERJUANGAN SURABAYA PADA PEMILU LEGISLATIF 2019*. *Jurnal Sosiologi Reflektif*, 14(1).
- Halkias, G., Micevski, M., Diamantopoulos, A., & Milchram, C. (2017). *Exploring the effectiveness of foreign brand communication: Consumer culture ad imagery and brand schema incongruity*. *Journal of Business Research*, 80, 210-217.
- Hall, G. C. N. (2017). *Multicultural psychology*. Routledge.
- Hamayotsu, K. (2015). *Indonesia in 2014: The Year of Electing the "People's President"*. *Asian Survey*, 55(1), 174-183.
- Hamzah, A. (2015, July). *Deteksi bahasa untuk dokumen teks berbahasa Indonesia*. In *Seminar Nasional Informatika (SEMNASIF)* (Vol. 1, No. 1).
- Harris, Michael J. (2018). "Color theory and its applications in marketing as it relates to color psychology."

- Harrison, C. (2003). *Visual social semiotics: Understanding how still images make meaning*. *Technical communication*, 50(1), 46-60.
- Hasan, K. (2016). *RETORIKA POLITIK DALAM KOMUNKASI POLITIK*.
- Hassan, A. (2009). *Linguistik am*. Akademia.
- Haugtvedt, Curtis P., Paul M. Herr, and Frank R. Kardes, eds. *Handbook of consumer psychology*. Routledge, 2018.
- Hendrastuti, R. (2017). *Variasi Penggunaan Bahasa pada Ruang Publik di Kota Surakarta*. *Kandai*, 11(1), 29-43.
- Higashikata, T., & Kawamura, K. (2015). *Voting Behavior in Indonesia from 1999 to 2014: Religious Cleavage or Economic Performance?*.
- Hill, C. A., & Helmers, M. (Eds.). (2012). *Defining visual rhetorics*. Routledge.
- Ho, Amic G., and Sunny Sui-kwong Lam. "Emotions in Advertising: How Emotions Affect Creativity and Communication." *International Conference on Applied Human Factors and Ergonomics*. Springer, Cham, 2019.
- Ho, G. (2019). *Social Pedagogy Photo Essay—A Picture Says More Than a Thousand Words*. *International Journal of Social Pedagogy*, 6(1), 83-88.
- Hobaiter, C., & Byrne, R. W. (2017). *What is a gesture? A meaning-based approach to defining gestural repertoires*. *Neuroscience & Biobehavioral Reviews*, 82, 3-12.
- Holtz-Bacha, C., & Just, M. R. (Eds.). (2017). *Routledge handbook of political advertising*. Taylor & Francis.
- Hornikx, J., & van Meurs, F. (2020). English as a Global Language. In *Foreign Languages in Advertising* (pp. 95-121). Palgrave Macmillan, Cham.
- Hukum, Sanjaya & Brawijaya, Ni Luh (2019, May). *PENGARCAAN DEWA WISNU PADA MASA HINDU-BUDDHA DI BALI (ABAD VII-XIV MASEHI)*. In *Forum Arkeologi* (Vol. 32, No. 1, pp. 51-62). Balai Arkeologi Yogyakarta.

- Hyun, P. J. (2015). *Potensi dan tantangan bahasa Indonesia menuju bahasa internasional*. Artikel. Jurusan Bahasa Melayu-Indonesia, Hankuk University of Foreign Studies, Korea Selatan, hal, 12-20.
- Ikeanyibe, O. M., Ezeibe, C. C., Mbah, P. O., & Nwangwu, C. (2018). *Political campaign and democratisation*. *Journal of Language and Politics*, 17(1), 92-117.
- Indrawan, R. M. J. (2017). *Dampak Komunikasi Politik dan Opini Publik Terhadap Perilaku Masyarakat*. WACANA: Jurnal Ilmiah Ilmu Komunikasi, 16(2), 171-179.
- Irawan, J. (2012). *Permasalahan Dan Solusi Konstruksi Baliho Di Banjarmasin*. *Jurnal Poros Teknik*, 4(2), 65-70.
- Isodarus, P. B. (2017). *Pembelajaran Bahasa Indonesia Berbasis Teks*. *Sintesis*, 11(1), 1-11.
- Iveson, K. (2012). *Branded cities: outdoor advertising, urban governance, and the outdoor media landscape*. *Antipode*, 44(1), 151-174.
- Jackson, R. (2018). *Writing the war on terrorism: Language, politics and counter-terrorism*.
- Jaques, Natasha, J. (2016). "Understanding and predicting bonding in conversations using thin slices of facial expressions and body language." *International Conference on Intelligent Virtual Agents*. Springer, Cham, 2016.
- Jesus Pinar Sanz, R. (2016). *Advertising as Monopolization in the Information Age*. *CPI Antitrust Chronicle (April 2016)*.
- Jillbert, J. (2018). *Feasibility Study of Electronic Voting in Developing Countries: A Indonesia Context*. *Journal of Systems Integration*, 9(3), 26-33.
- Jing Wen, T., Kim, E., Wu, L., & Dodoo, N. A. (2020). *Activating persuasion knowledge in native advertising: the influence of cognitive load and disclosure language*. *International Journal of Advertising*, 39(1), 74-93.

- Jing, Zhu. "The Expression and Application of the Characteristics of Color Symbols in Advertising Design." (2018).
- Jufrizal, J. (2008). *TIPOLOGI LINGUISTIK: DASAR KERANGKA TEORI DAN ARAH KAJIANNYA*. Linguistika Kultura, 1(3).
- Junita, R., Amir, A., & Syahrani, A. (2016). *MEDAN MAKNA VERBA MEMOTONG DALAM BAHASA DAYAK KANAYATN DIALEK BANANA ?AHE*. Jurnal Pendidikan dan Pembelajaran Khatulistiwa, 5(06).
- Kasanova, R. (2016). *PENGGUNAAN TEKNIK PERSUASIF DALAM IKLAN*. Jurnal Komposisi, 1(2), 101-110.
- Keach, W. (2015). *Arbitrary power: romanticism, language, politics*. Princeton University Press. Keach, W. (2015).
- Kenney, K., & Scott, L. M. (2013). *A review of the visual rhetoric literature. In Persuasive imagery* (pp. 35-74). Routledge.
- Kienpointner, M. (2017). *Rhetoric and argumentation*. In *The Routledge Handbook of Critical Discourse Studies* (pp. 228-241). Routledge.
- Kita, S., Alibali, M. W., & Chu, M. (2017). *How do gestures influence thinking and speaking? The gesture-for-conceptualization hypothesis*. Psychological review, 124(3), 245.
- Kotler, P., Wong, V., Saunders, J., & Armstrong, G. 2005. *Principles of Marketing. 4th European ed*. England, Essex: Pearson Education Limited.
- Kraus, P. A. (2018). *in defense of a multilingual political science*. European Political Science, 17, 340-348.
- Kress, G., & Van Leeuwen, T. (2002). *Colour as a semiotic mode: notes for a grammar of colour*. Visual communication, 1(3), 343-368.
- Kridalaksana, H. (2005). *Bahasa dan linguistik. Pesona Bahasa: Langkah Awal Memahami Linguistik*, 3-14.
- Kurniawan, R. C. (2018). *Quick Count (Metode Hitung Cepat) Dalam Perspektif Pemilukada*. Sawala: Jurnal Administrasi Negara, 2(2), 78-88..

- Kustantia, B. D. (2014). *PENGGUNAAN LEKSIKON MAKAN DALAM UNGKAPAN BAHASA INDONESIA: Kajian Semantik Leksikal* (Doctoral dissertation, Universitas Pendidikan Indonesia).
- Lee & Geng, J. J. (2018). *Dynamics of feature-based attentional selection during color–shape conjunction search*. *Journal of cognitive neuroscience*, 30(12), 1773-1787.
- Lee, J., Teller, E., Patrick, W. G., & Peeters, E. (2017). *U.S. Patent No. 9,576,551*. Washington, DC: U.S. Patent and Trademark Office.
- Lee, W. N. (2019). *Exploring the Role of Culture in Advertising: Resolving Persistent Issues and Responding to Changes*. *Journal of Advertising*, 48(1), 115-125.
- Lewis, E. S. E. (2015). *Financial Advertising (AIDA Model)*. Lewey Bros., Reprinted by Garland Publishing Inc., New York & London, 77.
- Lilleker, D., & Scullion, R. (2013). *Political advertising*. In *The Advertising Handbook* (pp. 199-209). Routledge.
- Liu, B., & Pang, R. (2018, November). *Analysis of Advertising Creativity and Audience Psychology*. In 2018 International Conference on Economics, Business, Management and Corporate Social Responsibility (EBMCSR 2018). Atlantis Press.
- Luhukay, M. S. (2007). *Presiden SBY dan Politik Pencitraan: Analisis Teks Pidato Presiden SBY dengan Pendekatan Retorika Aristoteles*. *Scriptura*, 1(2).
- Lukitaningsih, A. (2013). *Iklan Yang Efektif Sebagai Strategi Komunikasi Pemasaran*. *Jurnal Ekonomi dan Kewirausahaan*, 13(2), 116-129.
- Lupyan, G. (2017). *The paradox of the universal triangle: Concepts, language, and prototypes*. *The Quarterly Journal of Experimental Psychology*, 70(3), 389-412.

- Mahfud, C. (2018). *Rethinking Politik Pendidikan Islam Di Indonesia*. Madania: Jurnal Ilmu-Ilmu Keislaman, 1(2), 127-148.
- Maksum, A. (2016). *Politik Identitas Masyarakat Tengger dalam Mempertahankan Sistem Kebudayaan dari Hegemoni Islam dan Kekuasaan*. EL HAKAKAH (TERAKREDITASI), 17(1), 18-35.
- Mallory, P., Carlson, J., & Eramian, L. (2019). *Friendship and the social self in business success literature*. European Journal of Cultural Studies, 1367549418824048.
- Marta, I. N. (2016). *RETORIKA DAN PENGGUNAANNYA DALAM BERBAGAI BIDANG*. PRASI, 6(12).
- Marta, I. N. (2016). *Retorika Edisi 2*. Yogyakarta : Graha Ilmu.
- Martaulina, S. D. (2018). *Bahasa Indonesia Terapan*. Deepublish.
- Martinez, L., Falvello, V. B., Aviezer, H., & Todorov, A. (2016). *Contributions of facial expressions and body language to the rapid perception of dynamic emotions*. Cognition and Emotion, 30(5), 939-952.
- Martynova, A., & Borisova, O. (2017). *Comparing the Effectiveness of Outdoor Advertising with Internet Advertising: Case Study: Inetcom Company*.
- Masduki, A., & Widyatama, R. (2019). *Efektifitas Strategi Komunikasi Politik Elit Muhammadiyah DIY dalam Pemenangan Pemilu DPD-RI Tahun 2014*. Communicare: Journal of Communication Studies, 5(1), 1-18.
- Masduki, A., & Widyatama, R. (2019). *Efektifitas Strategi Komunikasi Politik Elit Muhammadiyah DIY dalam Pemenangan Pemilu DPD-RI Tahun 2014*. Communicare: Journal of Communication Studies, 5(1), 1-18.
- McCawley, P. (2017). *The Indonesian economy during the Soeharto era: A review*. Masyarakat Indonesia, 39(2), 269-287.
- Memahan, H. J., Stone, Halley. (2015). *U.S. Patent No. 4,512,839*. Washington, DC: U.S. Patent and Trademark Office.

- Menchik, J. (2016). *Islam and democracy in Indonesia: Tolerance without liberalism*. Cambridge University Press.
- Mendelberg, T. (2017). *The race card: Campaign strategy, implicit messages, and the norm of equality*. Princeton University Press.
- Mietzner, M. (2017). *Indonesia in 2016: Jokowi's Presidency between Elite Consolidation and Extra-Parliamentary Opposition*. *Asian Survey*, 57(1), 165-172.
- Moloeng, L. J. (2018). *Metodologi Penelitian Kualitatif, Remaja Rosda Karya*. Inter Komunika, Stikom InterStudi.
- Muchtar, K. (2016). *Komunikasi politik dan pembentukan citra partai*. *Jurnal Ilmu Komunikasi*, 14(2), 136-147.
- Mudzakir, A. S. (2010). *Penulisan buku teks yang berkualitas*. Pustaka: Bandung.
- Mughal, A. H. (2020). *Supporting Reflection In Design Process Using Color Psychology*.
- Mulderrig, J. (2016). *Discourse and democracy: critical analysis of the language of government by Michael Farrelly*.
- Mulderrig, J. (2017). *Nudge and the politics of wellbeing: bringing biopower into dialogue with critical discourse analysis*. *Médiation et Information*.
- Mulyadi, Y. (2016). *Intisari Tata Bahasa Indonesia*. Bandung: Yrama Widya.
- Murjito (2015). *MAKNA HEGEMONI KEKUASAAN DALAM BUDAYA JAWA KERATON YOGYAKARTA PADA VIDEO KLIP (Analisis Semiotik Pada Video Klip Teman Hidup Oleh Tulus)* (Doctoral dissertation, University of Muhammadiyah Malang).
- Murjito, A. (2016). *BLANGKON DAN KAUM PRIA JAWA*. Gelar: *Jurnal Seni Budaya*, 16(2), 164-167.
- Mursalim, M., & Rijal, S. (2017). *Bahasa Daerah Dominan di Kabupaten Malinau*. *CaLLs (Journal of Culture, Arts, Literature, and Linguistics)*, 2(1), 17-28.
- Muslich, M. (2017). *Bahasa Indonesia pada era globalisasi*.

- Musolff, A. (2016). *Factual Narrative and Truth in Political Discourse*. Washington Post.
- Nasution, F., & Tambunan, E. E. (2018, January). *FUNGSI PENGAJARAN DAN PEMBELAJARAN BAHASA DAN SASTRA INDONESIA*. In Seminar Nasional Pendidikan Bahasa Indonesia (Vol. 1, No. 1).
- Ndimele, O. M. (Ed.). (2015). *Language Endangerment: Globalisation and the Fate of Minority Languages in Nigeria* (No. 12). M & J Grand Orbit Communications.
- Ng, A. W., & Chan, A. H. (2018). *Color associations among designers and non-designers for common warning and operation concepts*. Applied ergonomics, 70, 18-25.
- Nilotama, S. K. L. & Nilotama, Putra (2018, November). *Understanding Sitting Culture of Balinese Traditional Society*. In 3rd International Conference on Creative Media, Design and Technology (REKA 2018). Atlantis Press.
- Nugroho, H. S., Afifi, S., & Rochayanti, C. (2017). *Komunitas Virtual Menjadi Komunitas Sosial*. *Paradigma*, 21(1), 29-42.
- Nurgiantoro, B. (2018). *Penilaian otentik dalam pembelajaran bahasa*. UGM PRESS.
- Nurjaman, A. (2016). *Peta Baru Ideologi Partai Politik Indonesia*. *Jurnal Bestari*, (42).
- Okamura, Y. (2018). *Are Women Wearing Eyeglasses More Likely to Comply with a Request from a Man Wearing Eyeglasses?*. Review in Psychology Research, 5.
- Olubunmi, A. P., Ofurum, O., & Tob, L. E. (2016). *Persuasive Communication Strategies: Pictures, Source Credibility and Fear Appeals*. *Research Journal of Mass Communication and Information Technology*, 2(3), 1-9.
- Omar, A. H. (2017). *Bahasa standard, dialek dan dialek-antara: Beberapa persoalan teoretis*. *Journal of Modern Languages*, 12(1), 1-18.

- Owen, D. (2017). *New media and political campaigns*. In *The Oxford handbook of political communication*.
- Pamungkas, S. (2011). *Partai Politik, Teori & Praktik di Indonesia*. Perum GriyaSaka Permai. Yogyakarta.
- Parente, D., & Strausbaugh-Hutchinson, K. (2014). *Advertising campaign strategy: A guide to marketing communication plans*. Cengage Learning.
- Paulus, A., Rohr, M., Dotsch, R., & Wentura, D. (2016). *Positive feeling, negative meaning: Visualizing the mental representations of in-group and out-group smiles*. *PloS one*, 11(3).
- Pennycook, A. (2017). *The cultural politics of English as an international language*. Routledge.
- Pitoyo, A. (2016). *Struktur Kata Bahasa Indonesia Dalam Pembelajaran*. *Media Prestasi*, 15(2), 119-124.
- Poole, P. A. (2014). *Politics and society in Southeast Asia*. McFarland.
- Potter, J. (2016). *Representing reality: Discourse, rhetoric and social construction*. Sage.
- Poulsen, S. V. (2017). *Multimodality and Cognitive Linguistics by María Jesús Pinar Sanz*.
- Pranowo, N. F. N., & Yanti, N. T. A. (2019). *WUJUD DAN MAKNA PRAGMATIK BAHASA NONVERBAL DALAM KOMUNIKASI MASYARAKAT JAWA: KAJIAN ETNOPRAGMATIK*. *Linguistik Indonesia*, 37(2), 169-184.
- Prasanti, S. (2019). *MEMAHAMI HIJRAH DALAM REALITAS ALQURAN DAN HADIS NABI MUHAMMAD*. *Jurnal Living Hadis*, 4(2), 277-307.
- Prihantini, A. (2015). *Master Bahasa Indonesia: Panduan Tata Bahasa Indonesia Terlengkap*. Bentang B first.
- Putri, N. P. (2017). *Eksistensi Bahasa Indonesia pada Generasi Millennial*. *Widyabastra: Jurnal Ilmiah Pembelajaran Bahasa dan Sastra Indonesia*, 5(1), 45-49.

- Putri, P. K. (2016). *Aplikasi Pendekatan-Pendekatan Persuasif Pada Riset Komunikasi Pemasaran: Iklan Melibatkan Penciptaan dan Penerimaan Pesan Komunikasi Persuasif Mengubah Perilaku Pembelian*. Jurnal The Messenger, 8(1), 1-16.
- Rabiah, S. (2017). *Ragam Bahasa Indonesia dalam Komunikasi Politik*. The POLITICS: Jurnal Magister Ilmu Politik Universitas Hasanuddin, 2(1), 121-131.
- Rahardi, R. K. (2005). *Pragmatik: kesantunan imperatif bahasa Indonesia*. Erlangga.
- Rahardjo, M. (2018). *POLITIK BAHASA DAN BAHASA POLITIK (Bahasa dalam Praksis Politik di Indonesia)*. ULUL ALBAB Jurnal Studi Islam, 5(1), 83-107.
- Raihani, R. (2018). *Education for multicultural citizens in Indonesia: policies and practices*. Compare: A Journal of Comparative and International Education, 48(6), 992-1009.
- Rawlins, W. (2017). *Friendship matters*. Routledge.
- Reisigl, M. (2008). *Analyzing political rhetoric*. Qualitative discourse analysis in the social sciences, 96-120.
- Ridout, T. N., & Holland, J. L. (2017). *The Effects of Political Advertising*. In Routledge Handbook of Political Advertising (pp. 81-92). Routledge.
- Rohman, Amelia. *Perkembangan Partai Kebangkitan Bangsa (PKB) di Kota Bandung tahun 1998-2004*. Diss. UIN Sunan Gunung Djati Bandung, 2019.
- Rose, C. M. (2019). *Property and persuasion: Essays on the history, theory, and rhetoric of ownership*. Routledge.
- Rozina, G., & Karapetjana, I. (2009). *The use of language in political rhetoric: Linguistic manipulation*. Süleyman Demirel Üniversitesi Fen-Edebiyat Fakültesi Sosyal Bilimler Dergisi, 2009(19), 111-122.

- Saluja, S., & Stevenson, R. J. (2019). *Perceptual and cognitive determinants of tactile disgust*. *Quarterly Journal of Experimental Psychology*, 72(11), 2705-2716.
- Sandler, W., Gullberg, M., & Padden, C. (2019). *Visual language*. *Frontiers in psychology*, 10, 1765.
- Santoso, A. (2012). *Studi bahasa kritis: menguak bahasa membongkar kuasa*. Mandar Maju.
- Sartini, N. W. (2014). *Revitalisasi bahasa Indonesia dalam konteks kebahasaan*. Masyarakat, Kebudayaan dan Politik, 27(4), 206-210.
- 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.
- Schloss, K. B., Lessard, L., Walmsley, C. S., & Foley, K. (2018). *Color inference in visual communication: the meaning of colors in recycling*. *Cognitive research: principles and implications*, 3(1), 1-17.
- Sharma, A. (2018). *Understanding color management*. John Wiley & Sons.
- Sharma, G., & Bala, R. (Eds.). (2017). *Digital color imaging handbook*. CRC press.
- Silverman, D. (2016). *Introducing qualitative research*. *Qualitative research*, 3-14.
- Sirel, K. S., Aas, I., Mcguinness, A., Maria, B., ... & Kraze, S. (2010). *The language of advertising: Powerful, innovative and environmental?*. *New perspectives on sustainability*, (2).
- Slepian, M. L., Ferber, S. N., Gold, J. M., & Rutchick, A. M. (2015). *The cognitive consequences of formal clothing*. *Social Psychological and Personality Science*, 6(6), 661-668.
- Smith, S. (2019). *Narrativity discovered and narrativity uncovered: Narration and narrativisation in related political discourse*. *Slovo a slovesnost*, 80(2), 83-104.

- Sparaci, L., & Volterra, V. (2017). *Hands shaping communication: From gestures to signs. In The Hand* (pp. 29-54). Springer, Cham.
- Spenkuch, J. L., & Toniatti, D. (2016). *Political advertising and election outcomes*. Kilts Center for Marketing at Chicago Booth–Nielsen Dataset Paper Series, 1-046.
- Stab, C., & Gurevych, I. (2017). *Parsing argumentation structures in persuasive essays*. *Computational Linguistics*, 43(3), 619-659
- Stam, Tarno. (2018). *Penciptaan Teater Tubuh*. Panggung, 26(2).
- Stensvold, A. (2016). *Religion, state and symbol politic*. Religion, State and the United Nations: Value Politics, 95-110.
- Stevenson, Robin. *Pride Colors*. Orca Book Publishers, 2019.
- Stryker, R., Conway, B. A., & Danielson, J. T. (2016). What is political incivility. *Communication Monographs*, 83(4), 535-556
- Sulastri, I., & Ronidin, A. (2016). *Analisis Strategi Pemasaran untuk Meningkatkan Jumlah Iklan (Studi Kasus pada Radio Kanjuruhan FM)*. *Jurnal Aplikasi Manajemen dan Inovasi Bisnis (JAMIN)*., 1(2), 65-83.
- Suryani, D. (2015). *Defending Democracy: Citizen Participation in Election Monitoring in Post-Authoritarian Indonesia*. *Jurnal Studi Pemerintahan*, 6(1), 1-17.
- Suryo, D. S., & Siswoyo, D. (2018). *Moral Values of Javanese Leader in Serat Wedhatama*. *Asian Social Science*, 14(3), 49.
- Syahputra, I., Kunandar, A., & Iqbal, F. (2016). *Agama, Politik, Dan Ideologi Media (Analisis Wacana Kritis Berita Korupsi Petinggi Partai Politik)*. *El-Hekam*, 1(1), 19-42.
- Syukri, M., Sirulhaq, A., & Djafar, S. (2017). *Konsep Pemerdayaan Kamus Besar Bahasa Indonesia dan Politik Bahasa Dalam Dinamika Global*. *FKIP e-PROCEEDING*, 1-10.

- Tapsell, R., & Jurriens, E. (2017). *The political economy of digital media*. Digital Indonesia: Connectivity and Divergence, 29-50.
- Taylor, S. J., Bogdan, R., & DeVault, M. (2015). *Introduction to qualitative research methods: A guidebook and resource*. John Wiley & Sons.
- Thoah, M. (2017). *Birokrasi Politik & Pemilihan Umum di Indonesia*. Prenada Media.
- Tinarbuko, S. (2019). *Membaca Makna Iklan Politik Pilpres 2019*. Mudra Jurnal Seni Budaya, 34(2), 250-258.
- Tomsa, Dirk. "Islamism and Party Politics in Indonesia." Oxford Research Encyclopedia of Politics. 2019.
- Turnbull, M. (2017). *Speech Introducing the National Security Legislation Amendment (Espionage and Foreign Interference) Bill 2017*.
- Tyson, A., & Purnomo, B. (2017). *President Jokowi and the 2014 obor rakyat controversy in Indonesia*. Critical Asian Studies, 49(1), 117-136.
- Umam, A. K., & Junaidi, A. A. (2017). *Political Islam: The shrinking trend and the future trajectory of Islamic political parties in Indonesia*. Masyarakat, Kebudayaan dan Politik, 30(1), 1-12.,
- Yunia Puji. (2012). *Analisis Wacana Persuasi pada Artikel Islami di Majalah Hadia Edisi Agustus s.d Desember 2011*. Surakarta: Universitas Muhammadiyah Surakarta.
- Utari, Y. P. (2012). *Analisis Wacana Persuasi Pada Baliho Kampanye Politik Pemilu tahun 2009* (Doctoral dissertation, Universitas Muhammadiyah Surakarta).
- Utych, S. M. (2018). *Negative affective language in politics*. American Politics Research, 46(1), 77-102.
- Van Dijk, T. A. (2006). *Discourse and manipulation*. Discourse & Society, 17(3), 359-383.

- Van Eemeren, F. H., & Grootendorst, R. (2016). *Argumentation, communication, and fallacies: A pragma-dialectical perspective*. Routledge.
- Walton, D. (2017). *Media argumentation: dialectic, persuasion and rhetoric*. Cambridge University Press.
- Wasitaatmadja, F. F. (2018). *Falsafah Pancasila Epistemologi Keislaman Kebangsaan*. Kencana.
- Weigand, E. (2015). *Rhetoric and argumentation in a dialogic perspective*. in collaboration with Sara Cigada: *Rhetoric and Argumentation*, 53-69.
- Weinberger, M. G., Gulas, C. S., & Weinberger, M. F. (2015). *Looking in through outdoor: a socio-cultural and historical perspective on the evolution of advertising humour*. *International Journal of Advertising*, 34(3), 447-472.
- Widyawari, C. P. G. M. (2016). *REPRESENTASI IDEOLOGI DALAM TUTURAN SANTUN PEJABAT NEGARA PADA TALK SHOW MATA NAJWA* (Doctoral dissertation, Universitas Negeri Semarang).
- Wilkins, T. L. (2018). *Importance of Language and Communication for Social Justice*. In *Routledge Handbook of Social, Economic, and Criminal Justice* (pp. 102-117). Routledge.
- Wiyanti, E. (2016). *Kajian Kohesi Gramatikal Substit Substitusi Dan Elipsis Dalam Novel "Laskar Pelangi" Karya Andrea Hirata*. *Jurnal Pendidikan Bahasa dan Sastra UPI*, 16(2), 188-202.
- Wodak, R., & Forchtner, B. (Eds.). (2017). *The Routledge handbook of language and politics*. Routledge.
- Wojdyski, B. W., Bang, H., Keib, K., Jefferson, B. N., Choi, D., & Malson, J. L. (2017). *Building a better native advertising disclosure*. *Journal of Interactive Advertising*, 17(2), 150-161.
- Wojdyski, Bartosz. "Native advertising." *Oxford Research Encyclopedia of Communication*. 2019.

- Won, S., & Westland, S. (2017). *Colour meaning and context*. *Color Research & Application*, 42(4), 450-459.
- Wright, S. (2016). *Language policy and language planning: From nationalism to globalisation*. Springer.
- Yao, S. (2016). *Translation and the languages of modernism: Gender, politics, language*. Springer.
- YAQIN, L. N. (2018). *Analisis Invensi Strategi Retorika Hj. Wartiah*. *Jurnal Ilmiah Rinjani*, 6(1).
- Yuliati, Prita. *Muncul dan Berkembangnya Peci Hitam Sebagai Simbol Nasionalisme di Indonesia Tahun 1921-1949* (Malang : Universitas Negeri Malang, 2017)
- Yusuf, M. G. (2019). *Hijrah dalam membentuk kepribadian muslim: Studi kasus di Komunitas Pemuda Hijrah Shift* (Doctoral dissertation, UIN Sunan Gunung Djati Bandung).
- Zaenuri, A. (2017). *Teknik komunikasi persuasif dalam pengajaran*. *JALIE; Journal of Applied Linguistics and Islamic Education*, 1(1), 41-67.
- Zaluchu, S., Karnadhi, S., Widjaja, F., & Siahaan, H. (2019, November). *Legitimation of Religious Symbols in Politics: Descriptive Analysis of The Narration of Indonesian Election Campaign 2019*. In *International Conference on Democratisation in Southeast Asia (ICDeSA 2019)*.
- Zamili, M. (2015). *Menghindar dari Bias: Praktik Triangulasi dan Kesahihan Riset Kualitatif*. *Lisan al-Hal: Jurnal Pengembangan Pemikiran dan Kebudayaan*, 9(2), 283-304.
- Zhang, Chunli. "Multimodal Discourse Analysis of Advertising Language." 4th International Conference on Education, Language, Art and Intercultural Communication (ICELAIC 2017). Atlantis Press, 2017.
- <http://pan.or.id/>. Diakses tanggal 06 Juli pukul 10.12 WIB.
- <http://pks.id/>. Diakses tanggal 06 Juli pukul 08.30 WIB.

<http://ppp.id/>. Diakses tanggal 07 Juli pukul 12.45 WIB.

[https://dewanpers.or.id/publikasi/siaranpers_detail/109/Seruan Dewan Pers tentang Pemuatan Rubrik Pemberitaan yang Bertujuan Kehumasan](https://dewanpers.or.id/publikasi/siaranpers_detail/109/Seruan_Dewan_Pers_tentang_Pemuatan_Rubrik_Pemberitaan_yang_Bertujuan_Kehumasan) diakses tanggal 20 Februari 2020 pukul 16.17 WIB

<https://kbbi.kemdikbud.go.id/Beranda>

<https://pkb.id/>. Diakses tanggal 12 Juli pukul 12.06 WIB.

<https://www.bps.go.id> Diakses pada tanggal 12 Juli pukul 13.00 WIB

<https://www.kpu.go.id/>. Diakses pada tanggal 24 Agustus 21.22 WIB.

www.lsi.or.id/ diakses pada tanggal 12 Januari pukul 17.12 WIB

www.ririnruriana.com diakses pada tanggal 11 Januari pukul 12.11 WIB

www.Ririnruriana.com diakses pada tanggal 11 Januari pukul 12.20 WIB