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GREENATION Research

Model of Using Tiktok's UGC as a New Media Political Communication Strategy for The 2024 Presidential Election in Indonesia

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Abstract: This research explores the use of TikTok as a new tool for political communication strategy in the context of the 2024 Presidential Election in Indonesia, focusing on the User Generated Content (UGC) model and the role of "Proxy" as a key component. The concept of UGC emphasizes how social media, particularly TikTok, influences political dynamics by allowing active public contribution to creating and disseminating political content that can shape public opinion. In the new media era, the Two-Step Flow Model and its modifications illustrate a shift from direct message transmission from opinion leaders to followers towards a more complex integration where opinion leaders and influencers interact not only with their followers but also with mass media through UGC. The research methodology employed is qualitative with a phenomenological approach, enabling researchers to delve into how TikTok is used to disseminate political information and shape public opinion. Data collected and analyzed aim to understand new constructions in political communication through UGC in the digital context. The study indicates that TikTok plays a crucial role in political communication strategy in Indonesia, where its success or failure can significantly impact public perceptions of political candidates. Findings provide a foundational basis for strategic recommendations to enhance the effectiveness of political campaigns in an era of rapid technological advancement. Overall, this research not only reveals the evolution of political communication strategies in the digital age but also offers valuable insights for the development of future political campaigns in Indonesia. The intensive use of social media platforms like TikTok as tools to influence public opinion and voter choices is increasingly becoming a critical strategy that needs careful management by political actors and their campaign teams.

Keywords: Social Media; Political Communication; 2024 Presidential Election; Campaign Strategy; TikTok; UGC.

INTRODUCTION

The rapid development of technology has changed the media landscape significantly, shifting the paradigm in the way people communicate and convey messages, especially through social media platforms. This transformation not only affects the daily interaction between individuals but also fundamentally changes the dynamics of modern political communication. Social media is now the main means for politicians to start taking a significant role in replacing mainstream media as the main channel for political communication. The public not only receives political information, but also actively participates in creating, disseminating, and commenting on political content through the concept of User Generated Content (UGC). The Two-Step Flow model and its adaptation reflect the complex evolution of political message transmission in this digital age, where influencers not only act as messengers to their followers, but also collaborate with mass media through UGC to expand their reach.
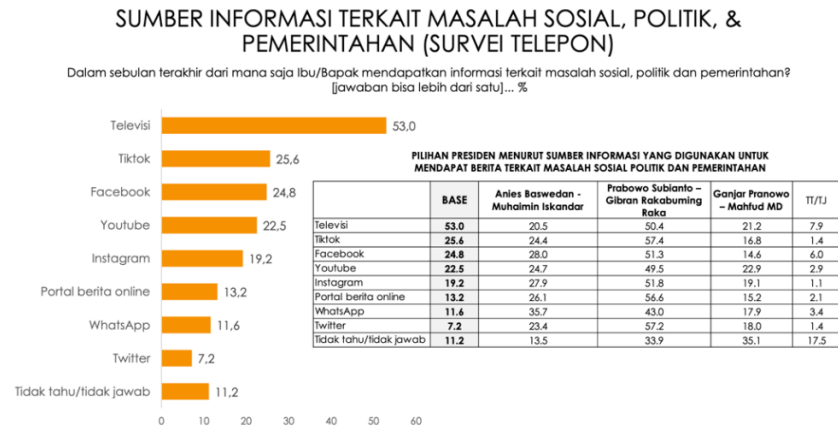
Social media, as part of the Internet of Things (IoT) communication domain, offers a two-way communication control flow and an interactive format that allows direct interaction between politicians, political parties, and voters (Revolution, 2022) This changes the traditional paradigm where mass media only functions as a conveyor of political messages from one direction. Thus, social media is not only a tool for political campaigns, but also a space for dialogue, participation, and the formation of more inclusive and dynamic political opinions in modern society. Social media, the concept of prosumers applies where the audience can be part of the content producer as well as the recipient by facilitating personal communication between political actors and the public. In addition to being used by educational institutions, the media, and the government, the use of social media in this context also involves civil servants as state agents (Eri & Fitriyah, 2023). Creating space to (Medina, J. C., Papakyriakopoulos, O., & Hegelich, 2020)

In the digital era, political campaigns are no longer limited to television broadcasts and print media. Through social media, political actors can directly communicate and interact with their voters more personally in a direct and real-time manner. With a panoramic format, social media allows political messages to be conveyed in a variety of forms, including text, video images and even live broadcasts. In addition, social media allows the public to be involved and actively participate in voicing opinions, creating discussions and sharing political content (Ratnamulyani and Maksudi, 2018). The use of social media as part of political communication strategies, although still relatively new, has begun to be widely used by political actors, even at the presidential election level. In the 2019 presidential election, the victory of Jokowi-Ma'ruf Amin cannot be separated from his dominance on the social media platform Twitter. Previously, Obama also used Twitter as part of his political campaign model (https://dunia.tempo.co/read/1590279/menang-pilpres-filipina-marcos-jr-raih-pemilih-muda-lewat-tiktok-dan-facebook)

In the 2024 Presidential Election in Indonesia, the dominance of social media is not without reason. Based on the recapitulation of permanent voter data (DPT) released by the KPU RI, the number of young voters, namely the so-called millennial generation and generation Z, reached 113 million voters or equivalent to 56.45% of the total number of voters in the 2024 election. This means that young voters are the majority voters. Therefore, the right political communication strategy on social media will have a significant impact on the electability of the vice presidential candidates who are fighting in the 2024 presidential election. The millennial generation and generation Z dominate social media users (Alen, 2023). In a national survey released by Political Indicators on January 13-14, 2024, Tiktok (25.6%) is the most chosen social

media in Indonesia to be a reference source for political information. Meanwhile, Facebook (24.8%) and Youtube (22.5%) are the second and third references of voters in seeking political information. Twitter (7.2%), a social media that has.

Image of Voter Information Sources Related to Social, Political and Government Issues

SUMBER INFORMASI TERKAIT MASALAH SOSIAL, POLITIK, & PEMERINTAHAN (SURVEI TELEPON)

Dalam sebulan terakhir dari mana saja Ibu/Bapak mendapatkan informasi terkait masalah sosial, politik dan pemerintahan? [jawaban bisa lebih dari satu]... %

Televisi	53,0
Tiktok	25,6
Facebook	24,8
Youtube	22,5
Instagram	19,2
Portal berita online	13,2
WhatsApp	11,6
Twitter	7,2
Tidak tahu/tidak jawab	11,2

PILIHAN PRESIDEN MENURUT SUMBER INFORMASI YANG DIGUNAKAN UNTUK MENDAPAT BERITA TERKAIT MASALAH SOSIAL POLITIK DAN PEMERINTAHAN

	BASE	Anies Baswedan - Muhaimin Iskandar	Prabowo Subianto – Gibran Rakabuming Raka	Ganjar Pranowo – Mahfud MD	TT/TJ
Televisi	53.0	20.5	50.4	21.2	7.9
Tiktok	25.6	24.4	57.4	16.8	1.4
Facebook	24.8	28.0	51.3	14.6	6.0
Youtube	22.5	24.7	49.5	22.9	2.9
Instagram	19.2	27.9	51.8	19.1	1.1
Portal berita online	13.2	26.1	56.6	15.2	2.1
WhatsApp	11.6	35.7	43.0	17.9	3.4
Twitter	7.2	23.4	57.2	18.0	1.4
Tidak tahu/tidak jawab	11.2	13.5	33.9	35.1	17.5

Source: Researcher 2024

According to data from Voter Information Related to Social, Political and Government Issues, mastery of political communication on TikTok, a social media platform that is increasingly popular in Indonesia, is crucial in an effort to win the presidential and vice presidential elections. TikTok has recently become the focus of intensive research compared to other social media platforms such as Facebook, Instagram, YouTube, and Twitter. This is due to the fact that the younger generation chooses to use TikTok as a means to express their views on social and political issues that they consider important in life (Bogle & Edraki, 2019). TikTok has been one of the most dominant social media platforms from 2021 to 2022. First launched in China in 2016, TikTok has experienced tremendous growth by attracting active users from more than 150 countries around the world. Its success doesn't just lie in the popularity that the mail.

METHOD

Political communication is a form of communication that aims to influence public opinion and actions, with the aim of achieving the desired political influence. Political communication not only unites various political opinions in society, but also facilitates the exchange of ideas and information between various groups, institutions, organizations, and political sectors with the Kantaprawira government (Alifya, 2020). This study applies a qualitative descriptive approach to explore and analyze how TikTok is used in political communication by participants in the 2024 Presidential Election in Indonesia, with the aim of shaping public opinion. The qualitative approach allows researchers to document and analyze various complex aspects of this social phenomenon, without neglecting the diversity of contexts (Sugiyono, 2017). In-depth interviews, participatory observations, and content analysis to explore the political communication strategies used by the candidates for the 2024 Presidential Election, both.

RESULT AND DISCUSSION
Followers Growth (Anies-Muhaimin)

The use of TikTok as a political communication strategy in the 2024 Presidential Election in Indonesia is increasingly prominent with the growth of accounts such as those belonging to

Anies Baswedan and Cak Imin. These two figures have successfully used the TikTok platform to reach a wider audience, especially among the younger generation who actively use social media platforms. Anies Baswedan, who was previously not very active on TikTok, was able to take advantage of trending content trends such as impersonate characters and live features to dramatically increase his follower count. This creative approach helped Anies Baswedan to gain greater visibility on the platform, which in turn helped strengthen his political campaign.

Photo de la croissance des abonnés (Anies-Muhaimin)
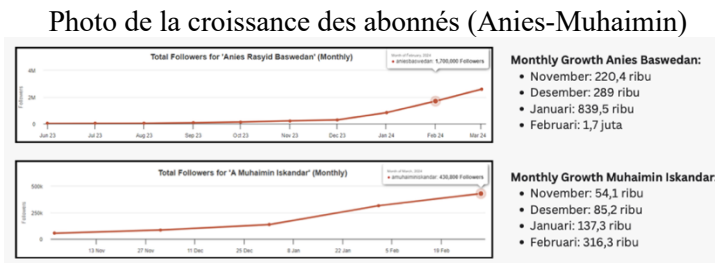
Sumber: Peneliti 2024

Cak Imin also showed success in building his digital presence through TikTok. By presenting relevant and interesting content, Cak Imin managed to build active interactions with his followers, thereby strengthening his support and involvement in the political campaign process. The growth of accounts such as Anies Baswedan and Cak Imin on TikTok not only reflects an effective adaptation to the current dynamics of social media, but also confirms that the platform has a significant role to play in mobilizing support and influencing public opinion, especially among young voters. The significant growth of followers on Anies Baswedan and Cak Imin's TikTok accounts, even though they only started their accounts in 2023, shows the effectiveness of their political communication strategy on the platform.

In the short period between December 2023 and February 2024, Anies Baswedan's account experienced a surge of 1,479,600 followers or around 671.32%, while Cak Imin's account recorded a growth of 262,200 followers or around 484.6%. The strategies they used, such as the live feature, the adoption of impersonate characters from the Korean fandom in content like Anies Bubble, as well as taking advantage of trends such as the harness boy to viral footage of various campaign activities, helped expand their reach significantly. This phenomenon illustrates that TikTok is not only a tool to increase popularity, but also an effective platform in influencing public opinion through creative and targeted content.

The huge increase in the number of followers of Anies Baswedan and Cak Imin reflects how the strategy of using User Generated Content (UGC) on TikTok has been successful in mobilizing supporters and expanding the follower base, especially among the younger generation who are actively using social media. This is in line with TikTok's concept of Using User-Generated Content (UGC) as a new Political Communication Strategy on Social Media, which highlights the importance of creativity in creating engaging content that is able to effectively influence audiences in the context of modern political campaigns. The success of Anies Baswedan and Cak Imin in utilizing TikTok shows that adapting to the dynamics of social media can provide a significant strategic advantage in political competition, especially in reaching out and building connections with young voters who are increasingly influential in the democratic process.

Followers Growth (Prabowo-Gibran)

In the 2024 Presidential Election in Indonesia, the TikTok accounts owned by Prabowo Subianto and Gibran Rakabuming showed significant follower growth, reflecting the effectiveness of their political communication strategy on this platform. Prabowosubianto08, although only active in early 2024, has managed to increase the number of his followers quickly. Meanwhile, gibran_rakabuming, with a more established profile since before, also recorded steady and large growth during the campaign period. The strategy used by the two includes the use of content that is relevant to the trend at the time, such as live features and direct interaction with followers. Prabowosubianto08 mainly focuses on personal branding and emotional closeness with his followers, while gibran_rakabuming leverages his popularity and known presence on the platform to strengthen support.

Figure Followers Growth (Prabowo-Gibran)
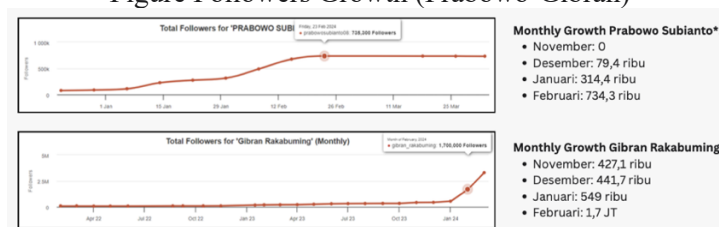
Source: Researcher 2024

The significant increase in the number of followers of Prabowosubianto08 and gibran_rakabuming shows that the TikTok platform is not only a tool to increase popularity, but also an effective medium in building image and influencing public opinion in the context of political campaigns. Their success shows that adapting to social media dynamics and the strategic use of content relevant to audiences can provide a huge competitive advantage in political communication in today's digital age. The significant follower growth of the TikTok accounts prabowosubianto08 and gibran_rakabuming in the 2024 Presidential Election in Indonesia reflects the success of the political communication strategy implemented by the two on this platform. Although prabowosubianto08 has only been active in January 2024, he has managed to record an increase in followers of 655,900 or around 825.95% in the period December 2023 to February 2024.

Meanwhile, gibran_rakabuming, which has been present since February 2022, has experienced even greater follower growth, reaching 1,616,600 or around 1,938.6%. Prabowosubianto08's strategy involves using an impersonate account that functions as a fanbase with the username prabowosubianto08. The content shared includes moments that showcase Prabowo's more relaxed and personal side, such as "ok gas" dancing with soundtracks from local DJs, as well as moments of daily life and interactions with other important figures. On the other hand, gibran_rakabuming chooses to show his personal side by In the 2024 Presidential Election, Ganjar Pranowo and Mahfud MD used TikTok with various strategies to influence voters, especially from young voters who are active on social media. Ganjar Pranowo, together with Mahfud MD, adopted an approach that focuses on simplicity and direct interaction with the community through authentic and relevant content. Their strategy includes a variety of elements to build connections with voters on TikTok. They engage in daily activities that reflect their closeness to people's lives, such as visits to traditional markets or direct dialogue with residents. These contents not only show the personal side of Ganjar and Mahfud, but also aim to build trust and direct support from votersin daily activities such as playing futsal and following popular

trends on TikTok, such as the "Hi Kids" trend. This strategy aims to build closeness with young voters and expand the follower base. The striking follower growth of these two accounts shows that the use of User Generated Content (UGC) on TikTok is effective.

Followers Growth (Ganjar-Mahfud)

In the 2024 Presidential Election, Ganjar Pranowo and Mahfud MD used TikTok with various strategies to influence voters, especially from young voters who are active on social media. Ganjar Pranowo, together with Mahfud MD, adopted an approach that focuses on simplicity and direct interaction with the community through authentic and relevant content. Their strategy includes a variety of elements to build connections with voters on TikTok. They engage in daily activities that reflect their closeness to people's lives, such as visits to traditional markets or direct dialogue with residents. These contents not only show the personal side of Ganjar and Mahfud, but also aim to build trust and direct support from voters.

Figure Followers Growth (Ganjar-Mahfud)

Source: Peneliti 2024

Utilizing TikTok to convey a simple but impactful political message, which can be easily received and understood by the audience. Through features such as live streaming and participation in popular trends or challenges, Ganjar and Mahfud strive to establish a closer and interactive relationship with voters, thereby increasing their visibility and attractiveness in political competitions. The strategic use of TikTok by Ganjar Pranowo and Mahfud MD in the 2024 Presidential Election reflects their adaptation to the new dynamics in political communication, where social media has become a vital tool to achieve political goals and mobilize support from voters, especially the increasingly influential younger generation.

Although Ganjar Pranowo has been active on TikTok since August 2020 and had previous popularity as the "President of TikTok", his follower growth during the 2024 Presidential Election campaign period only recorded an increase of around 300,000 followers or around 4.1%. Ganjar's strategy for using TikTok includes various content such as campaign blusukan, question and answer sessions on law and politics with Prof. Mahfud MD, live streaming, and taking advantage of popular trends such as "Ampun DJ". However, there is a controversy related to Ganjar's statement about the U-20 World Cup which affects interaction with TikTok audiences, especially from football fans in Indonesia. Despite this, Ganjar is seen actively interacting with his followers through the comment column and with other TikTok accounts, showing an effort to build direct connections with potential voters. On the other hand, Mahfud MD, who just joined TikTok in December 2023, managed to attract around 215 thousand foll.

Mahfud's strategy includes in-depth content such as question-and-answer sessions on law and politics, which draws on his academic knowledge and experience to capture voters' attention. Ganjar and Mahfud's use of TikTok in the 2024 Presidential Election reflects their adaptation to social media as an important political communication tool. Although Ganjar has had previous exposure on this platform, challenges such as controversy can affect interaction with voters.

Meanwhile, Mahfud MD managed to use the platform to expand his reach and strengthen his image as a figure with experience in law and politics. Overall, the use of TikTok by both is not only a means to expand political visibility, but also to build trust and direct interaction with voters, especially among the younger generation who are increasingly influential in the modern political process.

Influencers (Anies-Muhaimin)

The data that records the number of views, likes, comments, and shares of content circulating on TikTok explains the importance of this platform in political communication strategies during the 2024 Presidential Election in Indonesia. TikTok is not only a tool to spread political messages widely, but it also allows candidates and campaign teams to build direct connections with voters, especially young people who are actively using social media. The number of views shows how often political content is viewed by TikTok users.

Influencers Photo (Anies-Muhaimin)

Source: Researcher 2024

The higher the views, the greater the reach of the political message that can be achieved. Likes are an indicator of positive support for content, reflecting a positive response from viewers to the quality and relevance of the content. Comments provide an overview of the interaction between a candidate or campaign team and voters, where they can discuss or provide direct responses to posted content. Shares show how much political content is redistributed by other TikTok users, reflecting the level of virality and the ability of the content to influence more people. This data analysis helps understand how effective the strategy of using User Generated Content (UGC) on TikTok is in mobilizing support and increasing the visibility of candidates during the Presidential Election. Creativity in creating engaging content, capitalizing on trending trends, and building closeness with voters through direct interaction are key to success.

Clara Shinta, who suddenly supported Anies Muhaimin after previously supporting Prabowo Gibran, faced a negative reaction from netizens that made her the target of widespread blasphemy. This reflects how a change in attitude or support from public figures can directly affect the perception and response of the public who are active on TikTok. Meanwhile, Reza Surya Putra attracted public attention with content that featured a meeting at Anies Baswedan's house, accompanied by a moment of hugging, which generated an emotional reaction from netizens. The intimacy in these interactions managed to build a strong resonance among TikTok users, showing that personal branding and personal relationships between candidates can be an effective strategy in winning the hearts of voters on this platform.

In addition, the moment when Anies Baswedan asked Alifhia Fitri for a photo angle in a meeting also recorded a significant number of views, likes, comments, and shares. This shows that content that highlights personal interactions or spontaneous moments between public figures and TikTok users can be an effective attraction in reaching and influencing audiences directly. In

the 2024 Presidential Election in Indonesia, the use of the User Generated Content (UGC) User-Generated Content Model on TikTok as a New Media Political Communication Strategy not only relies on carefully planned content, but also spontaneous responses from situations or interactions that occur in the real world. This strengthens TikTok's role as a dynamic platform in shaping political narratives and influencing public opinion, especially among young voters who actively use social media as the main source of political information.

Influencers (Prabowo-Gibran)

The data that records the number of views, likes, comments, and shares of content circulating on TikTok provides a very important picture of how this platform has become a strategic tool in political communication during the 2024 Presidential Election in Indonesia. Views indicate how often political content is watched by users, which in turn illustrates how widely the political message reaches. Likes reflect positive support from users for the content, while comments provide an overview of the direct interaction between the candidate or campaign team and the public. Shares shows how much political content is redistributed by TikTok users, measuring the potential virality and impact of that content in influencing more people.

Figure Influencers (Prabowo-Gibran)
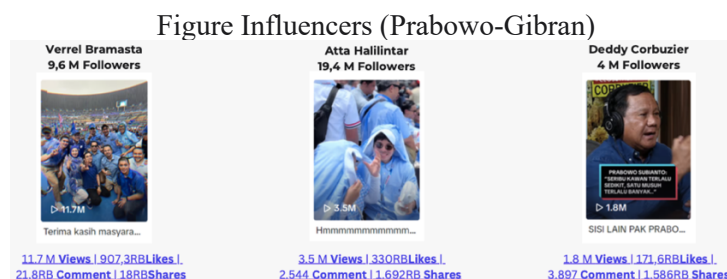
Source: Peneliti 2024

An in-depth evaluation of the effectiveness of political communication strategies used during the Presidential Election. Successful candidates and campaign teams using TikTok can identify trending content, tailor their political messaging to attract more attention, and interact directly with potential voters. An increase in the number of likes and shares can indicate that the political content is relevant and positively affects public opinion, while a high number of comments indicates an active dialogue between candidates and voters.

Verrel Bramasta and Atta Halilintar, along with Deddy Corbuzier, show how Verrel TikTok plays an important role in political communication strategies during the 2024 Presidential Election in Indonesia. Verrel attracted attention while attending Prabowo Gibran's Grand Campaign in Bandung, despite the bad weather, showing sacrifice and perseverance in supporting a political campaign that was recognized and appreciated by netizens. On the other hand, the intimate moment between Atta and Aurel during the Grand Campaign at GBK depicted a strong personal relationship, evoked a positive response from TikTok users and highlighted the importance of personal branding and interpersonal relationships in building public support on social media. The podcast hosted by Deddy Corbuzier with Prabowo Subianto was also in the spotlight with a strong characterization of Prabowo as a leader, who managed to build a positive image among TikTok users. This shows that content that depicts characters and leaders.

Influencers (Ganjar-Mahfud)

The data that records the number of impressions, likes, comments, and shares of content circulating on TikTok provides an interesting picture of how the User Generated Content (UGC) User-Generated Content (UGC) Usage Model on TikTok has become an effective political communication strategy during the 2024 Presidential Election in Indonesia. These figures not only reflect the breadth of the reach of the political message conveyed through this platform, but also how strong the interaction and engagement generated with voters, especially the younger generation. By observing metrics such as the number of views, likes, comments, and shares, it can be understood to what extent the political content manages to attract attention and stimulate discussion among users. The number of views indicates how many people were exposed to the political message, while likes and comments indicate the level of acceptance and positive response from viewers. Shares or content sharing is also a pentinent indicator.

Image des influenceurs (Ganjar-Mahfud)
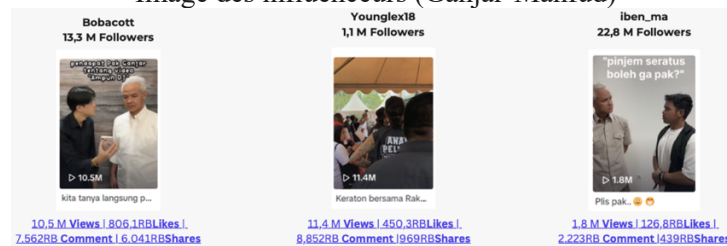
Source: Peneliti 2024

The use of TikTok in the Ganjar-Mahfud campaign during the 2024 presidential election shows how important this platform is in expanding the reach of political messages and strengthening engagement with voters, especially the younger generation. Andre Hendarto (Bobacott) presents creativity by creating an interview video using the trending "Ampun DJ" sound, showing Ganjar Pranowo in a relaxed and entertaining atmosphere. This strategy not only increases Ganjar's appeal to young voters, but also takes advantage of popular content trends to expand the campaign's visibility. The interaction of Younglex and his wife with Ganjar-Mahfud at the event attended by Najwa Shihab also added to the authenticity of the campaign. The presence of media figures and artists like them not only increases public support for the candidate pair, but also reflects support from various circles of society that have a significant influence. This strengthens the image of Ganjar-Mahfud as a figure.

Top Hashtags (Anies-Muhaimin)

Analysis using hashtag data queries #aniesmuhaimin2024 provide significant insights into how the use of the User Generated Content (UGC) Model on TikTok has proven to be an effective political communication strategy in the 2024 Presidential Election in Indonesia. This hashtag is a representation of Anies Baswedan and Muhaimin Iskandar's campaign efforts to build public support through the TikTok platform. The use of hashtags #aniesmuhaimin2024 reflect a strategy to expand the reach of their political message among TikTok users. By analyzing the number of uses of these hashtags, an understanding of how broad the scope of content related to their campaigns is on these platforms can be gained. Data on the number of views, likes, comments, and shares of content that uses this hashtag also provides an indication of the level of interaction and response from TikTok audiences to the Anies-Muhaimin campaign.

Top Hashtags Image (Anies-Muhaimin)

Source: Peneliti 2024

The data that recorded a total of 201 thousand posts for #aniesmuhaimin2024 hashtag shows how popular and intense the use of this hashtag is in supporting the campaign of the Anies Baswedan and Muhaimin Iskandar couple together. The use of these hashtags not only reflects the strong support of supporters, but also a strategy to expand the reach of their political message on the TikTok platform. In addition, data analysis also shows the use of hashtags individually for Anies Baswedan with #aniesbaswedan recording 626.7 thousand posts, and for Muhaimin Iskandar with #muhaiminiskandar as many as 159.8 thousand posts. This figure shows that Anies and Muhaimin's supporters are also separately active in building the narrative and identity of each candidate through TikTok. The use of hashtag queries not only aims to expand the reach of political messages, but also to strengthen the image and gain greater support.

Top Post (Anies-Muhaimin)

The use of the User Generated Content (UGC) model on TikTok is an important Political Communication Strategy in the 2024 Presidential Election in Indonesia., especially in the context of the Anies-Muhaimin campaign, reflects an important transformation in the modern political approach. The couple successfully leveraged the TikTok platform as a key tool to reach and influence young voters who actively use social media. With a total of 201 thousand posts using #aniesmuhaimin2024 hashtags, the couple's campaign managed to build a strong and intense presence on TikTok. The use of these hashtags not only increases their visibility but also strengthens their shared political identity and campaign messages collectively. The use of individual hashtags such as #aniesbaswedan (626.7 thousand posts) and #muhaiminiskandar (159.8 thousand posts) shows that supporters of Anies Baswedan and Muhaimin Iskandar are actively contributing to building narratives and support through.

Figure Top Post (Anies-Muhaimin)
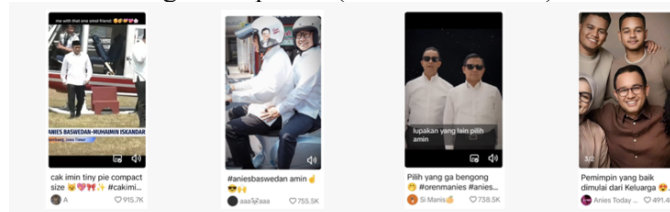
Source: Peneliti 2024

The content produced by Cak Imin and the Anies-Muhaimin couple on TikTok features smart and adaptive political communication strategies to social media dynamics, especially in the 2024 Presidential Election in Indonesia. First, the humanist and relaxed approach to Cak Imin as

a gemoy and funny figure by using Wellcomino's sound succeeded in creating an approachable persona and attracting the attention of young voters. This content not only gets high interaction, but also builds a positive and familiar image for Cak Imin among TikTok users. Anies-Muhaimin's clips of cohesiveness with a Jedag-Jedug-style transition using the typical sounds of the Ambon region show a smart adaptation to local trends that are popular on TikTok. The use of sound and transitions is not only to attract the attention of the young generation who are active on the platform, but also to build an image of togetherness and cohesiveness between the two candidate pairs. This strategy helps.

Top Hashtags (Prabowo-Gibran)

The use of appropriate and popular hashtags on TikTok is crucial in expanding the reach of political messaging and building a campaign's identity. Hashtags such as #PrabowoGibran or other variants that identify specific candidate pairs can be used to gather relevant content, organize support from the follower base, and allow voters to access the latest information related to the campaign. The analysis of the use of hashtags not only includes the number of posts that use the hashtag, but also includes interactions such as likes, comments, shares, and views that may be obtained by related content. The trend in the use of hashtags also reflects the adaptation to the dynamics of social media and TikTok user preferences. Campaign strategies can be tailored by using trending sounds or music, memes, or popular editing styles to increase the appeal of political content on TikTok with the use of hashtags.

Top Hashtags Image (Prabowo-Gibran)

| #prabowo	1.7M posts		#gibran	816.0K posts
#prabowosubianto	834.9K posts		#gibranrakabuming	701.6K posts
#prabowopresiden2024	1.4M posts		#gibranmagic5	128.1K posts
#prabowogibran2024	1.3M posts		#gibranrakabumingraka	138.7K posts
#prabowogibran	772.3K posts		#gibranuntukanakmuda	12.7K posts
#prabowopresiden	118.0K posts		#gibran🔥	10.2K posts
#prabowogemoy	445.5K posts		#gibrancawapres	23.2K posts
#prabowosubianto🇮🇩	84.4K posts		#gibranselvi	1669 posts
#prabowogibranmenang	104.7K posts		#gibranadara	3263 posts

Source: Researcher 2024

The use of hashtags such as #prabowogibran2024 which recorded more than 1.3 million posts on TikTok shows how important it is in the political communication strategy of the Prabowo-Gibran pair during the 2024 presidential election in Indonesia. These hashtags not only reflect the high exposure and support for their campaigns, but also reinforce their shared identity as one intact political entity on the platform. The use of these hashtags effectively unifies their campaign message, focusing the public's attention on the candidate pair as a whole. In addition to #prabowogibran2024 hashtags, the use of personal hashtags such as #prabowo and #gibran with a significant number of posts indicates an effort to build the individual identity of both candidates. These hashtags help to broaden the reach of each candidate's political message and portray their character and vision separately before being put together in the context of a joint campaign. This strategy doesn't just include content y.

Top Post (Prabowo-Gibran)

Data describing popular content on TikTok related to the Prabowo-Gibran campaign can include various types of content that have managed to attract massive attention and user

interaction. For example, the use of trending sounds or music, such as songs that are popular among TikTok users, can be used to reinforce the campaign's identity and build an emotional bond with voters. Content that features personal moments from both candidates, such as daily activities, meetings with supporters, or important speeches, can also be very effective in building direct connections with voters. The use of creative features such as jedag-jedug transitions or interesting visual effects can increase the appeal of the content and expand the reach of political messages. The strategy of using UGC on TikTok also involves the active participation of supporters and sympathizers, which makes content that supports the Prabowo-Gibran pair more widespread.

Figure Top Post (Prabowo-Gibran)
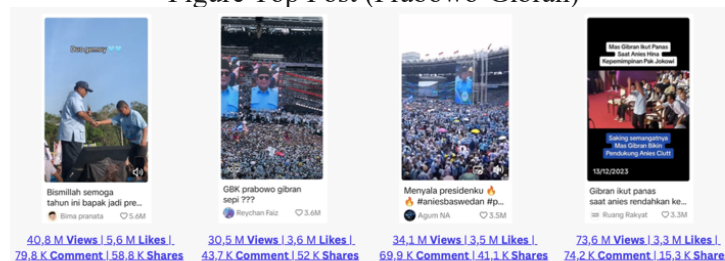
Source: Peneliti 2024

These contents cover a variety of themes and approaches that depict the personal closeness, campaign activities, and key moments of the two candidates. The content that uses the Use of User Generated Content (UGC) Model on TikTok to show Prabowo's closeness with a young child, accompanied by the use of the sound "The Best- Ada Band", managed to present a strong emotional atmosphere. It describes an effort to build an emotional connection with the audience through a moving narrative. Content like this is able to influence and depict the bustle of Prabowo-Gibran's grand campaign in GBK by using DJ Hala-hala sound, showing efforts to strengthen the identity and support of the support base. The use of sound, which is often associated with Prabowo-Gibran's supporters, also helps in building solidarity and togetherness in the online community that supports them. Then, the content that showcased the crowd of Prabowo-Gibran's grand campaign compared.

Top Hashtags (Ganjar-Mahfud)

Data from hashtag analysis shows that the Ganjar-Mahfud pair adopted the Use of User-Generated Content (UGC) strategy on TikTok as a striking political communication strategy during the 2024 Presidential Election in Indonesia. One of the main hashtags used is #ganjarmahfud2024, which has generated over 980 thousand posts. This reflects the high intensity of support and exposure to their campaigns on the TikTok platform. The use of this hashtag not only expands the reach of the political message of the candidate pair, but also describes the effort to build a common identity as one solid political entity. Hashtags #ganjarmahfud2024 effectively unify their campaign messages, focusing on the vision and political program they are carrying. In addition to the main hashtags, the use of personal hashtags such as #ganjarpranowo and #mahfudmd was also recorded in significant numbers, indicating an effort to establish the individual identity of each candidate before.

Top Hashtags Images (Ganjar-Mahfud)

| #ganjar	321.4K posts		#mahfud	84.8K posts
#ganjarpranowo	1.0M posts		#mahfudmd_menkopolhukam	26.4K posts
#ganjarpresiden2024	250.7K posts		#mahfudcawapres2024	14.4K posts
#ganjarmahfud2024	596.7K posts		#mahfudmdpembelarakyat	11.1K posts
#ganjarmahfud	206.0K posts		#mahfudmd_menkopolhuk	1907 posts
#ganjar_pranowo	106.7K posts		#mahfudzmd	2225 posts
#ganjarpenerusjokowi	53.6K posts		#mahfudmdcawapres2024	3913 posts
#ganjarforpresident2024	33.6K posts		#mahfudpembelarakyat	42.2K posts
#ganjarpranowofans	25.2K posts		#mahfudlebihbaik	7998 posts

Source: Researcher 2024

The most frequently used hashtag for Ganjar-Mahfud's proxies, namely #ganjarmahfud2024, recorded a significant number of posts, indicating the intensity of their campaign on the TikTok platform. Ganjar Pranowo himself has great popularity with #ganjarpranowo personal hashtag which reaches 1 million posts, while Mahfud with #mahfud personal hashtag recorded 84 thousand posts. The use of this hashtag reflects the campaign's focus on strengthening the identity of the candidates and supporting their vision and mission through the use of content generated by TikTok users themselves. Content that uses UGC plays a key role in this strategy, depicting Ganjar-Mahfud's closeness to supporters and building a narrative that can emotionally connect with voters. The sounds and trends used in these contents also play a role in strengthening the campaign's identity, as well as helping to build awareness and support among TikTok users. The use of hashtags #ganjarmahfud2024 as the main focus for campaign content shows the campaign team's awareness of the importance of leveraging digital platforms such as TikTok to gain support and influence public opinion. It also shows a good adaptation to the dynamics of social media in the context of modern political communication, where direct interaction with users and active participation from the public are crucial in achieving political success.

Top Post (Ganjar-Mahfud)

Data showing the use of content by candidate pairs and political figures such as Ganjar Pranowo on the TikTok platform gives an idea that their communication strategy is not only limited to conveying political messages, but also takes advantage of the emotional aspect and interaction with followers to strengthen their campaign message. Ganjar Pranowo, for example, is known to actively use TikTok as a platform to interact directly with his followers. The content includes not only campaign activities such as blusukan or debates, but also personal aspects such as daily routines and moments together with family. This helps build Ganjar's image as a figure close to the people and strengthen emotional connections with voters, especially those who are active on social media. By utilizing direct interaction and responses from followers, Ganjar Pranowo can be more effective in reaching out to young voters and building public support in a more personal and connected way with.

Picture Top Post (Ganjar-Mahfud)
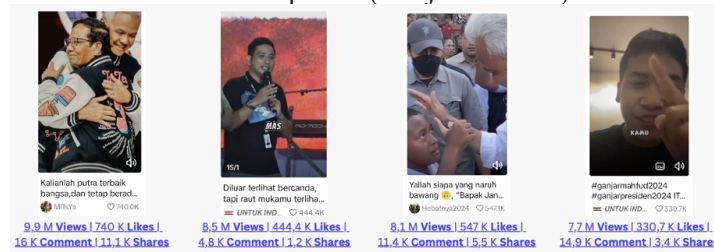
Source: Researcher 2024

Content that utilizes the User Generated Content (UGC) Model on TikTok such as Ganjar's expression that changed from happy to sad, using the sound "Mujianto S.pd x RIlis Lagu x Tuku Ketan Tuku Tahu", shows an effort to move the audience's emotions. This is in line with the strategy to build emotional closeness between candidates and voters, which is expected to influence public opinion. The use of the sound of "Rewrite The Stars" in content that shows the closeness between Prabowo and a young child adds a more personal narrative dimension and can attract sympathy from the audience. Likewise, the content that shows Ganjar in an emotional situation with a crying child, supported by the sound "Tears at the End of the Prayer Rug", which effectively increases the appeal of the content among TikTok viewers. In addition, the use of sound and editing techniques such as Jedag Jedug (also known as JJ) in these contents adds variety and is enjoyed.

The Phenomenon of Utilizing User Generated Content (UGC) on TikTok by the Presidential Candidate Campaign Team

The presidential election in Indonesia has undergone major changes in recent years, especially with the rapid use of social media as the main means of political campaigning. Social media, with its wide reach and millions of active users in Indonesia, is now the main arena where presidential candidates compete to influence voters' opinions and attitudes (Hadi, 2018). This phenomenon illustrates how important it is to adapt political strategies to changes in modern information and political communication technology. By adopting the User Generated Content (UGC) User Generated Content (UGC) Usage Model on TikTok as a political communication strategy for the 2024 Presidential Election in Indonesia, it is becoming increasingly relevant. TikTok, which is one of the most popular social media platforms among the younger generation, has great potential in reaching and influencing potential voters. The importance of digital literacy in the context of using TikTok as a strategy for.

The main challenge faced is the spread of false information or hoaxes that can be easily spread through platforms such as TikTok (Juliswara and Muryanto, 2022). With good digital literacy, people can be more aware of fake news content that circulates, thereby reducing its negative impact on the democratization process. Research on the User Generated Content (UGC) Usage Model on TikTok needs to consider this digital literacy approach as part of a strategy to ensure that the content produced and consumed on the platform boils down to accurate, reliable, and useful information for a healthy and transparent political process.

The Role of User Generated Content (UGC) on TikTok in Political Communication in Indonesia

The significant role of TikTok in Indonesia's increasingly important political landscape in recent times (Hia & Siahaan, 2021). As a platform that offers creative short video formats,

TikTok has become a center for identity and expression exploration for the younger generation in Indonesia. Although not originally designed for political activities, TikTok has proven its ability to form political ideologies, facilitate activism, and even present the phenomenon of internet trolls in various countries (Nasrullah, 2022) TikTok's algorithm in determining content exposure to users, including in political contexts, where this greatly affects information consumption behavior, especially among the younger generation who actively interact with social media (Stier et al., 2018) This advanced algorithm is key in presenting political content to relevant and potential audiences, allowing political messages to be effectively disseminated on this platform. However.

In Indonesia, as in various parts of the world, politicians are increasingly aware of TikTok's potential as a powerful tool in reaching and influencing the younger generation of voters (Cervi & Llado, 2021). The TikTok platform is not only a means to communicate political programs, but also to build direct connections with voters through engaging and relevant content. TikTok's role in political communication in Indonesia shows a new evolution in campaign strategies and political interactions, where digital technology and social media have a significant influence on political dynamics in this digital era. Despite the challenges in managing information, TikTok remains a potential platform for politicians to develop visibility and support in an increasingly complex and dynamic political competition.

The importance of the concept of User Generated Content (UGC) in strengthening TikTok as an effective platform for political communication in Indonesia. UGC gives TikTok users the power to actively create and distribute their own content, which is then influenced by TikTok's algorithmic features such as For Your Page (FYP). These algorithms play a key role in determining the popularity of content, ensuring that political messages can reach a broad and relevant audience quickly and efficiently (Montag, 2021). This phenomenon has allowed politicians and political campaigns to utilize TikTok as a channel to interact directly with UGC as a foundation, TikTok is not only a place to gain support and build a political image, but also as a medium that can change the dynamics of political communication as a whole. TikTok's role in political communication in Indonesia shows how digital technology and social media can play an effective role in reaching and mobilizing young voters. By using UGC, TikTok users not only play the role of consumers of political content, but also actively act as producers who spread political messages in a creative and interesting way. This shows that TikTok is not just an entertainment platform, but also an important arena in the modern democratic process that involves direct public participation through social media.

Model for Using TikTok User Generated Content (UGC) as a Political Communication Strategy in the 2024 Presidential Election in Indonesia
The research, which develops a model for the use of User Generated Content (UGC) on the TikTok platform as a political communication strategy in preparation for the 2024 Presidential Election in Indonesia, promises to make a significant contribution in understanding the new dynamics of political communication in the digital era. Focusing on the strategies of leveraging TikTok by presidential candidates' campaign teams, political influencers, and advocacy groups, the study aims to identify ways in which UGC can be curated, promoted, and distributed to achieve specific political goals such as raising public awareness, mobilizing young voter participation, and strengthening the image of candidates. An in-depth analysis of the influence of TikTok's algorithm on the visibility and dissemination of political content, as well as how interactions between users and political content can influence public opinion, will be the main

focus of this research. As one of the tools of political communication, TikTok has proven to be effective in beheading.

Many politicians today are changing their campaign strategies from conventional platforms to modern social media platforms, while minimizing direct interaction with their audience and adjusting voter preferences online (Stier, 2018). In preparation for the 2024 Presidential Election in Indonesia, social media platforms such as TikTok are becoming increasingly important as a tool to build and expand the political support base. For example, it can be seen from official accounts such as the Anies Baswedan-Muhaimin Iskandar TikTok Account, the Prabowo-Gibran TikTok Account, and the Ganjar-Mahfud TikTok Account. Each of these groups uses TikTok to spread work agendas, views on current issues, and to interact directly with voters, especially the younger generation who actively use the TikTok platform. Apart from the official account group, the role of influencers is also very significant in political campaigns on TikTok. They have a great influence in creating and expanding political messages through.

The combination of these groups reflects how social media, especially TikTok, is not only a tool for communicating in political campaigns, but also as a strategic platform for building candidate identities, reaching potential voters, and influencing public opinion. With the increasing influence of social media in modern politics, this situation reflects the importance of adapting political communication strategies to respond to the challenges and opportunities offered by today's digital technologies. Social media facilitates easy interaction, gathering votes, gaining public attention to hot issues, and allowing for closer direct interaction with the community. These opportunities are taken advantage of by political actors. Nevertheless, it is not uncommon for social media, especially TikTok, to backfire on their own. Leveraging TikTok as a strategic tool in relevant political campaigns and accepting.

Opinion Leader's Evolution from Direct Transmission to Media Amplification in a Two-Step Flow Model

The Two-Step Flow Model proposed by Katz and Lazarsfeld in 1955 explains how opinion leaders play an important role in amplifying messages from the mass media to their followers through social networks.

Picture *Two-Step Flow Model*
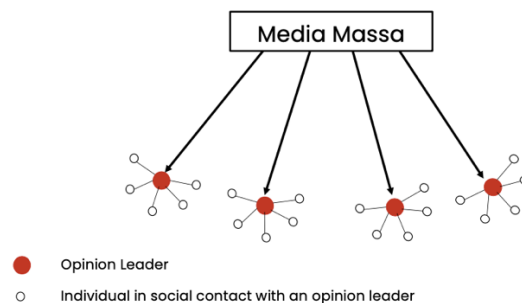
Source: (Katz & Lazarsfeld, 1955)

The Two-Step Flow Model, developed by Katz and Lazarsfeld in 1955, describes how opinion leaders play a role in amplifying messages from the mass media to their followers through social contacts. As the Two-Step Flow Model shows, information not only flows to society directly from the media, but also often through intermediaries known as opinion leaders, who then spread the message to others in their social networks. (Schramm, 1973) This research

gives rise to the concept of "two-stage communication", explaining the importance of interpersonal relationships in the dissemination of information, which is contrary to the view that mass media directly influences public opinion without going through social filters Wiryanto (Wati, 2021).

The TikTok platform has shown tremendous effectiveness in mobilizing support and influencing public opinion, especially among young voters. Candidates such as Anies Baswedan, Cak Imin, Prabowo Subianto, Gibran Rakabuming, Ganjar Pranowo, and Mahfud MD have developed individual strategies that have succeeded in creating significant influence. Anies and Cak Imin used impersonate characters and live features to dramatically expand their reach, while Prabowo and Gibran focused on personal branding and emotional closeness to build strong relationships with voters. Ganjar and Mahfud, albeit with lower follower growth, managed to attract attention through simple content and direct interaction, which reflects their efforts in building trust directly with the public.

The use of user-generated content Model User Generated Content (UGC) on TikTok not only expands the reach of political messaging but also helps in building candidate identities and influencing public perception in a more personal and relevant way to platform trends. This confirms that TikTok is not just a political campaign tool, but also a dynamic medium that shapes political narratives and mobilizes supporters in today's digital era, in accordance with the evolution of the concept of the Two-Step Flow Model from direct transmission to amplification through social media. Initially, the Two-Step Flow Model focused on direct transmission from opinion leaders to follow but with the development of new media(Revolusi, 2022).

New Media Model Two-Step Flow Modified Images
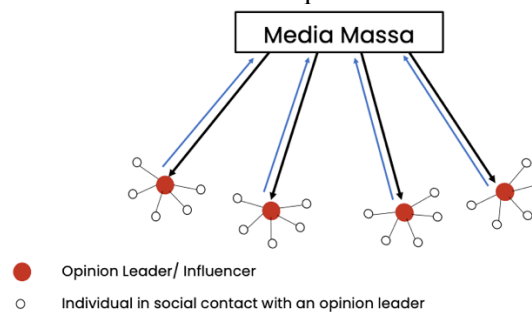
Source: (Revolution, 2022)

The concept of opinion leaders has evolved to include the role of influencers. Influencers are not only messengers, but also as individuals who engage in complex interactions with followers and mass media, and leverage User Generated Content (UGC) to create a broader effect on social media. This evolution shifted the focus from direct transmission to the amplification of messages through the media, where UGC and interaction with the mass media played a central role. For example, in the run-up to the 2024 Presidential Election in Indonesia, political strategies are increasingly adopting the use of TikTok UGC as a way to not only influence direct followers, but also to expand the reach of political messaging through interactions with social media platforms and traditional media.

The use of TikTok as a strategic tool in political campaigns explains how social media has changed the way political communication is conducted, from a direct transmission model in the Two-Step Flow Model to a more complex and integrated approach to digital media. Through TikTok, political candidates and their campaign teams can build political identities, reach

potential voters, and mobilize support in a more personalized and interactive way. This reflects not only the evolution in communication technology, but also the change in the way public opinion is shaped and influenced in today's digital age. The evolution model from the Two-Step Flow Model to the use of TikTok UGC as a political communication strategy in the 2024 Presidential Election in Indonesia shows a significant adaptation to the new dynamics in political communication, which increasingly relies on social media to achieve their political goals and build public engagement.

CONCLUSION

Based on data analyzed from various political campaigns on TikTok during the 2024 Presidential Election in Indonesia, the TikTok platform has proven to be a very effective tool for mobilizing support and influencing public opinion, especially among young voters. The Anies-Muhaimin, Prabowo-Gibran, and Ganjar-Mahfud campaigns each use different but effective strategies in achieving significant impact. Anies Baswedan and Cak Imin, despite being relatively new to the use of TikTok, were able to capitalize on trends such as impersonate characters and live features to dramatically increase their follower count, reflecting the importance of creativity in creating engaging and relevant content. On the other hand, Prabowo Subianto and Gibran Rakabuming, with strategies focused on personal branding and emotional closeness, experienced a noticeable growth in the number of followers, showing that personal narratives and direct interactions can build closeness with voters Meanwhile.

During the 2024 presidential election in Indonesia, the use of TikTok as a primary platform in political campaigns became a significant phenomenon. The TikTok platform not only facilitates more direct political communication between candidates and voters, but also changes the traditional dynamics of the democratic process. The use of the user-generated content (UGC) model is a key pillar of the political communication strategy on TikTok, allowing candidates to produce relevant and engaging content, as well as effectively reach the younger generation active on social media. Digital literacy is important in this context, as it helps people sort through and evaluate the veracity of information being spread on TikTok. This is crucial given the potential for the spread of false information or hoaxes that can affect public opinion and election results.

Suggestion
1. Conducting an analysis based on comparative case studies between different political campaigns on TikTok from countries with different political contexts can identify the key factors that influence the success of communication strategies. This paves the way for understanding how local political dynamics affect interactions with voters and the visibility of political content on those platforms.
2. Further investigating TikTok's algorithm will provide in-depth insights into the mechanisms of spreading political content. Understanding how these algorithms regulate exposure to political content can help in designing more effective strategies to influence public opinion and mobilize voters.
3. Through public opinion surveys, the level of public trust in political content on TikTok can be evaluated. Identifying trends and issues that affect voter preferences will provide insights into how these platforms affect political perceptions and attitudes in society.
4. Applying political communication theories, such as social media influence theory, digital literacy, and persuasion influence, can provide insight into how TikTok facilitates modern political communication. It helps in understanding the role of platforms in mobilizing voters,

increasing political participation, and designing more effective communication strategies to achieve political goals in today's digital context.

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