

**TIKTOK AND GENERATION Z POLITICAL COMMUNICATION IN
THE ISSUE OF PRESIDENTIAL AND VICE PRESIDENTIAL
ELECTIONS 2024**

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ABSTRACT

The development of science is in line with the development of information and communication technology that affects people's daily lives, TikTok, which was originally considered as a disruptor of the nation's morals, is now a social media platform that greatly affects people's social lives, from the development of communication technology is social media Politicians also do not forget the impact of social media development which is described with two sides for political actors. On the other hand, the successful use of social media can enable positive support for political actors, but there are pros and cons, if there is a failure in utilizing social media, it can damage the image owned. This article discusses the challenges and opportunities of social media for political actors, especially in the TikTok application. By using descriptive qualitative methods and by using a phenomenological approach, this article looks at two phenomena, namely the widely used Tiktok social media and the dissemination of political information in the 2024 elections in the Tiktok application.

Keywords: Iremel, Social Media, Political Communication, Politics

1. INTRODUCTION

Generation Z is currently an interesting generation to discuss. Generation Z is one of the generations that is highly targeted in the 2024 elections. Generation Z is very interesting to study because some of them are 17-21 years old in 2024, namely first-time voters and some older members of Generation Z or more precisely those born from the 1990s to the early 2010s, who play a very important role in Indonesian politics. Their growth alongside technology has created a new paradigm in political participation. Interest in the 2024 presidential candidate

campaign arises from changes in voter behavior, especially on the TikTok application. Most of whom have also participated in previous elections, and have now reached financial independence and have reached the phase of married life and career. However, there are also several factors that pose a challenge for Generation Z to participate in the 2024 presidential election (Evita, 2023). The thing that the country fears most from Generation Z is abstention, their lack of interest in contributing to the presidential election, so they prefer to be white (golput) and not feel guilty. Even so, not all Generation Z is apathetic towards elections or politics (Weninggalih and Fikriyah, 2023).

Then what is communication? Communication is often seen, and of course we continue to do it from the beginning of waking up to the next, which in essence means the process of exchanging messages between communicants and communicators, as for the opinions expressed by Berelson and Steiner (1964). Which defines as the delivery of information, ideas, emotions, skills, and others, through the use of symbols of words, pictures, numbers, graphics, and so on.

According to McNair, all elements of political communication are used by politicians in the implementation of their political activities. The role of communication takes place through the utilization of political communication channels in various forms and levels. Mass media is the most interesting and influential communication channel and instrument in the political process. As is the case with presidential and vice presidential elections, where campaigns are carried out through various media, including new media and the internet. (Tokan Pureklolon, 2016: 35-36)

Social media also has a role in monitoring public opinion on political issues. Politicians and political parties can use social media to gauge public sentiment, understand voter needs, and respond with relevant policies. At that time, identity was based on the state of minorities, race, ethnicity, gender and other social groups that felt marginalized. Identity politics based on primordial ties will easily replace civic politics, and national insight will be pushed aside. As a powerful weapon to assert identity in cyberspace, social media can facilitate the process of political

contestation and plurality needs to have a place (Efriza & Jerry Indrawan, 2018: 104).

The existence of social media has changed the way political campaigns are run, influencing public perception and can even affect the outcome of elections. It is not uncommon for some of them to post videos in the same format even though the content of the political message is different. On the other hand, there are also many videos with different covers but categorized under the same purpose using hashtags. Hashtags are used to categorize a large number of videos. (Anderson & K.E, 2020)

One of the things that feels real is the media pattern of the Indonesian people. Data shows that Indonesians have increasingly consumed online media since the pandemic (Finaka, 2023). The number of smartphone ownership is also increasing from year to year (Annur, 2022a). Furthermore, the generation that spends the most time surfing the internet is generation Z (Annur, 2022b).

Social media can influence public perception of presidential candidates and political parties, as well as being an important tool in political campaigns. In addition, social media can also be a key source of information for people seeking information related to the 2024 elections. In general, around a third of people agree that the information they receive through social media helps them make or change decisions. Social media is also an important political campaign strategy. Political campaigns on social media extend the reach of political messages and increase interaction between candidates and voters. However, political campaigns on social media can also be counterproductive, as uncontrolled political messages and aggressive tactics can damage a candidate's image (Mufliha, 2023).

Tiktok is one of the most popular social media platforms in 2021-2022. Tiktok's active users are spread across more than 150 countries. Although this application is relatively new, which was legalized in China in 2016, the surge in the number of users continues to increase every year around the world, Tiktok has proven successful in serving the global public and has been named the best social media in terms of presenting short videos. Through Tiktok, young people can build and maintain a network of

harmonious relationships in forming their political community. Of course, the communication is formulated in the video and music format that Tiktok has provided so that it can be built based on common interests and tastes (Moza ALifya, 2023: 3).

The process is known as political communication, which of course today can be done by anyone, regardless of age, position, religion, ethnicity, and other differentiators. With this increasingly sophisticated era, people can access politics from anywhere, not only on television, but many social media applications can be reviewed to get information related to the political world, namely the TikTok application, one of them. This social media platform is increasingly favored and used by politicians as a means of conveying their political messages to the public in video uploads packaged through various very creative content (Hidayat & Mukin, 2023).

Indonesian politics was introduced to social media in 1998, when the internet began to develop in Indonesia and had an impact on social and political awareness. The Indonesian government was still unable to control and regulate the internet in its early days, so social media became a platform that allowed individuals and groups to interact, share information and convey messages to a wide audience. Social media has increased political participation by providing a platform for people to discuss, share information and voice their opinions on political issues. As a source of information, social media becomes an intermediary that facilitates the communication process from the government to the public and vice versa. (Thomas Tokan, 2016)

In the era of globalization where everything is very connected to each other, humans began to communicate not only with their lips and mouths, not only chatting face to face, but also communicating through their fingers. The digital era introduces a new form of communication that is faster, more practical, and definitely wider in reach. In the context of a wider scale, political content in everyday community communication has become a common thing to convey (Efriza & Jerry Indrawan, 2018: 103).

The development of technology has led to changes in the media that people often use as a means of communication to convey their messages and opinions. And the media can also be accessed easily. Social media has

an important role as a means of education, including political education. The role of mass media in various aspects of the social life of modern society is increasingly broad and large. But here it appears that the role of campaigning through mass media is very significant for a candidate. (Hia & Siahaan: 2021, Alifya: 2023)

2. METHODOLOGY

This research approach is based on qualitative methods. Another term that is suitable for describing qualitative research is naturalistic research. This means that the data results obtained in qualitative research are natural and in accordance with the actual circumstances that occur in the field (Sugiyono, 2013). In this study, the researcher acts as a human instrument and uses data collection techniques through observation, interviews, and documentation.

3. RESULTS AND DISCUSSION

The results of this study explain that TikTok and Generation Z political communication play an important role in the issue of the 2024 presidential and vice presidential elections. TikTok, as a social media platform that is very popular among generation Z, provides a space to disseminate political information, mobilize support, and influence public opinion.

In Generation Z, they do not immediately look what they get from social media, they will find out whether the truth of the content. By making it easier to find content, one of which is by using hashtags or tags, with the help of tags, content with various kinds of content can be reached easily. Not only that, this tag also helps to improve the algorithm on TikTok. Using tags can make it easier to reach people who relate to the content posted, but not all of them also help by using tags, such as accounts that have read the algorithm with TikTok, such as artist accounts, and one example is the fuji account. But in the 2024 election, tags are very helpful in increasing the political content algorithm to make it easier to find appropriate content and reach more young Generation Z audiences.

Social media is also a very widely used tool in political activities in Indonesia. In recent years, the role of the internet in Indonesian politics has become increasingly important and is increasingly being discussed. The development of digital technology also brings various

application platform that can be used by the community for activities, including the TikTok application. (Hia & Siahaan, 2021).

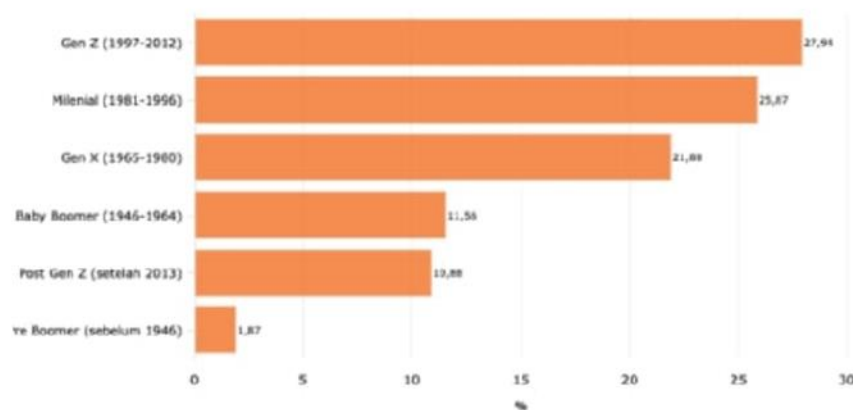
Generation Z tends to seek political information from more unconventional sources, including social media platforms such as TikTok. They also tend to actively participate in political discussions through online comments, videos and campaigns. This creates an environment where political messages can quickly spread and influence perceptions of candidates and campaign issues.

A discussion of TikTok and generation Z political communication in the context of the 2024 presidential and vice presidential elections could include an analysis of how the platform is used for:

1. Political campaigns: Candidates and campaign teams use TikTok to spread their message, create engaging content, and interact directly with potential voters.
2. Voter education: Short videos on TikTok can be used to convey information about elections, candidates' political programs, and the importance of participation in the democratic process.
3. Rallying support: Political movements and advocacy groups use TikTok to rally support for specific candidates or to speak out on specific issues important to generation Z.
4. Amplifying public opinion: Through engaging and often viral content, TikTok can influence public perception of candidates, political issues and policy directions.

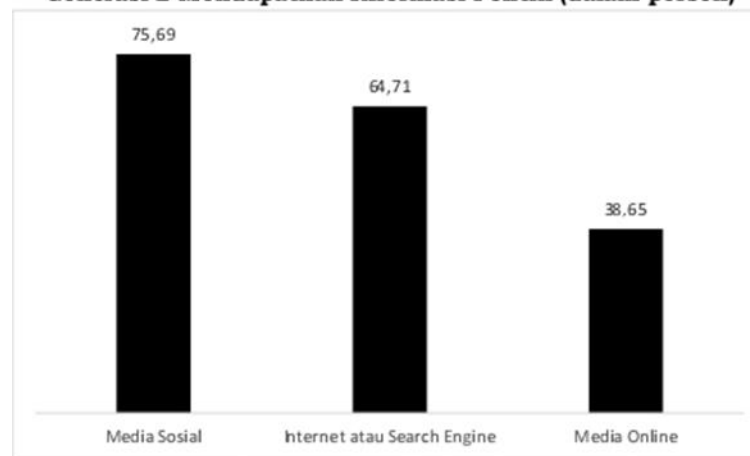
In this discussion, it is important to consider the positive and negative impacts of TikTok use in generation Z's political communication, as well as how it affects the dynamics of the 2024 presidential and vice presidential elections.

TikTok is tired of being the most popular place to explore one's identity among young people in public. Parent company management. We did not create this app to participate in any form of politics. Since its inception, TikTok has played a role in the politics of almost every country, especially in the formation of ideologues, political activities, and social media (Herman, 2020).



Source: Journal of Political Science and Communication

Grafik 5.
Generasi Z Mendapatkan Informasi Politik (dalam persen)



Source: KPU Indonesia

This proves that this generation cannot be , especially when it comes to voting in presidential elections. Because they were born in the digital age, they communicate more often with others through social media. Despite developing in the digital era as it is

So based on the interviews and observations that researchers have conducted, researchers can describe how much influence Generation Z has on the results of the 2024 presidential and vice presidential elections. In this study, researchers obtained the results that Generation Z does have a considerable influence on the results of the 2024 elections this year, from 3 informants who have been interviewed, including Brenda Sellyndia and Alyssa Rona Camila, they explained that Generation Z likes Tiktok content with interesting content such as song selection. But not only that, Generation Z is also interested in content that relates to vision and mission such as Ai content, content that is different from itself with certain characteristics. Like candidate 02 who symbolizes the color blue and with several other interesting properties during the debate, candidate 02 vice president Gibran wears a jacket with a symbol resembling the Uzumaki Clan. Generation Z is more interested in content that is reachable and easy listening to them, not so long duration such as 15 seconds and using interesting Ai editing

New Media Theory

The new media era is characterized by what is called media convergence. Structurally, media convergence refers to the integration of three aspects of telecommunications, data communication, and mass communication into one medium. When the audience has the authority to create texts and use the media (Karunianingsih, 2021). New media theory is a theory developed by Pierre Lévy, who argues that new media is a theory that discusses media development. New media itself comes in the form of electronic or digital communication technology. New media is also a term that includes the emergence of digital, computer-assisted, or network-based information and communication technologies. New media is a tool that simultaneously provides a combination of audio, audio-visual, and textual media. New media emerged as a result of the push towards increasingly advanced and sophisticated Internet technology. New media is characterized by its manipulable, networked, and interactive nature. Examples of new media include the Internet, websites and multimedia computers. Today, new media is being developed and is

starting to grow as more and more people use it. New media allows everyone around the world to connect with each other using the Internet network. According to his book Mass Communication Theory (McQuail, 2011), the main features of new media are networking, access to target groups or individuals as recipients and senders of messages, interactivity, and open nature.

So based on interviews that have been conducted from 3 informants, one of them, Brenda Sellyndia, said that using the TikTok platform can be useful and there are also positive and negative sides, adjusting how the TikTok user uses it. With this TikTok platform, it can help the community, especially for Generation Z to find information and exchange information. They can easily use tiktok with the help of hashtags and content that is easy to enter fyp. Therefore, the help of hashtags or hastags is what can increase the algorithm of the TikTok content itself. With TikTok, Generation Z can also watch live presidential and vice debates, not only on television. The link with new media theory is the development of increasingly sophisticated media. All can be accessed through gadgets with an increasingly sophisticated digital era and platforms that are in great demand now, one of which is TikTok. Interesting content with a short duration makes Generation Z not feel bored

4. CONCLUSION

This study concluded that Generation Z is more likely to obtain random political information from social media. Based on the discussion that has been stated above by the researcher, it can be concluded that activities in using Tiktok as a means of political information have strategic advantages. In using this tool, it can be used as social media as a conveyer of aspirations for generation Z. This effective, easy and practical use makes Tiktok a medium for delivering information to generation Z. This main media in political communication provides the existing authorities with things that are used in conveying public policies, statements and also all phenomena related to the public.

The second generation already has better digital skills, although their information-seeking patterns are secondary. This is supported by evidence

that shows Gen Z does not absorb information quickly. What you get through social media is pretty . This includes seeking political information, but requires further investigation. After receiving information from social media, this generation verifies the information or seeks the truth of information. Social media is a double-edged sword and can be beneficial to political actors if used efficiently and effectively. However, if the political actors do not consider several aspects in responding to it, then it will have an impact on the loss of public interest in these political actors.

With easy access and low costs, this is a good value in using Tiktok. Media cannot be two-way or only centralized. However, when social media is used as a political communication tool, they get reactions from the public. Don't forget the reach of social media, which can reach , anywhere (Fathiyah, 2023). , social media is an effective tool and an interesting phenomenon to study in contemporary political communication studies. TikTok is a platform where young people can share their aspirations, thoughts and opinions. Generation Z never gets tired of editing their photos to produce the most interesting version of Tiktok from their own point of view. , this type of social media can attract the attention of many generation Z

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