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Symbolic Political Communication, and Trust: A Young Voters' Perspective of the Indonesian Presidential Election

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conceptualized political communication as a dual approach. The political brand promise is intrinsically linked to cultural references and conveyed through symbolic communication combined with a distinctive brand message. This builds trust, which then affects political participation. This conceptual framework provides insights into the importance of culture in branding which has implications for policy makers and actors in emerging and established democracies.

Keywords: emerging democracies Indonesian politics political branding political communications young voters

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