

1,158 16

Views

CrossRef citations to date

3

Altmetric

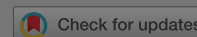
Articles

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

Ihwan Susila, Dianne Dean , Raja Nerina Raja Yusof, Anton Agus Setyawan & Farid Wajdi

Pages 153-175 | Received 25 Mar 2019, Accepted 01 Aug 2019, Published online: 29 Aug 2019

 Cite this article  <https://doi.org/10.1080/15377857.2019.1652224>



Sample our
Politics & International
Relations Journals

>> [Sign in here](#) to start your access
to the latest two volumes for 14 days



We Care About Your Privacy

We and our 887 partners store and access personal data, like browsing data or unique identifiers, on your device. Selecting I Accept enables tracking technologies to support the purposes shown under we and our partners process data to provide. Selecting Reject All or withdrawing your consent will disable them. If trackers are disabled, some content and ads you see may not be as relevant to you. You can resurface this menu to change your choices or withdraw consent at any time by clicking the Show Purposes link on the bottom of the webpage. Your choices will have effect within our Website. For more details, refer to our Privacy Policy. [Here](#)

We and our partners process data to provide:

Use precise geolocation data. Actively scan device

 I Accept

Reject All

Show Purpose



conceptualized political communication as adual 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

Additional information

Notes on contributors

Ihwan Susila

Dr. Ihwan Susila is an Associate Professor in the Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Indonesia. He obtained his PhD at Hull University Business School, UK in Management. His research interests include consumer behaviour, branding, and political communication.

Dianne

Dr. Dian



Univ

Eur

Busines

special

persuas

Raja Nerina Raja Yusof

Dr. Raja Nerina Raja Yusof is an Associate Professor in the Faculty of Economics and Management, Universiti Putra Malaysia, where she started her career as a Tutor in the faculty in 2000. She received her PhD in Management from the University of Otago, New Zealand. Her research interest is in the area of International Business Management focusing on multinational corporations, Islamic business practices, cross-cultural management and international marketing. She teaches Principles of Management, International Business and Entrepreneurship courses in the faculty. In addition, she serves as an Associate Editor for the Asian Journal of Case Research (AJCR) and has been actively writing cases for journals and case books, as well as doing external case study consultations for organizations such as CEDAR (SME Bank) and Lembaga Tabung Haji (Pilgrims Fund Board).

Raja Nerina has also authored and co-authored books and journal articles especially in the area of halal management and international business.

Anton Agus Setyawan

Dr. Anton A. Setyawan is an Associate Professor in the Faculty of Economics and Business, Universitas Gadjah Mada, Indonesia. He received his PhD in Management from Universitas Gadjah Mada, Indonesia. His research interest is in the area of International Business Management focusing on multinational corporations, Islamic business practices, cross-cultural management and international marketing. He teaches Principles of Management, International Business and Entrepreneurship courses in the Faculty of Economics and Business, Universitas Gadjah Mada, Indonesia. In addition, he serves as an Associate Editor for the Asian Journal of Case Research (AJCR) and has been actively writing cases for journals and case books, as well as doing external case study consultations for organizations such as CEDAR (SME Bank) and Lembaga Tabung Haji (Pilgrims Fund Board).



Relat

Evolu

Sourc

Linkin



People also read

Recommended articles

Cited by
16

Information for

Opportunities

Help and information

Keep up to date

Register to receive personalised research and resources by email



Sign



Copyright © 2011 Pearson Education, Inc. All rights reserved.

Acco



Registered
5 Howick Pl



or & Francis Group
orma business