



Literature Review: The Function of Tiktok in the 2024 Presidential Election Campaign of the Republic of Indonesia

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Abstract. The 2024 Presidential Election entering January 2024 is heating up. All candidates use social media to convey their work programs. The advantages of social media as an agent of political socialization are that it can convey much information, is easily accessible, and guarantees freedom of opinion. Qualitative research methods use literature studies, and data are analyzed. The results showed that TikTok social media was an influential political socialization agent in increasing the political participation of the Indonesian people and became a means of argumentation in discussing Paslon's issues and work programs in the 2024 Presidential Election. This study concludes that TikTok social media can effectively influence political socialization through information selection and digital literacy, especially in responding to various political discourses and issues related to the 2024 Presidential Election.

Keywords: TikTok, Media Social, Presidential Election, Campaign, Republic of Indonesia

INTRODUCTION

TikTok is an app that lets its users share short music videos. Her TikTok is also known as short vibrato videos from Douyin. TikTok was launched in September 2016 and quickly entered Indonesia. Indonesia blocked TikTok in July 2018 through the Minister of Communication and Information Pak Rudiantara because the application was considered less suitable for children due to its harmful content. The TikTok team negotiated a change in age requirements, so the blocking only lasted one week, and users in Indonesia could reaccess TikTok. After that, TikTok started to be popular in Indonesia. This application is aimed at Alayer and people from various walks of life who want to express themselves.

TikTok was developed by Beijing Byte Dance Technology and originated in China. It can be downloaded on the Play Store for Android users and the App Store for iOS users; it can also be via PC. TikTok was created by Zhang Yiming, who is also the founder of Toutiao. The app lets users create their music videos and express themselves freely. We can use it to share stories,

raise complaints, give motivational quotes, provide specific information, perform dances, and show off any talent.

The usefulness of Tik Tok is for the positive things below:

- 1) Sport. One of the activities that users often do is dancing to the rhythm of existing TikTok music or songs. Well, dancing is an activity that can burn calories while nourishing the body. It is suitable for those who want to have fun.
- 2) Creative. One of the goals of TikTok is to make its users creative. However, since the beginning, this application was made with the concept of music videos. We can fill in or create any content according to creativity. We can do it ourselves if you want to make dance moves. You can do it if you want to make expressions like emojis. Want to be sad, laugh, or even do funny things can be done on TikTok.
- 3) Express yourself. We are free to express ourselves. But if you can, don't overdo it, let alone sacrifice yourself. Stay reasonable.
- 4) It is overcoming mental problems. Because you can express yourself and express ideas, you will be in a good mood. Sharing with others from various parts of the world will make you mentally healthier. Feel free to make many friends, primarily if the video content responds well in large quantities. It can give more confidence to its users.
- 5) Improve mood or mood. It doesn't have to be expensive to entertain yourself. By expressing yourself through gestures or appearances, the mood will improve again.
- 6) Share campaigns with others. More and more people are using TikTok to create content. For example, when there are people, in need on the road, usually, someone gives them something and makes it into the content. Although many say show off, this can be something positive. One is so that people who see the content can be more *aware* of what is around them. It is even better if you want to share.
- 7) *Self-branding*. Although not everyone can, one of the benefits of TikTok is self-branding. This is evidenced by the increasing number of artists born from TikTok users. Usually, they are known for their content that many people like so much that they have fans. Artists also often use this application to express themselves and strengthen *their* branding.
- 8) Entertainment for others. Besides being useful for yourself, the content on TikTok can also be useful for others. Those who see your content can be inspired or laugh because it's funny.
- 9) They are developing business and marketing. If you have a product you want to sell, try to create content on TikTok containing product advertisements. The content can be towards information so that it becomes *soft selling*. In addition to users, the benefits of TikTok for

business and marketing are also maximized by music creators—for example, singers, musicians, and songwriters. The trick is to create a *challenge* with the *background* of their song. That way, their names will also be raised, and the song can go viral because many use it.

The following things are annoying about using the TikTok application:

- a) Time-consuming. Creating content for this app is quite time-consuming. For dance, for example, you have to practice the movements first, memorize them, and match them with the tempo of the music. Even for the simplest, it sometimes feels unsatisfying when made perfunctory.
- b) Make children too lazy to learn. If TikTok users are still children, the danger is even greater. Because they are more often holding cellphones and playing from the screen, this will make them tend to be too lazy to study.
- c) Just create content to go viral and sacrifice yourself. There have been many cases where because they want their content to go viral, users create embarrassing and even life-threatening content.
- d) Narcissistic. Because you want a lot of likes and comments, this will make users more narcissistic and glorify themselves when they can achieve it.
- e) Wide open group conversations. On this app, you can chat in group conversations with even strangers. If it is not wise to use it, the negative impact that will be caused is very real. Finally, the utilization or use of the TikTok application is self-sourced. Whether positive or negative, you alone determine it (Puspita, 2020).

In this era of incessant Presidential Elections in 2024, using TikTok is one of the efforts made by the Presidential Candidate Couple. This research is a literature review of the use of TikTok by the Presidential Paslon in 2024.

LITERATURE

The spouses of presidential candidates have used a very high number of active users of social media in Indonesia to campaign. This is especially evident from the dynamics of public issues regarding the 2024 presidential and vice presidential elections, which are increasingly heated in Indonesia. According to a report by We Are Social, there are around 106.51 million TikTok users in Indonesia as of October 2023. That number makes Indonesia the country

with the second most TikTok users worldwide. TikTok is one of the social media that is rife-loved by internet users worldwide. According to a report by We Are Social, the short video app has 1.09 billion users worldwide as of April 2023. It was noted that TikTok users worldwide increased by 12.6% compared to the previous year (*year-on-year / yoy*).

Compared to the previous quarter, the application made by Bytedance rose 3.9% (*quarter-to-quarter / qtq*). Based on the country, most TikTok users are still from the United States. 116.49 million TikTok users are from Uncle Sam's country as of April 2023. Indonesia is also firmly ranked second with the highest number of TikTok users globally, reaching 112.97 million. This number is only 3.52 million users, different from the number of TikTok users in the US. Then, the position is followed by Brazil and Mexico, with the number of TikTok users as many as 84.13 million users and 62.44 million users, respectively.

Furthermore, as many as 51.24 million TikTok users are from Russia. There are also 50.58 million users of the social media application from Vietnam, followed by 41.43 million users from the Philippines and 41.06 million users from Thailand. Then, there are 31.03 million TikTok users from Turkey. In tenth place is Saudi Arabia, with 28.37 million TikTok users. The We Are Social report also shows that women dominate global TikTok users across age groups as of April 2023. Most TikTok users are in the age group of 18-24 years, with a proportion of 20.9% women and 17.5% men (Cindy et al., 2023)

In today's digital age, there is no denying that social media plays a vital role in politics. The latest phenomenon that has attracted attention is the involvement of presidential candidates (candidates) and vice presidential candidates (vice president) on the TikTok platform during the 2024 election campaign. They are trying to be proactive by utilizing TikTok's live broadcast feature to communicate directly with netizens in two directions. The move responds to shifting voter behavior, particularly among young people increasingly dominating social media.

With the popularity of TikTok among the younger generation, presidential candidates and vice presidents recognize the tremendous potential they can achieve by being present on this platform. However, behind these political innovations, evaluating their impact, the ethical challenges that may arise, and whether these truly reflect a positive transformation in digital politics is necessary. First, we must acknowledge that TikTok has become a significant place for creative expression and interaction among youth. By utilizing TikTok's live broadcast feature, presidential candidates and vice presidents show their involvement in responding to the current dynamics of social media. This is a smart move, considering young people are potential voters who can significantly influence the outcome of an election.

In an increasingly connected political world, reaching voters through platforms used widely by them is a strategic decision. With its short video format and live broadcast features, TikTok provides a more personal and direct way to communicate with voters. This creates a positive impression and allows candidates to answer questions directly from netizens, creating more in-depth interactions. However, amid these innovations, some ethical questions need to be answered.

First, is the use of TikTok by presidential and vice presidential candidates a truly inclusive move or only focused on a specific segment of the electorate? Although young people have a strong presence on TikTok, there is a risk that this strategy may ignore voters from older age groups or those who may not be active on the platform. Furthermore, it is essential to assess whether TikTok's live broadcast feature can provide substantial insight for voters or is only limited to temporary public discourse. This step does create intimacy in political communication, but its relevance to substantial issues and policy plans needs to be examined. The success of a campaign is not just about how significant a presence on social media is but also about delivering fundamental ideas and solutions to people's problems.

In this context, paying attention to the potential for polarization and filter bubbles on TikTok is also necessary. Social media platforms are often places where voters get information confirming their views. Focusing on TikTok, presidential and vice presidential candidates may inadvertently amplify the understanding gap between supporters and opposition. Therefore, there needs to be an effort to ensure that the message covers diverse perspectives and does not just reinforce existing opinions. Not only that, keep in mind that social media can also spread false or manipulative information.

To gain support, candidates and vice presidents must ensure that the information they share through TikTok is accurate and accountable. Not only valuing popularity but also maintaining information integrity is an inevitable responsibility. Along with these developments, political observers and the general public must always be critical of the use of social media in political campaigns. Constant evaluation of these measures' positive and negative impacts is essential to ensure that these political innovations contribute positively to the democratic process and do not harm the integrity of elections.

The use of TikTok social media by presidential candidates and vice presidents reflects efforts to adapt to changing political dynamics and shifts in voter behavior that are increasingly prominent in this digital age. As a communication tool that allows direct and in-depth interaction with potential voters, TikTok is a platform that captures the essence of the political

transformation that is taking place. This move is an innovative step as it reflects a deep understanding of the importance of a dominant media presence among the younger generation. With its characteristic short videos, TikTok creates opportunities to convey campaign messages creatively and concisely, in keeping with the short-attention characteristics that today's online audience has. In this case, they show sensitivity to technological developments and trends in social behavior (Aldis, 2024).

METHOD

The method used in this study is a literature review related to the use of Tik Tok media for campaigns in the Presidential and Vice Presidential Candidate Elections. Data obtained from the internet, social media and journal articles.

DISCUSSION

The 2024 general election in Indonesia is predicted to be the first "TikTok Election," signaling a significant shift in the political campaign model. Heading into the 2024 Elections, political parties are increasingly active on TikTok. Data from various sources states that the TikTok accounts of the Prosperous Justice Party (PKS), United Development Party (PPP), and Golkar have more than 52,000, 33,000, and 30,000 followers, respectively. The PDI-P, the winning party in the 2019 elections, has just over 6,000 followers. The politicians with the most followers on TikTok are Ganjar Pranowo, Ridwan Kamil, and Sandiaga Uno, with over 5 million and 1 million followers, respectively.

According to a We Are Social report, in the first quarter of 2022, around 99.1 million TikTok users aged 18 years and over were in Indonesia. That number is less than the United States (US), which has 136.4 million users. TikTok is ranked fourth social media with the most users in Indonesia, after WhatsApp, Instagram, and Facebook. The emergence of TikTok as a campaign tool aligns with the increasing number of tech-savvy Gen Z voters. KPU RI Commissioner Betty Epsilon Idroos said 46,800,161, or 22.85 percent, of the voters were Generation Z.

Digital Strategy in Campaigning However, a comprehensive digital strategy must also integrate other platforms to reach a broader demographic. Long-form content, which provides a more detailed and nuanced view of political perspectives, still holds a firm place on platforms like Facebook and Instagram. In addition, each platform appeals to different user preferences. Twitter remains at the center of real-time updates and debates, while Facebook and Instagram cater to users who like visual storytelling and a more personalized experience. Despite its rapid

growth, TikTok's popularity sometimes does not equate to political influence, as its follower count is often dwarfed by the presence of political parties on other platforms. Effective political campaigns must target the platform and substance of the message.

The importance of social media in political campaigns, especially in Indonesia, is unquestionable. However, the substance of the issue is essential and must bridge rhetoric with policy, considering the potential for disinformation. Attention should be paid to the digital divide in Indonesia. Although urban residents access social media, TV and radio are still the primary sources of information for rural residents. So, effective use of social media in campaigns only covers some voters. TikTok's potential to be exploited for "astroturfing" — creating artificial grassroots support — is a valid concern. However, it is necessary to consider other influencing factors, such as the country's political climate and the role of other media, before attributing a major political shift to this platform. The regulatory environment surrounding the use of social media in elections is another factor to consider.

Clear policies addressing disinformation, hate speech, and transparency in digital campaign finance are essential to ensure fair and democratic elections. In addition, ethical considerations related to the use of social media in political campaigns must also be considered. For example, the rise of "deep fake" technology is a growing concern that could undermine the trust and authenticity critical to the democratic process. While TikTok has implemented policies to uphold election integrity, combating disinformation requires a comprehensive approach involving multiple stakeholders. Please take advantage of Multiple Platforms. Additionally, due to its unique algorithm that emphasizes viral content, the potential spread of disinformation on TikTok requires a broader strategy focused on social media literacy and digital ethics.

TikTok's influence in global politics, including in Indonesia, the fourth most populous country in the world, is undeniable. However, labeling this election a "TikTok election" ignores the complex and multi-layered nature of political communication. Effective political communication requires more than just reaching an audience; Political communication requires persuasion, building trust, and fostering a sense of community, often achieved through nuanced messages. It is also essential to consider the demographic distribution of social media users. Although Gen Z stands out on TikTok, the older generation, who make up a significant part of the voter base, are more accustomed to platforms like Facebook.

Therefore, strategic political campaigns should ideally leverage multiple platforms to cater to diverse demographics. Lastly, while social media can be a powerful tool for engaging young voters, face-to-face interaction should still be around. The efficacy of social media in political

campaigns often depends on the strength of the existing political infrastructure on the ground. Successful campaigns need to seamlessly integrate online and offline strategies, combining the reach of social media with the power of traditional campaign methods. While opening up new opportunities in political dialogue, especially for youth, TikTok has its own challenges in adapting political messages.

Calling the 2024 election the first "TikTok election" could be premature. This election reflects the first integration of various digital platforms, not just TikTok, in formulating political narratives. As such, while TikTok is giving new color to political campaigns, it is only part of a broader picture. The notion that TikTok dominates the 2024 election may reflect more of our interest in new media rather than understanding the complexities of politics.

A multi-platform approach that considers the challenges and opportunities of each platform is crucial for an effective digital strategy. Although TikTok plays a role in the 2024 election, just looking at the election through TikTok's lens needs to be more complex. It ignores the interaction between technology, politics, society, and other factors. With the digital divide in Indonesia, the role of conventional media, such as TV and radio, remains relevant. Thus, describing the 2024 election as the first "TikTok election" reflects more of our interest in new media rather than an understanding of complex political dynamics (Viridika et al., 2024).

Presidential and vice presidential candidates are now using the social media application TikTok to get closer to voters. For example, presidential candidate number 01, Anies Baswedan, became a conversation on social media X after doing a live broadcast using TikTok. Al-Azhar University Political Science lecturer Ujang Komarudin said Tiktok could be a means or instrument for campaigning and socialization. Presidential candidates or vice presidents introduce themselves in a good and positive way. "Tiktok is a means or one of the social media loved by the public. With Tiktok, people can access anyone, both public figures including candidates," said the Executive Director of Indonesia Political Review when contacted on Monday, January 1, 2024. He said whether he likes it or not, TikTok is a social media loved by people today, so candidates for president or vice president will use it.

Ujang considers the campaign through TikTok a positive thing. "Whatever it is, I see it, whether I like it or not, when the public loves Tiktok, candidates for presidential candidates and vice presidents enter there. Explain to the public their daily activities, positive activities, vision-mission or programs, as well as ideas and ideas using audio-visual," he said. When asked about the effectiveness of campaigns on TikTok, Ujang said there needs to be a deepening or survey to measure it. However, according to him, TikTok is becoming the essential social media

instrument today for campaigning by candidates to their audience: "Its effectiveness must be tested, seen through surveys because it cannot be seen subjectively or haphazardly. Regarding how effective it is, I cannot measure because surveys and deepening must be carried out in the community" (Indriyani Astuti, 2024).

CONCLUSION

The 2024 Presidential Election is a presidential election that uses social media to convey their ideas and ideas. One of the very big users is Tik Tok. The difference in the effectiveness of the Tik Tok application in the campaign still needs to be tested further, but TikTok social media can be an effective means as an agent of political socialization through information selection and digital literacy, especially in responding to various political discourses and issues related to the 2024 Presidential Election.

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