

The Influence Of Political Communication On TikTok On Gen Z Support In The 2024 Election

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Abstract

Every election always brings up new strategic ideas and media as used. Likewise in the 2024 Election, new media will emerge using the latest social media such as: Tik Tok, Instagram, and Twitter as a means of political communication. All presidential candidates pairs utilize social media and use new strategies in political campaigns to gain the most votes. The purpose of this study is to find out how Tik Tok becomes a new and effective political communication media in the process of conveying political messages. In addition, it is also to find out to what extent the influence of Tik Tok content on Generation Z and millennials can influence their political decisions in participating in the Election. This study uses a qualitative research method with a library study. The results of this study reveal that Tik Tok is the main target of political campaigns because almost all of the young generation who are the main voters in their elections use the application in their daily lives, thus giving rise to a strategy to attract the sympathy of the younger generation through interesting content that is uploaded. In addition, the younger generation is easily influenced by content that is packaged according to their movements and thought patterns so that it can influence their political decisions.

Keywords: political communication, Tik Tok, 2024 Election, political campaign

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Introduction

The euphoria of the February 14, 2024, election has ended. This moment was a turning point for the future of the political and governmental map in Indonesia. In addition to electing legislative members, the presidential election became the main topic in various mass media, especially social media. This election presented something different compared to the 2019 campaign period. If in 2019 social media was heavily about identity politics, many used Facebook, WhatsApp, Instagram, and Twitter. Then in the 2024 election, new media that is currently popular with young people has begun to be used, namely the TikTok application. The content displayed by this application follows the market share of young people who are more relaxed and fun. Different from the typical Facebook and Instagram users who tend to be serious. TikTok consumers only need to get news information updates from this application and do not need to watch TV or online news media. All the latest updates simply appear on the For Your Page (FYP) homepage in the form of videos that are currently trending or popular.

The popularity of Tik Tok in recent years has succeeded in attracting young consumers. It has succeeded in reaching the youth market through its features such as music, video effects and sticker filters, voice changers, dance, or lip-syncing. Light and interesting entertainment content has succeeded in luring viewers to follow trends through FYP. Tik Tok's speed in distributing messages with interesting and entertaining content is a special concern for users to stay for a long time, with the support of immersive technology (Montag, Yang and Elhai, 2021) . The 15-second video feature and the FYP page are TikTok's main strengths. In fact,

they no longer know social media like Facebook which is no longer up to date for the younger generation and only the older generation still uses it.

Over time, the TikTok application began to be used as a political channel that was easily understood by the younger generation. In fact , in the 2022 election contest in the Philippines, Tik Tok Media was used to influence swing voters by Marcos Jr. Tik Tok's features and algorithms played a major role in supporting Marcos Jr.'s success (Alizen *et al.* , 2023) . Any politician who is able to see the market for the latest technology will easily meet the needs of its users so that it will influence the decisions that will be taken. Along with the development of technology, new communication models are utilized in political campaign activities aimed at reaching voters (Aronson, 2012) . The very dynamic development in communication media encourages all parties to utilize digital media to build strength in the 2024 Election. Various new social media platforms have been built to capture the sympathy of the younger generation who understand technological developments (Doni003, 2021) .

In line with the development of political communication media, Tik Tok as one of the political communication tools is considered the most successful in capturing young voters and reaching public opinion in the digital space (Hindarto, 2022) . The strength of the Tik Tok platform can be seen from its users, which are more than one billion users as one of the social media platforms that is ranked in the top five most widely used based on the results of a report in early 2023 (We Are Social, 2023) . The largest number of users comes from young people because the content is more

entertaining. Regarding the use of Tik Tok media, the number of Indonesian Tik Tok users has reached 109.9 million users and has been named the second largest Tik Tok user country in the world (Sadya, 2023) . Gen Z and millennials with very large numbers and spend time in cyberspace . The 2024 election, when viewed from the voter map, is dominated by young voters. Data from the General Election Commission (KPU) shows that 55-60% of the percentage of voters are dominated by young voters. (Ayu, 2023) . This shows that the target of political marketing for the 2024 election is based on the participation of young people. The key is how politicians or political parties can embrace young people so that their votes can be captured.

The results of the 2024 Election show that the Prabowo-Gibran Camp won significantly, not far from the large contribution of young people who tend to choose TikTok as their social media. Young people no longer see the track record of the candidate's history as something very important, they pay more attention to their innovative work vision and mission in order to solve actual problems. The changing mindset of the younger generation who are no longer based on history and political track records provides an opportunity for candidates to package a vision and mission program that is attractive to the younger generation, such as welfare issues and employment issues. (CSIS, 2022) .

Theoretical Framework

Political communication

Political communication is generally the same as communication in general, there is a

sender, message and recipient of the message, only the contents of the message contain politics. Another opinion states that political communication contains messages to achieve planned goals with efforts to convey political messages to influence other parties to follow the message that has been conveyed (Suryana, 2019) . Political communication is more specific to political interests. What is desired and who is influenced is expected to provide feedback from the message giver. Meanwhile, according to Rush and Althoff, political communication is the process of sending relevant political information from one part of the political system to another and between the social system and the political system (Syam, 2002) .

Political communication consists of two aspects. The first is political activities; the second is how political actors convey political messages to others. Second, participating in political and scientific activities in the context of the political system (Hikmat, 2015). Political communication is not limited to political events such as elections; it includes all forms of communication carried out by certain parties to gain mass support. As previously mentioned, the phenomenon of political communication in society is an integral part of the political dynamics in which communication occurs. As a result, political communication in Indonesia cannot be separated from the national political process.

Method

This study uses a qualitative research method with this study being a literature study. This study aims to determine how political communication is carried out through TikTok content so that political messages can be

captured by Gen Z and millennials and how political campaigns through TikTok can influence political decisions to contribute to the election and choose one of the candidate pairs. The advantages of this study from previous studies are that TikTok social media is used as the main medium for political communication with the main target of gaining votes from followers who are Gen Z and millennials through political communication strategies by a reliable team that can process the content and is able to utilize the TikTok algorithm so that it can influence the contribution of support from the younger generation to one of the presidential candidates in the 2024 election. It is rare for a candidate pair team to seriously use a political communication consultant strategy so that they are able to produce the expected contribution. All candidates use TikTok media as a means of political campaigning but are still lacking in the use of digital strategy management through TikTok.

Results and Discussion

Political Communication Trends via Tik Tok

In accordance with the development of the times, the political process requires political communication channels that can accommodate political messages so that they can be accepted and understood by all groups, both young and old. Social media is one of the political communication tools that is considered capable of conveying messages and getting good feedback results. One of the strategies for political parties to win elections is by utilizing social media efficiently (Alfiyani, 2018). The use of social media by political parties began to be intensive in the 2014 elections, and was

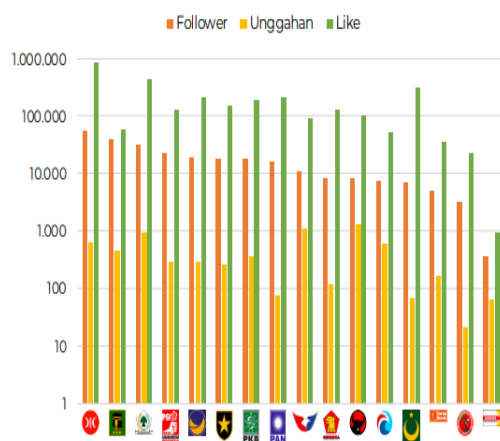
increasingly used during the 2017 Jakarta Pilkada. Twitter social media is very intensively used by gubernatorial candidates through Tweets issued by each pair. Based on data collected by Twitter for the period January 31, 2017 to February 6, 2017, tweets containing "@basuki_btp", "@aniesbaswedan" and "@agusyudhoyono" were collected approximately 79,856 tweets (Habibi, 2018).

Furthermore, social media has become a new area for conducting political campaigns. Through social media, political messages can be conveyed with a wider reach and can minimize meetings in the field at a fairly large cost. The trend of social media that is currently popular is always changing at any time and currently the one with the largest viewers is Tik Tok. It is undeniable that in the process of the February 14, 2024 Election, political campaigns are targeting Tik Tok media which is attached to viewers from the younger generation. Both individuals, groups and political parties use Tik Tok as a communication medium to increase their election in political battles. For example, "PAN dance" which was popularized by artists who are members of the PAN party, has shifted "Perindo song" in the minds of the public and young people are more familiar with it because it is presented in a youthful style. All efforts made focus on the creation of a positive image and opinion from the public. Although technological developments through social media have changed the way we communicate, important elements of communication such as messages and individuals involved in political communication still play a significant role, as in the principles of traditional communication (Haris, 2022).

In the end, everyone involved in the 2024 political contestation uses Tik Tok media as a means of communication, whether they deliberately create a self-image or get an effect from the FYP Tik Tok created by netizens. This encourages many politicians to build their political networks on Tik Tok by sharing short videos of their daily lives, achievements, and interesting social lives (Deriyanto and Qorib, 2018) . For example, Tik Tok Ganjar Pranowo who has a hobby of cycling and going around greeting the community. Then the influencer Thoriq Halilintar who does a lot of social activities, especially for young people, one of whose big supporters is Alam Ganjar. So this media is considered effective as a means of information and political communication for politicians so that they can appropriately build and create personal branding and disseminate their political ideas and views (Kamindang, Amijaya and Ilmu Sosial dan Politik, 2024) .

Table 1

Number of followers, uploads and likes of TikTok accounts of political parties in Indonesia as of March 10, 2023



Source: (Alizen *et al.* , 2023)

Based on the table above, we can see that each political party in Indonesia has a Tik Tok account as a tool for political communication. From the 2023 data, PKS has the most followers and likes for uploads, while in terms of uploaded content, it is less than uploads from PDI, Perindo and Golkar. Not only political parties have Tik Tok accounts, but presidential and vice presidential candidates also have Tik Tok accounts such as Anies Baswedan, Muhaimin Iskandar, Ganjar Pranowo, Mahfud MD and the Prabowo-Gibran pair. Among all of them, Ganjar started his activities on Tik Tok first so he is more familiar with Tik Tok residents. Various kinds of content are uploaded on each presidential and vice presidential candidate account where each account shows its own uniqueness. Even Gibran's account is considered the most "weird" because he is not ashamed to display his account profile photo which is considered by many people to be very absurd but is actually popular with young people.

The votes of the Boomer and Baby Boomer generations, the results of the Kompas Research and Development survey in early May 2023 showed that Ganjar - Mahfud's vote acquisition was superior to the same support for Prabowo-Gibran. However, this condition changed because in the same year, Prabowo-Gibran's support finally increased drastically, even reaching 60% of the vote support from young voters who became the main target of the presidential and vice presidential candidates' political campaigns, especially through the Tik Tok application (CSIS, 2022) . Each candidate pair's camp carried out their winning strategies through the Tik Tok social media.

Tik Tok Content Strategy Contest

As the most downloaded application in the world, Tik Tok displays different content in political participation which according to Vijay & Gekker offers a “body of work on play” model that contains political competition on Tik Tok through content that is more fun and light to watch, for example in the form of parody content, memes, or satire (Harley, 2010). Political conflicts that may occur on Tik Tok are displayed through more creative and sporty content. For example, ahead of the 2024 Election, many parties made song jingles that aimed to be more acceptable and down to earth, such as the song “pan..pan..pan” by PAN which finally uploaded videos made up to several versions, then there was the jingle “oke gass” by camp 02.

Anies Baswedan's Strategy

Digital technology has been used by Anies and his team since the 2017 Jakarta gubernatorial election, they used digital technology to attract young voters. Anies Baswedan has been active on social media since then and has tried to get the attention of his community (Nazma and KN, 2024). In the 2024 election, Anies Baswedan began to explore the Tik Tok platform by doing a live TikTok on the Anies Baswedan account for the first time with the title "Temani Saya di Jalan". This activity was carried out during the trip in between his campaign activities in East Java and the audience had reached approximately 4,000 viewers (Nazma and KN, 2024). Anies' camp is also supported by content creators, for example Fadil Jaidi's audience, who has 11 million followers on the Instagram channel showing his support for the Anies-Muhaimin candidate pair

The impact of the creative campaign itself, k-pop lovers or commonly called kpopers (fans of Kpop and Korean culture) have started to glance at presidential candidate number 1 Anies Baswedan after going viral on platform X, the emergence of the account name "Anies Bubble" is a supporter account used for various things related to Anies Baswedan, the term Bubble itself is a paid service that is usually used by k-pop fans to receive and send messages to their idols, even Anies got the nickname 'national father' from generation Z and 'Park Ahn Nice' in the South Korean idol lover community. Director of Trias Politika Strategis Agung Baskoro sees this phenomenon as a great advantage for candidate pair number 1 Anies and Muhaimin Iskandar to increase their existence because the majority of kpopers, generation Z and millennials dominate the voting age in 2024 (Nazma and KN, 2024).

Anies' campaign on social media since 2017 has had a positive and very large influence in gaining support from young voters. So far, Anies has campaigned through Twitter, which is identical to a smart audience. Entering the 2024 Election, the candidate pairs have started using the Tik Tok platform, which is more entertaining than the Twitter platform. Anies also does not want to be left behind in influencing public opinion, especially the younger generation of Tik Tok users. Content uploads that provide a positive image of Anies have begun to be uploaded so that the younger generation can give their sympathy to the Anies candidate pair. Anies' creative campaign through social media, especially through the Tik Tok platform, shows that digital platform support is very important in supporting the political communication process, especially in

gaining support from young people. It is very important to continuously update and improve creativity in campaign content to stay relevant amidst increasingly fierce competition on social media (Nazma and KN, 2024).

Prabowo-Gibran Strategy

Prabowo's camp uses the services of a political communication consultant to design a communication strategy to provide personal branding for Prabowo's camp. The famous Indonesian advertising director, Ipang Wahid, was given the task of selling Prabowo through Tik Tok media. Previously, Ipang was a political communication consultant team in the 2019 Election whose job was to provide a good image of Jokowi while worsening Prabowo's image. One of Ipang Wahid's advantages as a political communication consultant is that he always looks at the data in the field, not just assumptions. When the work is based on data, then you will know what is needed to build the right personal branding. As a consultant, you must know that you have to create something that can be sold and has been adjusted to the market.

Ipang Wahid knows that Indonesians spend a lot of time on the Tik Tok application. So the target consumers of Tik Tok are the younger generation, so he took advantage of something that was viral. The political communication strategy of the 02 camp began to be designed 10 months before the election. The demographic target voters are millennials and Gen Z by utilizing trending content, namely the content "oke gass" and "jogja Istimewa" from Ndarboy. This was done because both contents had stuck in the minds of netizens. The 02 camp collaborated by changing the song in the lyrics "oke gass" to "oke gass.. nomer 2 paling pass"

while the lyrics of the ndarboy song became "naming Prabowo Gibran aku tresno panjenengan". After being launched, the two contents exploded on Tik Tok. Many watched, uploaded Kembali with dancing or even many uploaded the music as a gymnastics background sound.

According to Ipang, Tik Tok provides a very large market with a youth segmentation, different from Anies who is more adept at the Twitter application with a segmentation of smart people. The 02 camp created two communication channels, one in the form of advertising and the other in the form of reporting. Political branding positioning for the 02 team is very important where we are and the positioning taken by Prabowo is to continue and perfect Jokowi's work results. That's why there are many uploads or posts that show the closeness between Jokowi and Prabowo. In order for Prabowo's image in society to be more flexible with the people, Prabowo, who is identical to the military, the team created a value that is identical to the military, namely dancing. Soldiers usually like to dance en masse, for example dancing to the song Sajojo. Even the moment when there was Najwa Shihab's activity at UGM, Prabowo showed a moment when he asked for time to answer, he showed a dance movement and many called it gemoy. By Team 02, this uniqueness was then uploaded with the gemoy dance on Tik Tok following the target audience accompanied by the song oke gass. It turned out that the viewer's response was very good and there was even a flashmob of the gemoy dance. To balance the young audience, the figure shown by Prabowo-Gibran used Aii technology for the cartoon version.

Even Prabowo's face with a cartoon was made for a billboard and got a very good reaction.

So far, Prabowo has been perceived as a firm, military, authoritative person. This is considered not to have sold and grounded Prabowo's figure by creating content that gives the perception that society wants, namely: honest, popular, his experience has been proven. The content that is highlighted is to show what has never been or has been hidden about Prabowo. Raising the values of togetherness with the people that have been hidden. Several contents have been uploaded by the 02 camp team, welcomed by the community and then the buzzers and the community themselves who moved to express themselves by creating their own content related to Prabowo.

The branding displayed by Prabowo is the value of closeness to Jokowi because Jokowi's approval rating is 75%. It is perceived that whoever is close to Jokowi will win. Therefore, team 02 visualizes the closeness carried out in various activities between Jokowi and Prabowo. When branding, positioning is very important because it determines your position, whether to continue and perfect or change. Prabowo chose positioning to continue and perfect.

The effectiveness of the internet in conveying messages, especially political messages. When there is reciprocity from above or below or vice versa, it makes it important in the political communication process (Tabroni, 2012). Based on the analysis of team 02, the pure results obtained from the official team's uploads were only 5-6 million viewers, but other very large results of up to a total of 24 million viewers came from netizens who

worked organically, even if there was any from the performance of the buzzer, it was not that big. The performance carried out by team 02 by creating thousands of accounts and posting dozens of posts every day in the hope of getting FYP. The team also clustered uploads according to target segments, for example Gen Z, workers, mothers, even Islamic segments.

Ganjar Pranowo's Strategy

Ganjar Pranowo has a personal Tiktok account Ganjar Pranowo with the username @ganjarpranowofc has 3.6M followers and 71.1M likes. Ganjar Pranowo often uploads various videos showing his activities in protecting the community. Like several videos showing Ganjar Pranowo attending various events in Central Java. (Lestari, Rahayu and Setiawati, 2022). Ganjar Pranowo glides easily through the Tik Tok application because he has started using the Tik Tok application a long time ago. Through Tik Tok, Ganjar uploads a lot of content containing his activities and family when making visits or personal activities cycling or blusukan. However, if you look at his uploads, not many of them explode with millions of viewers.

Ganjar's camp is different from Prabowo's camp, which works on content seriously by hiring directors. Ganjar is also supported by celebrities Anang Hermansyah and Ashanty with a total of 38 million Instagram followers to support him. In the local Central Java area, there is a program via Youtube "jejak ganjar" a continuation of his program when he was still Governor by recruiting content creators Ucup Klaten, Lek Damis, Dimas Zaenal to promote Ganjar. They even had time to gather content creators throughout Central Java to collaborate with national artists. What makes

influencers have special power is their ability to attract large votes at the grassroots. The attachment of influencers to their audience allows them to convey political messages in a more personal and convincing way. With a wide social media platform, influencers are able to spread their political ideas to their followers at the grassroots quickly and effectively, influencing political views and decisions at the individual level⁴. (Goodwin *et al.* , 2023) . The factor that influencers have special power is their ability to attract large votes at the grassroots. Influencers' engagement with their audiences allows them to convey political messages in a more personal and compelling way. With their extensive social media platforms, influencers are able to spread their political ideas to their grassroots followers quickly and effectively, influencing political views and decisions at the individual level. (Goodwin *et al.* , 2023)

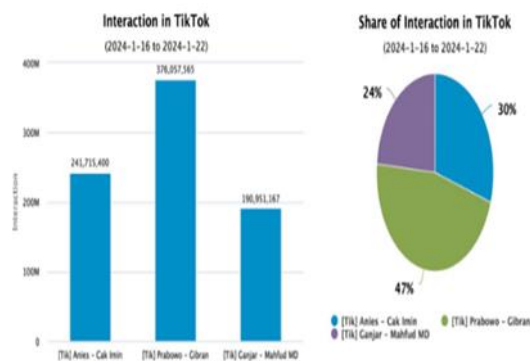
In addition, Ganjar's promotion seems to be more closely carried out by the family, because each of Ganjar, his wife and his son, Alam Ganjar, all advanced in the field and carried out political campaigns in their respective fields. Ganjar may be proud at the beginning of having many followers but in the end he lost badly to uploads from other camps, especially 02. Even the jingle of the Ganjar-Mhfud song rarely appears on the Tiktok homepage, losing out to Prabowo's oke gass. The lack of strategy by Ganjar's camp to process the Tiktok media is one of the causes of Ganjar's decreasing voice from Tiktok. However, we should also not forget the possibility that supporters of the Indonesian national football team might hate Ganjar because his rejection of Israel at the U-20 football event caused

Indonesia to cancel as the host of the 2023 U-20 football.

Based on Netray Media monitoring, there were 1,070 contents with the keyword "gemoy" during the monitoring period of November 24 - December 4, 2023. Video content with the keyword "gemoy" has been watched 57.3 million times with a total impression reaching 2.6 million reactions. Likewise, with Drone Emprit's analysis, candidate pair number 2, Prabowo Subianto-Gibran Rakabuming Raka achieved the highest interaction on TikTok, which was 376 million interactions throughout January 16-22, 2024 (Aldino, 2024) . This data is also reinforced by monitoring from Drone Emprit which monitored Tik Tok interactions for the period January 16-22, 2024 that the highest interaction on the Tik Tok application was on the Prabowo-Gibran team which reached 47%, second was occupied by Anies with 30% and the last position was from the Ganjar camp with the lowest interaction of 24%. This happened because of the massive onslaught of uploads from the 02 camp on Tik Tok, so that it received a lot of attention and provided space for interaction between the message sender and the message recipient. This is what young people do not get enough interaction from other camps. The following are the results of the interaction table on Tik Tok for the period 16-22 January 2024 in table 2.

Table 2

Interaction trends on TikTok for the period
January 16-January 22 2024



Source: Drone Emprit

Efforts to attract the attention of the younger generation of camp 02 have carried out many strategies through interesting digital and audio-visual technology. Through the jingle "oke gas Prabowo-Gibran paling pas" which is circulating and FYP on TikTok. Then through this song, the joget gemoy was developed which was reported from the TikTok social media, the song "Oke Gas Prabowo Gibran Paling Pas" has been used in 415,700 videos (as of March 4, 2024) and is labeled as a popular sound among users. (Dwiastuti and Ratnaningrum, 2024) . In addition, the light blue nuances in every Prabowo-Gibran activity also show the trend of young people. Even the billboards installed on the side of the road use Artificial Intelligence or AI technology. The campaign through animation and this song is also considered to give the impression that politics can be fun (Dwiastuti and Ratnaningrum, 2024) . Social media is one of the main options for candidates to campaign considering that most of the younger generation spends a lot of time in cyberspace. This is utilized by candidates by involving a number of influencers and celebrities, especially

influencers who have a lot of followers compared to other influencers or celebrities.

Trends in young people's voting behavior

The use of social media as a campaign tool is used as an efficient and effective strategy. Wide and fast access allows messages to be conveyed to the wider community without having to meet directly through large field events so that costs are lower (Nazma and KN, 2024) . With the demographic bonus of the Indonesian population, it can be seen that the trend of young people's political participation has a large proportion so that they become a determining group in the 2024 Election (Alizen *et al.*, 2023) . Although there are many opinions about young people called Gen Z, their voices are very significantly needed.

There is a very significant difference in the orientation of Gen Z and Millennials. They focus more on the present and the future, not the past. So their behavior in politics does not care about the story in the past, what is there now is the basis of their thinking. This is what many people do not understand, that Gen Z's thinking is more easy going. They are a generation that grew up with the internet and cellphones. According to Alvira Strategic data, Generation Z's reception of information is more visual than narrative, so it is not surprising that Tik Tok with a visual video base is more in demand (Alizen *et al.*, 2023) . Because of their light thinking, they don't really need serious things like on more serious Facebook or Instagram content.

Based on Gen Z criteria, the preferred political campaign model is one that entertains Gen Z. They don't really like serious content. For example, in the PAN advertisement upload with

the lyrics "pan..pan..pan" and accompanied by the dance of PAN supporting artists, it is easier to remember. In addition, for PAN's support for the presidential and vice presidential candidates, they created a jingle for the Prabowo-Gibran dance "choose..choose Prabowo-Gibran, Prabowo - Gibran are the most handsome" and FYP on Tik Tok. Other presidential candidates Anies and Ganjar also have jingles for their victory, unfortunately there is not enough FYP so it is not widely known by Tik Tok residents.

Figure 1

Comparison of the three candidate pairs' promotional jingles

Anies – Mahfud :

"Pengen pupuk gratis, petani Sejahtera sembako turun harga .. amin pemimpinnya..aaaaminnn.. Amin saja dulu"

Prabowo – Gibran:

"Tabrak tabrak masuk. Kerja nyata paling jelas..berjuang tanpa batas...prabowo-gibran tetap gass..indonesia makin emas.. Oke gas..oke gas.. nomer 2 torang gass.."

Ganjar-Mahfud:

"Jangan gentar kita punya pak ganjar.. jangan takut kita punya pak Mahfud Ayo kanca dulur kabeh.."



Source:@Asrodies Jingles uploaded on Tik Tok:

From one of the Tik Tok uploads by the @Asrodies account which showed 3 song jingles from three presidential and vice presidential candidates, many netizens did not know that there were song jingles for the 01 and 03 pairs, all they knew was 02. There were also those who commented that the 01 and 03 jingles were too old-fashioned, only 02 was contemporary and suited the tastes of young people. The jingle belonging to 01 which was uploaded on the Muhaimin Iskandar account only had around 30.7 thousand viewers with 942 likes. Very far from the oke gass jingle 02 which was officially uploaded via the Richard Jersey Official account on Youtube, with 34 million viewers with 245 thousand likes and then going viral and FYP on the Tik Tok homepage.

Table 3
CSIS-CN 2024 Election Exit Poll Results by
Age/Generation Category
On February 14, 2024

Generasi ²	Basis Sampel	1. Anies - Muhaimin	2. Prabowo - Gibran	3. Ganjar - Mahfud	Rahasia/ Tidak Menjawab	Total
Gen Z (17-27 tahun)	25,24%	18,34%	63,22%	11,70%	6,74%	100,00 %
Millennial (28-43 tahun)	35,78%	23,36%	54,36%	14,55%	7,74%	100,00 %
Boomer (44-59 tahun)	26,80%	24,49%	49,49%	18,58%	7,44%	100,00 %
Baby Boomer (60-78 tahun)	11,61%	22,63%	46,41%	22,84%	8,12%	100,00 %
Pre-Boomer (di atas 78 tahun)	0,58%	18,84%	43,48%	30,43%	7,25%	100,00 %

Sumber: Hasil Exit Poll CSIS-CN, 2024

Source (Dwiastuti and Ratnaningrum, 2024)

Based on the table above, the five generations sampled, it can be seen that all 5 generations have the largest percentage of choosing 02. Even Gen Z and millennials have achieved choosing 02 above 50% each with Gen Z 63.22% and millennials 54%. The five generations chose Anies with a percentage of 18-24%, while those who chose Ganjar had a very diverse percentage, namely the smallest percentage of 11.70% in Gen Z and 30% in Pre-Boomers. This shows that the younger generation prefers Prabowo Ganjar as their choice of president and vice president in the 2024 Election. So we can conclude that political campaigns through Tik Tok are the most appropriate strategy to influence the behavior of the younger generation, especially Gen Z and millennials, so that their choice leads to one of the candidates, namely Prabowo-Gibran.

Discussion on the relationship between social media and electoral politics in general can be divided into three issues, namely (1) social

media as the main source of information; (2) social media as a place to campaign; and (3) social media and its influence on the final results of the general election. (Alizen *et al.*, 2023). On the first issue, that social media as the main source of information has been carried out by all three camps, both 01, 02, and camp 03. Various uses of Twitter, Instagram, Youtube and Tik Tok. Tik Tok as the most popular social media makes all political parties and presidential and vice presidential candidates use Tik Tok as their communication media. This is shown by the political communication strategy of 02 which uses Tik Tok media giving satisfactory results with their voting behavior for Prabowo-Gibran. The high survey results from Millennials and Gen Z who chose 02. Communication media here functions as a tool to facilitate the implementation of political communication so as to increase the possibility of implementing a more responsible democracy as well as a tool for politicians' image in the social order (Golding and Murdock, 2000).

The media also constructs political reality in society. What is understood by society is the result of media construction. For example, when the gemoy dance is viral, it is as if Tik Tok residents will be left behind. When they do not follow the moment by following the trend, they will be labeled as being behind the trend. In addition, it also reveals the problems of the position of political communication in cases of practical political activities in the process of transformation and formation of political communication in society (Kraus and Davis, 1975). Even the 02 camp has two political campaign branding teams, the first team that reports all activity activities through the media, and the other is a political branding team

through political advertisements on Tik Tok which is chaired by the famous Indonesian advertising director Ipang Wahid.

On the second issue, that social media as a means of campaigning, in the 2024 Election all political parties and presidential and vice presidential candidates use TikTok as a campaign medium. This can be seen in tables 1 and 2 above which show the contribution of political parties and each pair of presidential and vice presidential candidates. Kathleen Searles emphasized that to attract the attention of young people today it is necessary to design a campaign that follows trends and cultural patterns so that political campaign messages through social media continue to produce interesting and relevant messages and can support the communities involved (Nazma and KN, 2024) . The effectiveness of the internet both from below and above and vice versa in conveying political messages makes it important in the political communication process (Tabroni, 2012) .

We can see that the factors that influence the success of creative campaigns on TikTok social media can be concluded that generation Z and millennials like the creative campaign style on TikTok social media. The more attractive the young people are, the more they will repost and go viral. As a political communication tool, TikTok is thought to be effective in gathering public opinion and reaching young voters more widely in the digital public space (Hindarto, 2022) . Even content from 02 joget gemoy is widely uploaded by Tik Tok users through joget content or there are joget gemoy competitions as if they should not miss a very big moment. Some content may not be successful in attracting the younger generation, possibly due

to the lack of interaction built with their followers and tends to be less able to maintain the interest and support of voters, resulting in low engagement with voters. (Nazma and KN, 2024) .

The third is the influence of social media on the final result. The content displayed in the media will successively influence a person's perception to then contribute to the democratic party in this case by participating in choosing candidate pair 02. The influence of political content on Tik Tok greatly influences Generation Z where they try not to be left behind in a moment, for example, joget gemoy, there are lots of uploads with joget gemoy nuances and nuances of jingle oke gass., as if it has become a necessity to follow what trends are happening. It can be said that social media has become a sustainable lifestyle for generation Z (Ain, Sari and Candrasari, 2023) .

One of the important factors that influences people to tend to choose candidate pair 02 is to see the tendency of which of the three presidential and vice presidential candidates will be supported by Jokowi. That 75% of the level of satisfaction with Jokowi's performance cannot be ignored because this number is what the candidate pair is trying to achieve which makes Jokowi's program sustainable and is willing to improve it. The Jokowi factor is the determining factor in who will choose in the 2024 Election, before 02 released that he would partner with Gibran, the survey results shown on Ganjar were quite high because so far Ganjar has been one of the people close to Jokowi. Supported by a digital political strategy through Tik Tok which is very massive so that Generation Z is more interested and influences their choice to choose 02.

Based on the data above, we can see that based on uploads on Tik Tok, viewer responses can change according to the moments shared. Based on CSIS-CN 2024 exit poll data, 52 percent of Jokowi-Ma'ruf voters in the 2019 Election chose the Prabowo-Gibran pair in the 2024 Election. Anyone who is indirectly supported by Jokowi will be considered to continue Jokowi's program in the future. This is based on the fact that the current level of public satisfaction with Jokowi's performance is still very high at 74 percent, so anyone who carries continuity and is close to Jokowi will find it easier to get votes in the election (CSIS, 2023).

Conclusion

Along with the development of social media, the development of political communication also follows behind it. Maybe many people regret why the political process must follow the trend of young people, but inevitably it must be done because generation Z is the largest participant in the election. Of course, the mindset is very different, adults consider making political decisions through a series of political processes that they have gone through and this is very different from the current generation who seem indifferent to the history of democracy in Indonesia. Likewise, in the 2024 election process, social media TikTok has become the main communication media in carrying out political interactions. Each team competes with each other in strategy and whoever is able to package informative and entertaining content will get a lot of attention, as team 02 has done. Those who want to be successful must have a strategy to invite the younger generation by adjusting their mindset, it would be wrong to force their will but through

their communication network. This is proven by the large number of Gen Z and millennials who ultimately chose 02 in the February 14, 2024 Election. The key to winning the 2024 election is whoever has the key to gaining the sympathy of the younger generation will be the one to win their votes. This will be a challenge in the upcoming election so that political parties and politicians pay more attention to their future voters.

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