



## TIKTOK CONTENT ANALYSIS AS A POLITICAL CAMPAIGN MEDIUM FOR THE 2024 PRESIDENTIAL CANDIDATES

Ryan Adam<sup>1</sup>, Ramdan Lamato<sup>2</sup>, Muhamad Hidayatul Ilham<sup>3</sup>

<sup>1,2,3</sup> Sriwijaya University, Jl. Raya Palembang-Prabumulih No. KM 2, Indralaya Indah, Ogan  
Ilir, South Sumatera, Indonesia

\*Corresponding Author : [ryanadam@fisip.unsri.ac.id](mailto:ryanadam@fisip.unsri.ac.id)

### Abstract

*TikTok has the potential to be a powerful tool for political campaigns, especially for searching young voters. Issues related to identity politics, tolerance, freedom of religion, and protection of human rights will continue to be an essential concern in the presidential election. A political campaign refers to the organized efforts undertaken by candidates, political parties, or advocacy groups to influence public opinion, garner support, and secure votes during an election or for a specific political cause. This study aims to analyze the content shared on TikTok by presidential candidates and evaluate its effectiveness in reaching and engaging voters. This research will use a qualitative approach. These objectives include analyzing political messages, assessing visual communications, evaluating campaign strategies, understanding user interactions, and comparative analysis within the TikTok platform by conducting a comprehensive content analysis of TikTok as a political campaign medium. This research provides an overview of the effectiveness of using TikTok for political communication. These findings will contribute to a better understanding of TikTok's potential as a platform to engage and mobilize voters in the context of the 2024 presidential election.*

**Keywords:** Campaign; Content Analysis; Political; TikTok

### INTRODUCTION

Social media has emerged as a significant medium for political communication in the dynamic digital age. Among the younger demographic, TikTok has gained notable traction as a platform for sharing short videos that are visually appealing and easily consumable. This platform has become a prominent arena for addressing diverse social and political matters. Particularly in political campaigns, TikTok holds immense potential to shape public

Article History: Received: 24-09-2023. Accepted: 10- 12- 2023. Published: 31- 12 - 2023



sentiment, particularly as we approach the 2024 Presidential Election of the Republic of Indonesia.

Social media is a product of internet technology that facilitates the sharing and exchanging user-generated information. TikTok, in particular, allows its users to achieve viral status by garnering engagement and acceptance from their audience, which can include social criticism and branding. Notably, individuals, groups, and organizations utilize social media. The objective is to directly create and disseminate informational content through internet-connected devices such as smartphones, computers, and laptops. Through the array of features available, users can capture the attention of others and become significant contributors to society.

The widespread adoption of social media in Indonesia signifies a shift from print media as individuals increasingly rely on social platforms to fulfill their information requirements (Safitri et al., 2022). This trend, coupled with the presence of protected freedom of expression as enshrined in Article 28 of the 1945 Constitution of Indonesia, along with the newfound liberty following the reform period in 1998, indicates that social media activity during the 2024 election will be characterized by heightened intensity, speed, and real-time engagement. As social media increasingly dictates public opinion, it has the power to influence reality and potentially usher in a period reminiscent of the Dark Ages. Moreover, the emergence of individuals masquerading as influential figures, propelled by their extensive networks of Facebook friends or followers on Twitter and Instagram, poses a significant challenge as they exploit democratic principles to engage in actions such as bullying, admonishing, praising, and manipulating various matters.

In a democratic society, internet users utilize freedom of expression on social media as a means of social control. However, there is a concerning trend of individuals seeking to amplify hate speech with the aim of provoking and influencing others. As a result, these contrasting circumstances contribute to the polarization of internet users. The existence of "buzzers," individuals who are paid to generate buzz or create online commotion, has been substantiated and acknowledged. Despite the extensive media coverage and social outcry surrounding this issue, netizens eagerly await tangible outcomes or actions from these buzzers. It is important to note that this phenomenon is not solely attributed to the activities of buzzers but also the content disseminated and uploaded on social media platforms.

The proliferation of social media platforms has witnessed a significant rise in its integration into human life, particularly among the demographic of first-time voters. According to the most recent statistical data, the global user base for social networking reached 4.7 billion individuals in 2022 (Kemp, 2022). Among these users, the TikTok application boasts 1.46 billion monthly active users (Curry, 2022). Remarkably, this figure experienced a notable increase of 62.52% within the same year and is projected to reach 1.8 billion users by the conclusion of 2022 (Ruby, 2023). Most of TikTok's user base is geographically dispersed across Asia Pacific, Latin America, and Europe (Annur, 2022).

The active engagement of the millennial generation in political affairs has been a captivating subject of study, particularly in light of their involvement in cyberpolitics (Zúñiga et al., 2019). Initial hypotheses suggested that millennials exhibit lower political participation levels than the general population, possibly due to decreased satisfaction with democratic systems (Foa et al., 2020). However, researchers argue that millennials are not necessarily apathetic towards their beliefs (Kitanova, 2019), but rather their involvement in politics has shifted towards new media platforms (Chou et al., 2017), notably social networks (Ekström

et al., 2018). The focus lies not on whether they desire to participate but rather on the choice of media through which they prefer to engage (Rainsford, 2017).

Recently, social media has emerged as a significant player in global politics. Political candidates have utilized platforms like Facebook, Twitter, Instagram, and YouTube to expand the reach of their campaigns, engage with voters, and shape public opinion. Additionally, TikTok, a platform that has gained substantial popularity among the younger demographic, has become increasingly influential in the political landscape. With its rapid growth and widespread downloads, TikTok has become one of the most sought-after applications globally. It appeals to young users because it provides visually appealing and easily consumable short video formats. The widespread popularity of TikTok presents fresh opportunities for presidential candidates and campaign teams to connect and communicate with young voters innovatively.

Today's youth, including millennials and Generation Z, have emerged as a crucial political demographic. They are expected to wield substantial influence in the outcome of the 2024 Presidential Election. Consequently, presidential candidates must comprehend how to engage and connect with young voters, including leveraging the TikTok platform. TikTok offers a range of creative features, such as music, visual effects, and viral challenges, which can be harnessed to craft captivating campaign content that reaches a broad audience. Through TikTok, presidential candidates can effectively communicate their messages, promote policies, and directly engage with voters. However, more research is needed to explore the potential and impact of political content on the TikTok platform.

The upcoming 2024 presidential election in the Republic of Indonesia holds immense significance within the nation's democratic framework. The presidential candidate and their campaign team will endeavor to secure voters' support, employing various strategies, including social media platforms. Hence, it becomes crucial to comprehend the potential effectiveness of TikTok as a political campaign tool within this specific election context. The year 2024 assumes paramount importance in politics, particularly in a nation where the presidential election is a pivotal juncture in the democratic process. It is during this phase that candidates strive to garner support and exert influence on public opinion. In this regard, using social media platforms like TikTok is pertinent for presidential candidates to engage with voters and effectively garner their support. The impending 2024 elections are anticipated to transform relationships, as friends may become adversaries, relatives into rivals, and foes into allies.

The demographics of voters undergo continuous transformations as time progresses. Notably, the younger generation, including Generation Z and millennials, assumes an increasingly influential position in political elections. These young voters possess distinct characteristics and exhibit different media consumption patterns than preceding generations. Consequently, it becomes imperative for potential presidential candidates to comprehend these youth voters' preferences and behavioral tendencies, particularly their interactions with social media platforms such as TikTok.

In the current landscape of political campaigns, social media has emerged as a crucial component. Specifically, platforms like TikTok offer direct pathways to engage with and influence millions of potential voters. The content disseminated on TikTok can significantly impact and rapidly propagate throughout the user base, particularly when it captivates the attention and resonates with the intended audience. Hence, comprehending the role and potential of TikTok as an effective medium for political campaigning becomes pivotal within the context of the forthcoming 2024 presidential election.

The widespread adoption of social media, particularly TikTok, as a prominent platform for political communication is an undeniable reality. Many politicians have replicated their campaign messages from traditional platforms to modern social media platforms, which restricts their interactions with audiences and limits their ability to influence online voter preferences (Stier et al., 2018). Conversely, social media provides young voters an appealing opportunity to assert their empowerment through unconventional and enjoyable means while establishing connections without limitations (Coyle, 2019.).

Within social media platforms, TikTok possesses distinctive and unparalleled attributes. Its short video format, typically spanning at least 15 seconds, creative structure, and popularity among young users renders it a promising platform for political campaigns. The nature of political communication on TikTok is inherently entertaining and enjoyable, thus attracting significant interest from millennials. However, it is essential to acknowledge that TikTok users often exhibit brief attention spans and a penchant for seeking entertainment-oriented content. Consequently, crafting engaging and informative content that swiftly and effectively influences voters is the primary challenge.

As of January 2022, We Are Social reported 191 million active social media users in Indonesia. In contrast, the Ministry of Home Affairs' Dukcapil published a population update for 2022, stating that the country's total population is 275,361,267 people. This signifies that over half, or approximately 70% of Indonesia's population, actively engages with social media. Indonesia ranks fourth globally in terms of social media user count (Dewantara et al., 2022). Additionally, the strength of social factors within networks is crucial alongside other factors. Furthermore, the ability to strategically program specific networks based on varying interests and values and observing influential alliances between decisive factors in distinct networks represents another significant aspect to contemplate (Arianto, 2021).

Campaigns encompass a range of persuasion-driven activities that primarily revolve around communication efforts. Engaging with the audience's culture is essential for achieving persuasive outcomes (Ade, 2022). Notably, Anies Baswedan and Prabowo Subianto have both made declarations. However, it is essential to highlight that Prabowo Subianto's declaration was specific to the West Java Gerindra Party and marked his initial statement. The West Java Gerindra Party officially announced Prabowo Subianto as their presidential candidate for the 2024 election, based on findings from a Kompas R&D survey (Dimas, 2021). A community group called "GANJAR TEMA" declared Ganjar Pranowo within 24 hours across 25 provinces and 3 district cities. This declaration aimed to showcase Ganjar Pranowo's ability to embrace all groups within the public (Mardika, 2021).

The 2024 Republic of Indonesia presidential election features three notable candidates: Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo. These candidates have amassed substantial support on social media platforms, particularly TikTok. Among the three contenders, only Ganjar Pranowo maintains an official TikTok account, boasting 5.9 million followers. However, it is worth noting that all three candidates, including Ganjar Pranowo, have numerous fanbase accounts or "buzzers" dedicated to their cause. As per available data, Prabowo Subianto has the highest follower count on TikTok, with 75 thousand followers; Anies Baswedan, with 156 thousand followers; and Ganjar Pranowo, with 1.1 million followers.

Social media platforms, particularly Facebook and Twitter, function as information dissemination platforms rather than producers of information as commodities. These platforms focus on developing appealing websites that attract millions of users (Maulana et al., 2022). The revenue generated by these companies is primarily derived from social media

usage, with more users translating to more significant monetary gains (M. S.-J. K. I. S. Komunikasi & 2018, n.d.). In the Indonesian context, personal branding is frequently employed by politicians, candidates, and other individuals to establish their own unique brand identity through political campaigns. This strategy aims to capture public attention and secure victory in various elections, ranging from parliamentary elections to regional head elections (Pilkada) and presidential elections (Pilpres) (Indah, 2021). Personal branding enables individuals to actively compete in shaping public perception of their identity and solidifying their public image (Romadhon, 2018).

Three of the ten presidential candidates for the upcoming 2024 election stand out with a notable emphasis on personal branding: Ganjar Pranowo, Prabowo Subianto, and Anies Baswedan. This is substantiated by a survey encompassing thousands of individuals from various regions in Indonesia, indicating support for these potential candidates. Multiple institutions are actively conducting support surveys for the 2024 presidential contenders, including the LSJ (Jakarta Survey Institute). In a survey conducted by this agency from June 20 to 29, 2023, involved 1200 respondents from 34 provinces across Indonesia.

The LSJ survey focused on three potential presidential candidates for the 2024 election, yielding the following results: Prabowo Subianto obtained 40.3% support, Ganjar Pranowo garnered 32.6% support, Anies Baswedan received 20.7% support, while 6.4% of respondents either did not know or did not provide an answer. Similarly, Poligov surveyed from June 21 to 28, 2023, involving 34 coordinators and 1250 respondents. The survey also simulated three potential presidential candidates, with Prabowo Subianto securing 32.96% support, Ganjar Pranowo obtaining 32.40% support, and Anies Baswedan receiving 16.64% support. The PWS (Political Weather Station) survey conducted from June 10 to 18, 2023, involved 1200 respondents across 34 provinces in Indonesia. The survey, limited to three presidential candidates for 2024, resulted in Prabowo Subianto receiving 40.5% support, Ganjar Pranowo obtaining 33.4% support, and Anies Baswedan securing 20.8% support. Algorithm Research and Consulting surveyed from May 29 to June 10, 2023, encompassing 2009 respondents from 34 provinces in Indonesia. The survey simulated three presidential candidates for 2024, with Prabowo Subianto receiving 38% support, Ganjar Pranowo obtaining 34% support, and Anies Baswedan securing 22.1% support. Additionally, 8.1% of respondents indicated they did not know, while 5.0% did not provide an answer. Finally, Indopol was surveyed from June 5 to 11, 2023, involving 1,240 respondents across 38 provinces in Indonesia. The survey yielded results of 31.21% support for Prabowo Subianto, 30.48% support for Ganjar Pranowo, 26.53% support for Anies Baswedan, and 11.77% of respondents either did not know or did not provide an answer.

The IPO Institute (Indonesia Political Opinion) surveyed from June 5 to 13, 2023, encompassing 1200 respondents nationwide. The survey simulated three potential presidential candidates for 2024, yielding the following results: Prabowo Subianto received 37.2% support, Ganjar Pranowo obtained 26.8% support, Anies Baswedan secured 31.5% support, while 8.2% of respondents either did not know or did not provide an answer. Similarly, the LSN (National Survey Institute) surveyed from May 24 to June 3, 2023, involving 1,420 respondents across 34 provinces in Indonesia. The simulated study for the three potential presidential candidates in 2024 resulted in 38.5% support for Prabowo Subianto, 32.8% for Ganjar Pranowo, and 21.9% for Anies Baswedan.

Kompas Research and Development conducted a simulated survey for ten presidential candidates in 2024. The survey was conducted from April 29 to May 10, 2023, encompassing 1200 respondents from 34 provinces in Indonesia. The results for the three candidates examined in the research were as follows: Prabowo Subianto received 25.8% support, Ganjar Pranowo obtained 24.7% support, and Anies Baswedan secured 12.3%

support. Indonesian Political Indicator conducted a regular survey from May 26 to 30, 2023, involving 1230 respondents nationwide. The simulated study for the three potential presidential candidates in 2024 yielded 38% support for Prabowo Subianto, 32.2% for Ganjar Pranowo, and 18.9% for Anies Baswedan. Additionally, SMRC (Saipul et al.) surveyed over two days, on May 30 and 31, 2023, involving 909 respondents nationwide. The simulated survey results for the three presidential candidates in 2024 were as follows: Prabowo Subianto obtained 32.1% support, Ganjar Pranowo received 42.2% support, Anies Baswedan secured 17.4% support, and 8.3% of respondents indicated they did not know (CNBC Indonesia, 2023).

In light of this context, conducting content analysis research on TikTok as a medium for political campaigns in the 2024 Presidential Election can provide valuable insights into how presidential candidates can effectively leverage the platform to achieve their campaign objectives. This study aims to examine TikTok content as a medium for political campaigns, specifically about presidential candidates participating in the 2024 election. The study investigates the types of political content shared, campaign strategies employed, and their impact on public opinion, particularly among TikTok users. Qualitative and quantitative content analysis will identify patterns, trends, and strategies utilized by presidential candidates and their campaign teams on TikTok. Additionally, TikTok users will be surveyed to gather data on their perceptions of political campaign content on the platform.

This research aims to enhance comprehension of the potential of TikTok as a medium for political campaigns, particularly in the context of the 2024 Presidential Election. Furthermore, it endeavors to shed light on the influence of TikTok content on public opinion and the political engagement of the younger generation. By gaining a deeper understanding of TikTok's role in political campaigns, this study seeks to make valuable contributions to presidential candidates, campaign teams, and policymakers in developing effective campaign strategies and harnessing the potential of social media to achieve their political objectives. Additionally, it is hoped that this research will lay the groundwork for further investigations into the opportunities TikTok presents for politicians to bolster millennial participation.

## RESEARCH METHOD

The research methodology employed in this study is a qualitative approach with a descriptive orientation. This method is chosen to gather diverse information about the research topic. The qualitative method is particularly suitable for investigating natural phenomena, where the researcher is the primary instrument (Sugiyono & Lestari, 2021). It allows for a comprehensive understanding of the phenomena experienced by the research subjects, which can be effectively described and conveyed through language and words (Moleong, 2017). Accordingly, this study aims to analyze TikTok content as a medium for political campaigns, specifically about presidential candidates participating in the 2024 Presidential Election in Indonesia.

In addition, this study also uses a comparative analysis method. Comparative analysis (comparative) is an analysis that aims to compare the state of a variable or more in two or more samples that have different characteristics or two different times (Yani et al., 2017). The data utilized in this study comprises TikTok content shared by both vice presidential candidates and their campaign teams. To analyze the data, a technique of organizing and categorizing the information into manageable units is employed. The qualitative data collected consists of words, sentences, and narratives. Data collection methods involve documentation, which entails observing TikTok video content related to the

2024 presidential candidate campaign. Analyzing TikTok video content involves documenting various aspects, such as political messages conveyed, evaluating visual communication elements, assessing the campaign strategies employed, understanding user interactions with the video content, and conducting comparative analysis on the TikTok platform.

The researcher initiates the analysis by employing specific categories, organizing the obtained data, and aligning it with the data analysis process using predictive techniques. The analysis follows the content analysis technique outlined below.

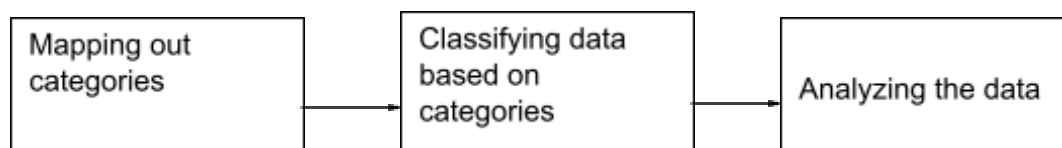


Figure 1: *Content Analisis Techniques*

## RESULTS AND DISCUSSION

Currently, presidential candidates employ various campaign methods, and one of these methods involves utilizing TikTok as a platform for their campaign. Given its popularity in Indonesia, TikTok is widely embraced by the community, serving as a medium for activities ranging from sharing daily routines to engaging in online shopping and expressing political opinions (Bulele et al., 2020).

In the current advanced era, numerous social media platforms have emerged, greatly benefiting individuals of all ages, including young people and parents. The internet is a critical catalyst for today's technological progress, playing a vital role in human life. Its development has fostered new forms of interaction within the broader community. Moreover, the internet has been harnessed to mobilize social media across various domains, including political campaigns. Political parties can quickly gather support by sharing concise videos that showcase the credibility of their representatives, aiming to garner sympathy from social media users and encourage them to vote for their party's candidates.



Approaching 2024, a significant year marked by the election of the next president and vice president for a five-year term, political parties have started building coalitions and selecting presidential candidates they deem suitable to lead the nation. Among these parties, PDIP has put forth Ganjar Pranowo as their presidential candidate for 2023, Gerindra has nominated Prabowo Subianto as their presidential candidate for 2024, and Nasdem has chosen Anies Baswedan as their presidential candidate for the same year. These three parties are also actively engaging in political campaigns that utilize the power of social media.

Various platforms, including Facebook, Instagram, Twitter, TikTok, and others, can be used to conduct political campaigns related to the 2024 presidential election. Nowadays, social media has expanded its reach to encompass political campaigns in the online realm. Among these platforms, TikTok is a popular and influential medium, offering contemporary features that attract a large user base.



Although not all presidential candidates have TikTok accounts, Ganjar Pranowo, one of the candidates for 2024, possesses an active TikTok account with over 5 million followers. However, the remaining two candidates do not have TikTok accounts. Instead, they rely on

numerous supporting accounts or "buzzers" who boast many followers, as evidenced by the following data.

Table 1. Research Findings

No	Presidential Candidates	Content Analysis	Findings
1	Ganjar Pranowo 	List of Buzzer  Video Script of Tiktok content @quoteganjar (563.200 followers)	Ganjar Pranowo possesses an authorized TikTok account with the handle @ganjarpranowo, amassing a substantial following of five million users. Additionally, there are numerous supporting accounts associated with Ganjar Pranowo's campaign. Among these, the most prominent is the account @sahabatganjarpranowo, which boasts an impressive follower count of 1.1 million.  Actually what's so hard not to be corrupt? If you want to be rich, don't be an official! Once agains I remind you! Whoever you are, if you want to be rich, don't dream of becoming an official! Because position is not the way to find wealth. This is the devotional space. If you are an official, act accordingly. Because we are demanded to be fair from the heart. Especially in action.
		User Interaction	This account is a fanbase or buzzer account for the 2024 presidential candidate Ganjar Pranowo. The video upload was liked by 790,000 users, received 31,400 comments and 10.8 million views. In the content comments there are user interactions from the pros and cons. Comments on this upload were not only made by supporters of Ganjar Pranowo but there were also comments from other presidential election supporters which can be seen in the image below.



	<p>Political Messages</p>	<p>Ganjar Pranowo consistently adopts a humanist approach in his political campaign speeches. Humanism entails an attitude or belief that prioritizes humans and their interests as the central focus. In a philosophical context, humanism recognizes the inherent value of individuals. Humanism can also pertain to social and political movements that advocate for human rights, equality, and the overall well-being of individuals. This movement strives to enhance the quality of human life, alleviate suffering, and promote social justice.</p> <p>This humanistic approach is evident in fragments of Ganjar Pranowo's speech captured in video content. For instance, the statement "This is a medium for public service" emphasizes the aim of serving the people and the nation.</p>
<p>2 Prabowo Subianto</p>	<p>List of Buzzer</p>	<p>Prabowo Subianto does not have an official account. He has hundreds of supporting accounts. The most supporting accounts are in the name of @prabowo.2024 with 75 thousand followers.</p>
	<p>Video Script of TikTok Content of akun @prabowo.2024 (76.200 followers)</p>	<p>We will see who have been nominated, maybe Mas Ganjar Pranowo and Mas Anies Baswedan. I want to say, they are both the best sons of the Indonesian nation too. So, let's not be provoked, let's not badmouth the brethren. We will compete with ideas. Differences don't matter. Let's be a mature nation, we don't want to be pitted against each other anymore, brothers and sisters. If we are insulted, we smile. If slandered, we remain true to our principles. If we are ridiculed, we will still give our best to our Indonesian brothers and sisters.</p>
	<p>User Interaction</p>	<p>This particular account functions as a fanbase or buzzer account dedicated to promoting the presidential candidate Prabowo Subianto. The uploaded video has garnered 1,393 likes, received a total of 132 comments, and has been viewed by approximately 13,500 users. Within the comment section, various interactions can be observed among users expressing both positive and negative sentiments. It is worth noting that the comments on this upload do not solely originate from supporters of Prabowo Subianto, but also involve individuals supporting other presidential candidates, as depicted in the accompanying image.</p>

	Political Messages	<p>In submitting his political video, the 2024 presidential candidate Prabowo Subianto uses populism only as a rhetorical style in attracting people's sympathy.</p> <p>Populism is a complex political phenomenon and can have a significant impact on people within a political system. Populism is usually characterized by rhetoric that emphasizes the relationship between "the people" and "elite" as well as simple promises to solve the problems faced by the people. Although this rhetoric can be used as a strategy to gain political support, populism also involves policies that are directed at serving the interests and desires of the community (Rahmah, 2019).</p> <p>This is proven by the fragment of the statement "Let's be a mature nation, we don't want to be pitted against each other anymore, brothers and sisters" which in this case rhetorically appeals to the people's sympathy for phenomena that often occur during the election season.</p>
<p>3 Anies Baswedan</p> 	List of Buzzer	<p>Anies Baswedan does not have an official account tidak memiliki <i>official account</i>. He has hundreds of supporting accounts. The most supporting account is in the handle of @aniesbaswedan3 with 156 thousand followers.</p> <p>Supporters of the respective 2024 presidential candidates have created numerous TikTok accounts to actively campaign for their favored candidates, emphasizing their suitability for the presidential seat in the 2024-2029 term. TikTok, as a social media platform, offers a creative outlet for its users to express themselves through video content (Abdulahakim, 2019). The majority of TikTok users consist of teenagers and adults, making them the primary target audience for political campaigns conducted via TikTok video content. Leveraging TikTok for political campaigning is believed to have significant potential in garnering user support and sympathy for the 2024 presidential candidates promoted by their respective supporters (Rasyid, 2020). TikTok provides various appealing features that enhance the viewing experience of video content, adding to its overall allure.</p>
	Video Script of TikTok Content of @aniesbaswedan (24.800 followers)	<p>Anies Baswedan:          "If you answer it, if you answer it, it's a fact. Was I when managing Jakarta discriminatory? Was it when I was managing Jakarta that I was being treated unfairly? Does it then tend to be one or two specific groups or can all be equal? After five years of work, why is Anies being assessed using statements? Look at the reality, the reality is already really! So, if, for example, someone is accused of framing anything, it's 2017, because of that I have never denied, never argued, not corrected, why do I only ask God to give me longevity so that these five years will be over. Because when these five years are over, I will answer all of that, all accusations during the campaign period are scary. Pak Anies, if Pak Anies is in charge, then</p>

Jakarta will be like this, like this, like this. Jakarta already. Has the five years conjecture been proven? If it's not proven, just cancel it. We use common sense it's been five years. Five years, how about Jakarta, there is no tension, Jakarta is peaceful, the atmosphere of a friendly atmosphere has been built in the last five years, you can't see it. I greet everyone, communicate with everyone from those who have the same understanding to those who don't, and I don't care what their thoughts were in the past, I often say something like this "I'm not asking you to love me, I'm asking you to help Jakarta "I'm not asking you to like me, but I'm asking you to help Jakarta.

---



**User Interaction** This account is a fanbase or buzzer account of presidential candidate Anies Baswedan. The uploaded video was liked by 30,800 people, with a total of 4518 comments, and was watched by 1.6 million users. In the content comments there are user interactions from the pros and cons. Comments on this upload were not only made by supporters of Anies Baswedan, but there were also comments from other presidential election supporters which can be seen in the image below.

---

**Political Messages**

When sharing his political video, the 2024 presidential candidate, Anies Baswedan, directs attention to the domain of public services in Jakarta, thus employing a political framing style. Anies Baswedan's communication approach leans towards positivity, utilizing the media as a means to foster a closer connection with the society. This is evident in Anies Baswedan's statements urging viewers to assess the tangible outcomes of his five-year tenure as the governor of DKI Jakarta.

The analysis conducted earlier revealed that the 2024 presidential candidates employed visual strategies in their political campaigns. Additionally, a comparative analysis was conducted among the three candidates. Visual strategy refers to the utilization of visual elements to convey messages or achieve specific objectives. This approach finds application across diverse fields, including politics. In the realm of politics, visual strategies serve to shape public opinion, construct political imagery, and communicate political messages through the strategic use of visual elements. TikTok, as a social media platform, is one of the platforms utilized for visual strategies, whereby political campaign videos aligning with the campaign style of each 2024 presidential candidate are uploaded, as indicated in the preceding analysis. Notably, visual strategies in politics should be ethically and honestly directed to influence the public.

---

Source: Analysis Resource, 2023

The earlier analysis revealed that the 2024 presidential candidates employed visual strategies in their political campaigns. Additionally, a comparative analysis was conducted among the three candidates. Visual strategy is using visual elements to convey messages or achieve specific objectives. This approach finds application across diverse fields, including politics. In politics, visual strategies shape public opinion, construct political imagery, and communicate political messages through the strategic use of visual elements. As a social media platform, TikTok is one of the platforms utilized for visual strategies, whereby political campaign videos aligning with the campaign style of each 2024 presidential candidate are uploaded, as indicated in the preceding analysis. Visual political strategy should be ethically and honestly directed to influence the public.

This research also encompassed a comparative analysis involving comparing and evaluating different political campaigns within similar contexts (Yani et al., 2017). Specifically, the study conducted a comparative analysis of selected TikTok video content snippets featuring three 2023 presidential candidates: Ganjar Pranowo, Prabowo Subianto, and Anies Baswedan. The outcomes of the comparative analysis are outlined below.

No	Presidential Candidates	Comparative Analysis	Findings
1	Ganjar Pranowo	Objectives and Messages	Ganjar Pranowo consistently adopts a humanist political style in each of his campaigns, emphasizing the centrality of humans and their interests. The objective is to evoke sympathy from the audience by presenting the realities of the situation. In the TikTok video content clip, Ganjar Pranowo conveys a message discouraging corruption, emphasizing the necessity for aspiring officials to be prepared for the challenges and sacrifices that lie ahead. A genuine public servant is expected to conduct themselves with integrity, prioritizing service to the people and the nation.
		Communication Strategy	Ganjar Pranowo employs a humanist communication strategy in his political endeavors. This communication approach recognizes the significant inherent worth of individuals. Humanist communication strategies center on endeavors aimed at enhancing the quality of human existence, alleviating suffering, and attaining social justice (Rahmah, 2019).
		Branding and Visual Identity	Ganjar Pranowo adopts an approach to personal branding that emphasizes familiarity with the people. He is often observed mingling with civilians and engaging in light-hearted interactions on the streets. Additionally, Ganjar Pranowo's visual identity is characterized by his consistent choice to wear a blangkon, a traditional Javanese headwear, during several official events. His infectious smile further contributes to his visual identity. Moreover, Ganjar Pranowo's distinct accent, which reflects his regional background, serves as a distinguishing characteristic of this candidate.
		Effects and Impact	Every video that is uploaded to the TikTok account, both by Ganjar Pranowo himself and his support team, is not just

uploading aimlessly. In addition to campaigning, this is also done to increase electability. This is evidenced by several surveys conducted by each institution. Uploading this video is also able to attract users to show their support through the comment column, both for direct candidates and for other prospective candidates.

Ethics and Integrity

Ethics and integrity in politics are important things for every presidential candidate or political actor to have. Ethics and political integrity are needed to maintain harmony in political association. The goal is to lead to a better life, with and for others, in order to expand the scope of freedom and build just institutions (Ricoeur, 2020).

The ethics and integrity shown by Ganjar Pranowo in the snippets of TikTok content on the @quoteganjarpranowo account are ethics and integrity to always serve and do good to the people and the country. Unite the people by campaigning not to commit corruption and always serve.

Overall Assessment

This overall assessment is evident through the numerous deliberately created accounts on the TikTok platform, not only by the individuals themselves but also by their support or buzzer teams. Consequently, the number of supporters increases, although there may also be dissenting voices. These dynamics can be observed in the substantial following of one of Ganjar Pranowo's support accounts, which boasts over 1.1 million followers. The engagement with video content reaches 790 thousand viewers, and the comments section garners participation from over 30,000 users.

---

2	Prabowo Subianto	Objectives and Messages Communication Strategy	In contrast to Ganjar Pranowo, Prabowo Subianto employs populism in his campaign's chosen rhetorical style. Populism typically involves rhetoric that emphasizes the relationship between "the people" and the "elite." The objective is to elicit sympathy from the public towards the presented reality. The message conveyed by Prabowo Subianto in the TikTok content snippet from the @prabowo.2024 account urges people to resist division and unite to support justice in Indonesia. Prabowo Subianto adopts a communication strategy rooted in populism, employing rhetorical techniques to resonate with the public. Populism is a complex political phenomenon that can significantly impact individuals within a political system. It often manifests through straightforward promises aimed at addressing the challenges faced by the general populace (Rahmah, 2019).
		Branding and Visual Identity	Prabowo Subianto's branding and visual identity distinguish him from other potential candidates. He embodies a strong and resolute character, characterized by his straightforward speech and polite demeanor. His attire often reflects a military aesthetic, further reinforcing his image.
		Effects and Impact	In contrast to Ganjar Pranowo, Prabowo Subianto does not personally maintain a TikTok account. Instead, his support team uploads videos without a specific objective. Besides

			<p>serving as a campaign tool, these videos aim to enhance his electability. This is substantiated by several surveys conducted by various institutions, indicating that uploading videos on TikTok has the potential to engage users and generate support through the comments section, both from direct supporters and other prospective candidates.</p>
	Ethics and Integrity		<p>Ethics and integrity play a vital role in the political realm and are essential qualities for every presidential candidate or political figure. Prabowo Subianto's TikTok content on the @prabowo.2024 account reflects his commitment to democratic ethics and integrity. His campaign aims to foster unity among the people by discouraging divisive tactics and promoting the democratic conduct of election activities.</p>
	Overall Assessment		<p>This overall assessment is evident in the significant number of intentionally created accounts on the TikTok platform, not only by Prabowo Subianto himself but also by his support team or buzzers. Consequently, this has led to an increase in the level of support. The magnitude of support can be observed from the considerable following of one of Prabowo Subianto's support accounts, which boasts 75,200 followers. Additionally, the video content has received 1,393 likes and garnered over 100 user comments, highlighting the engagement and interest of the TikTok community.</p>
3	Anies Baswedan	Objectives and Messages	<p>Unlike Ganjar Pranowo and Prabowo Subianto, Anies Baswedan consistently emphasizes his role as the Governor of DKI Jakarta in his campaigns, which can be categorized as identity politics. Anies Baswedan highlights the public services he has implemented during his tenure as governor, aiming to demonstrate that his successful leadership in DKI Jakarta will translate to success in leading Indonesia. The message conveyed in the TikTok content from the @prabowo.2024 account urges the audience not to hastily make negative judgments about Anies Baswedan before considering the reality of his performance during his five-year tenure as the Governor of DKI Jakarta.</p>
		Communication Strategy	<p>Anies Baswedan employs a political framing communication strategy, utilizing digital communication channels in a positive manner. He effectively uses social media platforms as a means to engage with the community and showcase his accomplishments as the Governor of DKI Jakarta. Through his strategic online presence, Anies Baswedan inadvertently or intentionally markets himself to the public, establishing his credibility and suitability as a future leader.</p>
		Branding and Visual Identity	<p>Anies Baswedan's branding and visual identity can be characterized by a strong and determined image. He portrays a straightforward and resolute character, and his</p>

	<p>eloquent and articulate communication style is a notable aspect of his identity. Anies Baswedan is often associated with the distinctive cap that he frequently wears, which has become a recognizable symbol of his persona.</p>
Effects and Impact	<p>Similarly, Prabowo Subianto and Anies Baswedan does not possess a personal TikTok account. Instead, the content on TikTok is uploaded by his support team without specific targeting. This practice serves the dual purpose of campaigning and enhancing his electability. This has been corroborated by several surveys conducted by reputable institutions, which provide evidence that uploading videos on social media platforms like TikTok effectively engages users to express their support through the comments section. This engagement extends to both staunch supporters and potential candidates.</p>
Ethics and Integrity	<p>Ethics and integrity play a crucial role in politics, particularly for presidential candidates and political actors. Anies Baswedan's TikTok content on the @aniesbaswedan account reflects a commitment to upholding ethics and integrity that exemplify principles of justice. Notably, these qualities are characterized by their impartiality and refusal to align with specific factions or groups. During his tenure as Governor of DKI Jakarta, Anies Baswedan successfully fostered an environment of peace and stability.</p>
Overall Assessment	<p>A comprehensive assessment can be made based on the proliferation of intentionally created accounts on the TikTok platform, attributed to the primary individual and the support team or buzzer accounts. Consequently, this concerted effort has contributed to an increase in the level of support garnered. These dynamics are evident through the significant number of followers on one of Anies Baswedan's supporting accounts, totaling 24,800. Furthermore, the video content has garnered considerable interest, attracting approximately 30,800 viewers, while the comments section has received engagement from over 4,500 users.</p>

---

Table 2. Comparative Analysis

Source: Result Comparative Analysis, 2023

## CONCLUSION

Based on the findings of this study, several significant conclusions can be drawn about the research objective, which focuses on the utilization of TikTok as a platform for political campaigning in the 2024 general election. The three presidential candidates for the 2024 election, namely Prabowo Subianto, Ganjar Pranowo, and Anies Baswedan, employ distinct communication strategies in conveying their respective campaigns. These campaign messages are disseminated through TikTok, either by the candidates themselves on their personal TikTok accounts or by their support teams and buzzers. The purpose of such efforts is to enhance electability, as indicated by the visual interactions manifested in the comments section and the engagement metrics.

The comparative analysis conducted in this research examines the three aforementioned presidential candidates for 2024, encompassing multiple dimensions. These dimensions include goals and messages, communication strategies, branding and visual identity, effects and impacts, ethics and integrity, as well as general evaluations. Each dimension is analyzed based on the snippets of video content uploaded to TikTok by the respective support teams and buzzers of the candidates.

This analysis found that the three presidential candidates had differences, namely: 1) Ganjar Pranowo consistently adopts a humanist political style in each of his campaigns, emphasizing the centrality of humans and their interests; 2) Prabowo Subianto employs populism as his chosen rhetorical style for his campaign. Populism typically involves rhetoric that emphasizes the relationship between "the people" and the "elite." The objective is to elicit sympathy from the public towards the presented reality; and 3) Anies Baswedan emphasizes his role as the Governor of DKI Jakarta in his campaigns, which can be categorized as identity politics.



## REFERENCES

- Abdulhakim, A., (2019). *Memahami Pengalaman Komunikasi Orang Tua–Anak Ketika Menyaksikan Tayangan Anak-anak di Media Sosial Tik Tok*. <http://eprints.undip.ac.id/75079/>
- Ade, F., (2022). *Peran Buzzer dalam Proses Pembentukan Opini Publik di New Media (Studi Kasus pada Akun Media Sosial Buzzer)*. <http://scholar.unand.ac.id/106760/>
- Aditya Dewantara, J., Wandira, A., Hartati, O., Cahya, N., Sapitri, P., Heru Nurgiansah, T., Studi Pendidikan Pancasila dan Kewarganegaraan Fakultas Keguruan dan Ilmu Pendidikan, P., & Studi Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan, P. (2022). The Role of Buzzers in Social Media in Guiding Public Opinion Regarding Political Choices. *Journal.Unismuh.Ac.Id*, 7, 681–694. <https://doi.org/10.26618/jed.v%vi%i.8103>
- Business, Y. B.-C. on, and, S. S., & 2020, undefined. (n.d.). Analisis fenomena sosial media dan kaum milenial: studi kasus tiktok. *Journal.Uib.Ac.Id*, 1. Retrieved July 11, 2023, from <https://journal.uib.ac.id/index.php/cbssit/article/view/1463>
- Chou, M., Gagnon, J., Hartung, C., & Pruitt, L., (2017). *Young people, citizenship and political participation: Combating civic deficit?* <https://books.google.com/books?hl=id&lr=&id=QePaDwAAQBAJ&oi=fnd&pg=PP1&dq=oung+People,+Citizenship+and+Political+Participation:+Combating+Civic+Deficit%3F&ots=6zFkZb22zO&sig=DqKEiuVr2o13BeM20MzEXLJRrNI>
- Communication, M. R.-M. J. of, & 2018, undefined. (n.d.). Personal Branding Jokowi dalam Mempertahankan Brand Image Melalui Video Blog Youtube. *Ppjp.Ulm.Ac.Id*. Retrieved July 11, 2023, from <https://ppjp.ulm.ac.id/journal/index.php/mc/article/view/5446>
- Deklarasi Prabowo Subianto Capres 2024*. (n.d.). Retrieved July 11, 2023, from <https://www.kompas.tv/nasional/224464/deklarasi-prabowo-subianto-capres-2024>
- Foa, R., Klassen, A., Wenger, D., Rand, A., & Slade, M. (2020). *Youth and satisfaction with democracy: Reversing the democratic disconnect?* <https://www.repository.cam.ac.uk/handle/1810/342849>
- International, E. R.-T. B. J. of P. and, & 2017, undefined. (2017). Exploring youth political activism in the United Kingdom: What makes young people politically active in different organisations? *Journals.Sagepub.Com*, 19(4), 790–806. <https://doi.org/10.1177/1369148117728666>
- Journal, D. C.-A. L., & 2019, undefined. (n.d.). Practical competition policy implications of digital platforms. *JSTOR*. Retrieved July 10, 2023, from <https://www.jstor.org/stable/27006776>
- Jumlah Pengguna TikTok Terus Bertambah, Ini Data Terbaru*. (n.d.). Retrieved July 10, 2023, from <https://databoks.katadata.co.id/datapublish/2022/09/06/jumlah-pengguna-tiktok-terus-bertambah-ini-data-terbaru>
- Komunikasi), B. A.-J. (Jurnal R., & 2021, undefined. (n.d.). Analisis Peran Buzzer Media Sosial dalam Memperkuat Kampanye Petani Milenial. *Academia.Edu*. Retrieved July 11, 2023, from [https://www.academia.edu/download/65368149/JRK\\_5.\\_BAMBANG\\_ARIANTO.pdf](https://www.academia.edu/download/65368149/JRK_5._BAMBANG_ARIANTO.pdf)
- Komunikasi, I. S.-M. J. I., & 2021, undefined. (2021). Political Branding of Indonesian Governor in the Social Media. *Jurnal-Umbuton.Ac.Id*, IV. <http://jurnal-umbuton.ac.id/index.php/Medialog/article/view/1334>

- Komunikasi, M. S.-J. K. I. S., & 2018, undefined. (n.d.). Social media and the political campaign industry in Indonesia. *Jurnal-Iski.or.Id*. Retrieved July 11, 2023, from <http://www.jurnal-iski.or.id/index.php/jkiski/article/view/124>
- Maulana, H., Ilmu, H. H.-P. K. J., & 2022, undefined. (2022). PERAN BUZZER POLITIK DALAM PEMBENTUKAN OPINI PUBLIK DUKUNG ANIES BASWEDAN DI SOSIAL MEDIA TWITTER. *Jurnal.Umj.Ac.Id*, 6(1), 111–122. <https://jurnal.umj.ac.id/index.php/perspektif/article/view/12712>
- Moleong, L. (2017). *Metode Penelitian Kualitatif*. Remaja Rosdakarya.
- Pascasarjana, M. R.-P. S. N., & 2020, undefined. (2020). Pembelajaran Puisi Secara Daring Dengan Media Pembelajaran Berbasis Aplikasi (Tik Tok) Kelas X Sma Negeri 3 Pati. *Proceeding.Unnes.Ac.Id*. <https://proceeding.unnes.ac.id/index.php/snpsca/article/download/584/501>
- Rahmah, A. N. N. (2019). *Pasang Surut Populisme: Satu Dekade Populisme Basyir Ahmad di Pekalongan*. . PolGov.
- Ricœur, P. (2020). *Philosophy, Ethics, and Politics*. <https://books.google.com/books?hl=id&lr=&id=qf4FEAAAQBAJ&oi=fnd&pg=PP1&dq=ricœur+politics+ethics&ots=pudTFCH5We&sig=oSLId4VdZ--PmrlxfbTUZfTLnY8>
- Safitri, D., Humanities, O. H., Education, undefined, Law, undefined, Social, and, & 2022, undefined. (n.d.). Rhetoric in Polarization by Public Relations on Social Media. *Journal.Unj.Ac.Id*. Retrieved July 10, 2023, from <http://journal.unj.ac.id/unj/index.php/hispisi/article/download/31046/13812>
- Stier, S., Bleier, A., Lietz, H., communication, M. S.-P., & 2018, undefined. (2018). Election campaigning on social media: Politicians, audiences, and the mediation of political communication on Facebook and Twitter. *Taylor & Francis*, 35(1), 50–74. <https://doi.org/10.1080/10584609.2017.1334728>
- Studies, M. K.-J. of Y., & 2020, undefined. (2019). Youth political participation in the EU: evidence from a cross-national analysis. *Taylor & Francis*, 23(7), 819–836. <https://doi.org/10.1080/13676261.2019.1636951>
- Sugiyono, S., & Lestari, P. (2021). *Metode penelitian komunikasi (Kuantitatif, kualitatif, dan cara mudah menulis artikel pada jurnal internasional)*. <http://eprints.upnyk.ac.id/27727/1/Buku%20Metode%20Penelitian%20Komunikasi.pdf>
- Survei Terbaru Capres 2024: Prabowo Vs Ganjar Vs Anies*. (n.d.). Retrieved July 11, 2023, from <https://www.cnbcindonesia.com/news/20230707044131-4-452094/14-survei-terbaru-capres-2024-prabowo-vs-ganjar-vs-anies>
- Teman Ganjar Gelar Deklarasi Serentak Dukung Ganjar Maju Pilpres 2024*. (n.d.). Retrieved July 11, 2023, from <https://www.kompas.tv/regional/229537/teman-ganjar-gelar-deklarasi-serentak-dukung-ganjar-maju-pilpres-2024>
- The Global State of Digital in July 2022 — DataReportal – Global Digital Insights*. (n.d.). Retrieved July 10, 2023, from <https://datareportal.com/reports/digital-2022-july-global-statshot>
- TikTok Statistics For Marketers In 2023*. (n.d.). Retrieved July 10, 2023, from <https://www.demandsage.com/tiktok-user-statistics/>

*TikTok App Report 2023: Insights, Data and Statistics - Business of Apps*. (n.d.). Retrieved July 10, 2023, from <https://www.businessofapps.com/data/tiktok-report/>

Yani, J., ... A. M.-... A. T. A., & 1995, undefined. (n.d.). Sugiyono. 2017, Metode penelitian kuantitatif, kualitatif, dan R&D. Bandung: Alfabeta. *Repository.Unjani.Ac.Id*. Retrieved July 11, 2023, from <http://repository.unjani.ac.id/repository/bb3c79a5b289950bb62ef247eb2d473a.pdf>

Zúñiga, H. G. de, Diehl, T., ... B. H.-J. of, & 2019, undefined. (2019). The citizen communication mediation model across countries: A multilevel mediation model of news use and discussion on political participation. *Academic.Oup.Com*. <https://doi.org/10.1093/joc/jqz00>