

Penggunaan twitter @barackobama sebagai komunikasi politik dalam pemilihan Presiden Amerika Serikat 2012

Mohamad Arief Rizky, author

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Abstrak

Social media is a form of new media that assists communication process and information delivery more practical. For being practical, the usage of social media is comparatively effective in supporting political communication. Obama has been using new media for his political communication in the road to Presidential chair. The usage of political communication is significant to gain support from public. After he succeeded in 2008, the incumbent's 2012 twitter account has gained millions of followers. The content in the twitter account consists various types of political communication, and makes the social media as a promotion tool to deliver presidential vision and mission. New media turns to be an effective way to publicize political campaign. There are four different kinds of communication campaigns conducted by Obama, such as propaganda, public relation, agitation and rhetoric. Energy, education, economy, security and health were issued by @BarackObama. Apart from those major issues, @BarackObama also introduced environment, gender and sport for its additional issues. Amazingly, this media has also successfully collected financial support from the audience who strongly supported the campaign indeed. The twitter also reminded the audience about the success of Obama's later administration. Obama successfully countered any possible black campaigns which were aimed to drop him down. The twitter attracted massive followers that led into the success of message widespread. Social media has been proved to be efficient in getting huge support in a short time. The analysis of the twitter has been done in August 13, 2012 to September 11, 2012.