

ABSTRACT

The role of social media in this globalization era is very important in doing marketing in all fields or certain aspects. Including the world of politics. The role of social media in the world of politics has an important role because people can more easily get to know prospective leaders or representatives of the people in marketing themselves to the elect in general elections and local elections. There have been many leaders who have chosen an approach through social media, for example, one regional head who is active on social media, namely Ridwan Kamil. Marketing that is carried out on social media can also be through several social media applications that are most often used by the public, namely through Facebook, Instagram, Twitter, Youtube and Whatsapp which have an important role in carrying out political marketing to gain people's votes.

The theory used in this study is the theory of Social Media and Political Communication. The research method used is descriptive qualitative method with a case study approach. As well as data collection techniques using methods through observation, interviews, documentation with data validity using source triangulation.

The results of the research studied show that the media has influence during political contestation in this case the 2020 Tasikmalaya District Election. Social media has the power to disseminate any information including politics which is a consideration for political elites in gaining power and building political communication with their supporters. Social media, especially Instagram, Whatsapp and Facebook, have become a forum for candidates to express their aspirations and convey their vision and mission to the people who will vote. In fact, all positive activities are always reported through social media and the media has become a culture in this digital era for Regional Heads to inform their programs (maintain their existence) to gain the trust of the people who have chosen them. All pairs of candidates for regent and deputy regent from serial numbers 1 to 4 all have their own social media accounts. This is done because almost all people now have smartphones that they can access at any time, therefore all candidate pairs are competing to win the hearts of the people through social media.

Keywords: Social Media, Pilkada, and Political Communication