Golkar party's utilization of TikTok for the 2024 election campaign

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ABSTRACT

The successful political communication between politicians and the general public demands the utilization of social media, including TikTok, which is currently being utilized by the Golkar Party in preparation for the 2024 elections. This article examines the strategies of political communication in utilizing social media as a means of a political campaign, along with the potential opportunities and challenges that arise during the campaign. This research employs a qualitative descriptive method, collecting primary data through interviews with informants from the Golkar responsible for managing their official TikTok account. The research was conducted from October 2022 to January 2023. The results show that the utilization of TikTok by the Golkar as a campaign platform is driven by several reasons, including adaptation to reach the younger generation, leveraging TikTok's unique features and wide reach, alignment between party leadership and team enthusiasm, expanding efforts towards democratic campaigns, and being a pioneer among political parties in TikTok utilization. This process involves audience acquisition, content direction, and human resource management. Planning the target audience and message, content design, key messages, and audience interaction are crucial aspects. The experience of Golkar can serve as an example of utilizing TikTok in politics. Challenges faced include content direction, staying up-to-date, consistency, software proficiency, and consolidating the user base.

Keywords: TikTok utilization; political campaign; social media; political communication; general election

Pemanfaaatan TikTok oleh partai Golkar dalam kampanye politik menuju pemilihan umum 2024

ABSTRAK

Terbentuknya *komunikasi politik yang sukses antara politisi dengan masyarakat luas menuntut pemanfaatan media sosial, salah satunya yang saat ini mulai dimanfaatkan adalah TikTok. Partai Golkar merupakan Partai yang mulai memanfaatkan TikTok untuk menghadapi pemilu 2024. Penelitian ini bertujuan mengkaji strategi komunikasi politik dalam memanfaatkan media sosial sebagai sarana kampanye politik beserta peluang dan tantangan yang akan muncul saat kampanye berlangsung. Penelitian ini dilakukan dengan menggunakan metode deskriptif kualitatif dengan mengumpulkan data primer dari wawancara bersama informan dari Partai Golkar yang mengelola penggunaan TikTok official mereka. Penelitian dilakukan bulan Oktober 2022 hingga Januari 2023. Hasil Penelitian menunjukkan bahwa Pemanfaatan TikTok oleh Partai Golkar sebagai platform kampanye didorong oleh beberapa alasan, termasuk adaptasi untuk mencapai generasi muda, memanfaatkan fitur unik dan jangkauan luas TikTok, kesesuaian antara kepemimpinan partai dan antusiasme tim, perluasan upaya kampanye demokratis, dan menjadi pelopor dalam pemanfaatan TikTok di kalangan partai politik. Proses ini melibatkan pengumpulan audiens, arah konten, dan pengelolaan sumber daya manusia. Perencanaan khalayak target dan pesan, desain konten, pesan kunci, dan interaksi audiens adalah aspek yang penting. Pengalaman Partai Golkar dapat menjadi contoh dalam memanfaatkan TikTok dalam politik. Tantangan yang dihadapi termasuk arah konten, tetap terkini, konsistensi, penguasaan perangkat lunak, dan konsolidasi basis pengguna.*

Kata-kata kunci: *Pemanfaatan TikTok**; kampanye politik; media sosial; komunikasi politik; pemilihan umum*

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INTRODUCTION

Golkar, one of the registered political parties with candidates for president and vice president in the 2024 general elections, is conducting its campaign through social media. According to the Secretary General of Golkar, Lodewijk Freidrich Paulus, the Chairman, Airlangga Hartarto, has instructed all party members to remain active on social media (tempo.co, 2023).

Currently, politicians, including those from Golkar, are actively strategizing to enhance the party's positive image among the general public in preparation for the 2024 election. Several experts have put forward definitions of this strategy, emphasizing the importance of having a well-designed plan of action, systematic preparation, and effective leadership to ensure successful implementation. Conversely, a strategy cannot solely be a guiding roadmap; it must also demonstrate an operational approach that effectively leads to achieving the desired goals (Effendy, 2013).

The upcoming 2024 election in Indonesia is an imminent event that serves as a means to uphold democratic principles within the Republic of Indonesia. It provides an opportunity for the general public to exercise their right to vote and directly select candidates who will potentially lead the nation in the future. As the 2024 elections approach, political parties are intensifying their efforts to expand their influence and promote their candidates within the democratic landscape. These parties are making various endeavors to portray a positive image to the public through political campaigns aimed at enhancing the popularity and electability of their party's candidates.

In our modern interconnected world, individuals are constantly connected to one another. People from various backgrounds, including the general public and elected officials, rely on the freedom to express their opinions and raise concerns about global issues. Through effective communication, humans have been able to identify problems, establish common understandings, and devise practical solutions. Throughout the course of civilization, communication methods and channels have evolved regularly, allowing knowledge to be shared and disseminated in increasingly advanced ways (Yeger, 2015).

According to analysts, the global political landscape in the second decade of the 21st century witnessed rapid and significant transformations. Populist leaders, including some with authoritarian tendencies, gained support from a considerable portion of the population in European democracies. Scholars studying these trends have attributed the rise of populism to various factors such as automation, globalization, austerity measures, refugee crises,

and climate change, which have generated economic and cultural grievances among people (Kessel, 2015). The integration of information technology and telecommunications in the political realm aims to foster a digital democracy that actively engages all segments of society. This approach transcends the limitations of space and time, allowing democracy to be practiced through digital platforms, thereby creating an unlimited democratic space.

The proximity of the Internet to the community makes it an indispensable channel for political communication. A large portion of Indonesians, particularly the middle class and the younger generation commonly referred to as millennials, now dedicate considerable time to being online and engaging with various social media platforms. The emergence of the Internet and internet-based social media has brought about a significant shift in the roles of traditional media and social platforms, which have traditionally been instrumental in disseminating diverse information and knowledge to individuals. Newspapers, magazines, radio, and television are experiencing a decline in readership and viewership due to various factors, such as the increasing cost of print media and the relatively slower updating of information compared to the Internet (Komariah & Kartini, 2019).

Due to the Internet and continuous technological advancements, politicians and candidates for regional leadership positions now have access to numerous social media platforms. These platforms not only facilitate virtual discussions but also enable candidates to establish and protect their online identities. Popular platforms of social media are frequently utilized by aspiring candidates in both national and local elections (Febri et al., 2022). By leveraging digital technology, candidates can potentially save costs by reducing or eliminating the need for printed pamphlets or expensive television commercials. Ultimately, digital technology serves as a cost-efficient and powerful tool for political campaigns (Berliani, 2014).

The wide range of digital technology options greatly benefits the public by offering multiple avenues for engagement. Digital technology enables individuals to participate in various ways, including political participation, policy participation, and social participation (Suharyanto, 2016). Social media platforms, including TikTok, provide opportunities for political engagement, particularly in electoral activities. Individuals can actively participate in political campaigns through social media without the need to physically attend campaign events or rallies. In fact, social media campaigns have the potential to be even more effective than traditional methods that rely on physical presence at venues like stadiums (Andriadi,

2017).

This research focuses on the utilization of TikTok social media as a campaign platform by the Golkar in the lead-up to the 2024 elections due to the significant opportunities presented by the use of TikTok in political activities during the upcoming elections. While the utilization of social media in previous elections has been observed, the researchers specifically focus on TikTok, which is still relatively new in the context of the upcoming 2024 elections. It is because, in previous elections, such as in 2019 and 2014, TikTok social media was not used. It can be attributed to the fact that TikTok social media itself was only launched in 2016, and initially, it was primarily considered a platform for entertainment purposes.

The rapid rise of TikTok has positioned it as a powerful new media that has the potential to challenge the dominance of other social networks. TikTok, a popular video-sharing application, is not only used as a platform for artistic and commercial expression but also for political activism. The interconnectedness of visual, textual, and auditory content on popular social networking platforms facilitates political discourse. Political communication entails the dissemination of political messages aimed at influencing public opinion. It is evident that individuals across all levels of government, as well as political parties, activists, and

professionals, utilize social media extensively. Political parties heavily rely on social media platforms to provide timely updates on their campaigns and programs to their supporters. In order to advance their objectives, political parties increasingly rely on the broad reach and influence of social media (Alam, 2019).

The rising popularity of TikTok among Indonesians is accompanied by a growing trend of utilizing these platforms for political engagement. This phenomenon can partly explain the widespread appeal of social media in the country. Given its affordability, accessibility, and speed, it is highly likely that new media will play an increasingly crucial role in political communication in Indonesia in the future (Wahid, 2016). However, within social media interactions, there are instances where disagreements arise, and some individuals may disregard morals and principles (Heryanto, 2019).

The government, the DPR (People's Consultative Assembly), and the judiciary have extensively utilized the Internet to promote public policies and foster support among the population. Individuals and organizations from around the world now have the ability to express their opinions on political matters through the Internet, whether it is voicing demands, showing support, or making other contributions. There is a wide range of options

available for utilizing the Internet, including official corporate or individual websites, self-hosted weblogs, and social networking profiles. While new media has great promise as a new form of communication that allows netizens a more prominent voice, it also comes with its fair share of challenges. Literacy in the media and politics becomes crucial in this setting (Heryanto, 2019).

Indonesian politicians are required to abide by numerous rules and regulations, as all their actions must be in accordance with the law. For instance, they must comply with the provisions outlined in Election Law No. 7 of 2017, "campaign activities" are "activities of election participants or other parties appointed by election participants to convince voters by offering visions, missions, programs, and election contestants' self-image."

The completion of the tasks mentioned above is crucial for all political parties as they prepare for the general election. The manner in which these tasks are executed plays a significant role in determining their success. Article 275 Paragraph (1) of the Election Law explicitly states that "*Election campaigns as referred to in Article 267 can be carried out through (a) limited meeting; (b) face-to-face meeting; (c) dissemination of election campaign materials to the public; (d) installation of props in public places; (e) social media; (f) advertisements in print mass media, electronic mass media, and the internet; (g) general meeting; (h) candidate pair debate on candidate pair campaign materials; and (i) other activities that do not violate the prohibitions on campaigns, elections, and provisions of laws and regulations.*"

According to section e, political campaigns are permitted to utilize social media as a platform for organizing their campaigns. Politicians now employ digital content shared on social media and other online channels to connect with voters, signifying the dawn of a new era in the development of digital political campaigns.

The utilization of social media, particularly TikTok, among political parties is still relatively new. The use of TikTok in political campaigns has emerged with the recent growth of TikTok users. As TikTok users create and share various content, they shape certain images or perceptions about individuals or topics based on the content they communicate. TikTok, with its collection of viral videos catering to a youthful and millennial audience, provides an opportunity for politicians to utilize it as a new platform for millennials to transmit their visions and program goals once they are elected. Transmitting messages that align with the thinking and culture of the millennial generation can have an impact on the electability of the party or the politician in the upcoming elections, as it appeals to the millennial generation by showcasing a political

party that is progressive and in tune with the times.

TikTok's mission is to provide more people with the tools they need to become content creators. Based on the current popularity of TikTok, there are several benefits to consider. First, millennials appreciate the integration of artificial intelligence and seamless video capture, resulting in sharp and authentic content without the time and resources required by older media platforms. Second, TikTok allows for the enhancement of product advantages through music synchronization, special effects, and cutting-edge technology, transforming each user's device into a powerful creative video studio. It is especially useful for millennials who may not have the time to travel to a studio to create their own videos.

A campaign is a political endeavor aimed at effectively communicating political messages to the public. Particularly during election seasons, campaigns focus on informing voters about the political parties represented by the candidates. The objective is to educate voters in Indonesia about the proposed agenda of the political party for potential government actions if they achieve victory. Naturally, this objective is closely tied to politicians' aspirations for active community participation in the election process. Considering that the ultimate goal of any campaign is to acquire power, it is evident that every well-executed campaign aims to gather support and win the election (Venus, 2018).

Based on the political activities carried out through social media, the Golkar has also embraced TikTok as an official social media platform to share the party's activities and the Chairman, Airlangga Hartarto. Golkar's TikTok account, with the username @golkar.indonesia, has gained over 39 thousand followers. It actively uploads content showcasing the activities of Airlangga Hartarto and the party members. Moreover, Golkar's TikTok account holds the distinction of being the political party account in Indonesia with the highest number of verified followers on TikTok.

After conducting a survey to identify which political parties have official accounts on the TikTok platform among the 24 political parties that have passed the administrative verification stage, the data shows that 18 out of the 24 parties have official TikTok accounts. These parties include the Indonesian Democratic Party of Struggle (PDI-P), Prosperous Justice Party (PKS), Indonesian Unity Party (Perindo), National Democratic Party (Nasdem), Indonesian Change Guard Party (Garuda), Democratic Party, Indonesian People's Wave Party (Gelora), People's Conscience Party (Hanura), Great Indonesia Movement Party (Gerindra), National Awakening Party

(PKB), Indonesian Solidarity Party (PSI), National Mandate Party (PAN), Golkar, United Development Party (PPP), Labor Party, Ummat Party, Indonesian People's Voice Party (Parsindo), and Republic One Party.

The research aims to explore the utilization of TikTok by the Golkar Party. The following research questions will be addressed: 1) What are the reasons behind the Golkar Party's decision to utilize TikTok as one of its official social media platforms?; 2) How is TikTok employed as a medium for political campaigning by the Golkar Party leading up to the 2024 elections?; and 3) What challenges does the Golkar Party face in their political campaign through TikTok for the 2024 elections?

RESEARCH METHOD

The Descriptive qualitative methodology was used in this investigation. Descriptive qualitative research is guided by a problem formulation that specifies the need to investigate or photograph complex social situations in great detail. Descriptive data in written or spoken words from people and observed behavior are the products of a qualitative approach to the research (Moleong, 2017). Focusing on social phenomena, qualitative research gives study participants a chance to share their thoughts and experiences. A qualitative method uses verbal and written

descriptions to gain insight into what study participants experience, such as their behavior, perceptions, interests, motives, and actions. In light of the importance of social media in the upcoming 2024 election, this qualitative study aims to collect comprehensive data on the social media strategy of political campaigns.

The study employed two methods to collect data: interviews and document analysis. The researchers used a purposive sampling technique to select the participants for the interviews, meaning that they chose individuals who met specific criteria based on the research goals. The research subjects must have the following criteria: First, being in a position of managing political party social media; Second, knowing the reasons or factors driving the use of social media of the political party concerned as the official social media of the party; Third, know the process of managing the use of social media on the social media of the political party concerned starting from planning, implementation, to evaluation; Fourth, know the obstacles faced in the use of social media of the political party concerned. Bagus Balghi from the Media and Opinion Raising Division of Golkar will serve as the interviewee for this research.

As a subset of qualitative research methods, To complement the analysis findings, the researchers also utilized literature review by

referring to various sources. This technique is commonly known as a bibliographic study or literature review. (Prastowo, 2016). In addition, the researchers also conducted observations of the TikTok content produced by Golkar and observed the interactions taking place on the platform.

In addition to interviews with the Golkar TikTok account managers, interviews were also conducted with three audience representatives and an expert triangulator. The expert triangulator is Detta Rahmawan, a lecturer in digital media management at the Faculty of Communication Sciences, Padjadjaran University.

RESULTS AND DISCUSSION

Golkar, one of the oldest political parties in Indonesia, has been using TikTok social media since late 2020, specifically in December. Previously, since its establishment on October 20, 1964, Golkar has grown into a major political party and has made significant contributions to the political landscape in Indonesia. However, in the present day, the party's existence as a political party is perceived as appealing mainly to older generations who have long observed the growth of Golkar. It poses a challenge for Golkar to adapt and keep up with the changing times in order to maintain its relevance among various audiences. The use of TikTok social media is a tangible form of adaptation by

Golkar, not only to build a strong presence on social media but also to sustain its existence and remain trusted and chosen by diverse audiences in future elections.

The utilization of TikTok as an educational platform by Golkar in facing the 2024 elections requires strategic planning. Strategic planning refers to the collective efforts undertaken by a group to achieve a specific objective. It involves the formulation of an overarching approach that encompasses the conception, planning, and implementation of activities over time. Key elements of a strategy include effective team coordination, the identification of enabling factors through the implementation of resourceful and cost-effective concepts and principles, and well-defined tactics (George, Walker, & Monster, 2019)strategic planning has been criticized for being overly rational and for inhibiting strategic thinking. This article undertakes a meta-analysis of 87 correlations from 31 empirical studies and asks, Does strategic planning improve organizational performance? A random-effects meta-analysis reveals that strategic planning has a positive, moderate, and significant impact on organizational performance. Meta-regression analysis suggests that the positive impact of strategic planning on organizational performance is strongest when performance is measured as effectiveness and when strategic planning is measured as formal

strategic planning. This impact holds across sectors (private and public.

Digital political materials have the potential to reach a broader community, including future voters, in the upcoming 2024 election, which is just one of the many advantages of transitioning from traditional to digital campaigning methods. Politicians who leverage social media platforms to share digital content can directly communicate their messages to voters. This finding is supported by interviews conducted by researchers, including discussions with Bagus Balghi, the Social Media Strategist of the Media and Opinion Raising Division at the Central Executive Board of Golkar Party. Political cadres are currently utilizing social media, particularly in preparation for the 2024 general election, to harness the potential of these platforms. The aim is to effectively communicate their vision and subsequently increase their electability by attracting more voters in the upcoming election.

> Towards the 2024 general election, we see the existence of TikTok as one of the media that we use in campaign activities, not only as a media that is just a place to convey the vision and mission, but also hopefully has an impact on increasing the popularity, acceptability, and electability of Golkar itself later in the 2024 election.

To participate in this election, individuals must be Indonesian citizens, at least 17 years old, and either married or divorced. By targeting social media as a platform for political

campaigns, this initiative takes a significant stride in engaging the digitally native generation in the upcoming 2024 elections. The objective is to encourage young voters to exercise their right to vote and actively participate in political activities, specifically by casting their ballots in the general elections. Leveraging campaigns using TikTok is especially effective as a considerable number of people are now technologically literate.

Bagus Balghi and their team also recognize that the younger generation will play a prominent role in the forthcoming general election. Considering the utilization of TikTok for political campaigns, this aligns perfectly as the younger generation is known to be highly active on social media platforms.

> Golkar chose to go out of the comfort zone of the existing base, seeing that in the upcoming 2024 elections, there will be around 60% of voters aged 17-39 years. If we cannot keep up with the adaptation to find the right way to reach this millennial generation, then we will be far behind.

While a campaign conducted through electronic media or cyberspace is a virtual activity, its actions and legal implications are genuine and tangible. Such campaign activities serve multiple purposes, some of which are outlined below. Firstly, politicians aim to achieve their objectives by raising awareness and shaping public opinion on specific issues. Secondly, it serves as an informative tool that

has the potential to influence and transform societal perspectives. Thirdly, it serves as a means of business development by persuading individuals to purchase the marketed products. Lastly, it contributes to developing a positive image for campaign participants by highlighting their impressive work programs and track records (Venus, 2018).

A well-defined strategy is crucial for online political campaigns conducted through TikTok. The purpose of implementing such campaigns is to effectively communicate with voters and increase the number of votes for politicians participating in the election. These campaigns act as a bridge for political communication, both individually and collectively, among the politicians and the political organization itself (Arifin, 2017).

Key elements in strategic aspects of utilizing TikTok for political activities include planning the target audience, devising message plans, managing human resources, implementing campaign content strategies, engaging with the audience, receiving feedback, monitoring engagement levels, and conducting evaluations. The management flow starts from weekly meetings, discussing brief content, and preparing storyboards. After that, search and sort the ingredients, yes, prepare the content material. Then enter the editing stage, in which, of course, there is the supervision of many people. Then once the content is secure and acc, new will be posted by the admin. The admin will also be tasked with seeing interactions and replying to comments until all content in that week has all been uploaded; later, there will be another evaluation per week and month in the weekly and monthly reports.

A strategic model for utilization is essential for ensuring effective political communication between politicians and the general public, which plays a critical role in the success of any election plan developed by a political party coalition. The objective of political communication, whether verbal or nonverbal, is to alter one's position within an established authority structure. The ability of politicians to effectively disseminate political information to the public through established channels is of utmost importance. As the political party team formulates an appropriate plan, they must prioritize the factors that contribute to effective political communication with the public. It includes considering the role of politicians as communicators, the nature of political discourse, the target political audiences, and the impact of political discourse (Rakhmat, 2015).
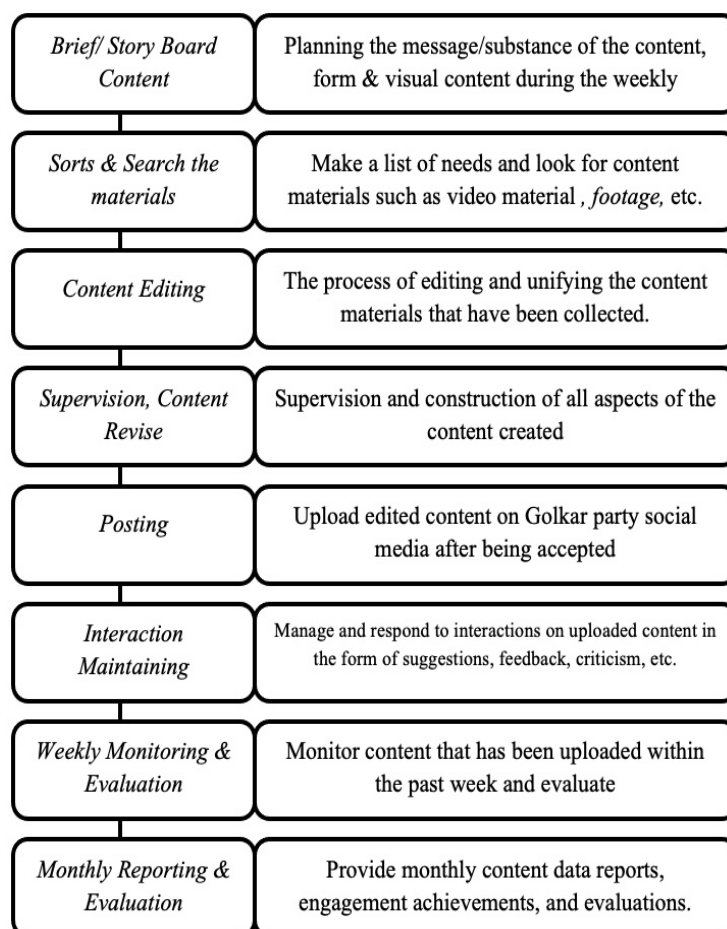
In this campaign, the role of the messenger or communicator is crucial as their presence is directly linked to shaping public opinion. In this context, the communicator delivers a message that encompasses concepts or ideas and political knowledge intended to influence the listeners, who are the general public. Airlangga Hartanto, the Coordinating Minister for the Economy

and the General Chairman of Golkar, actively serves as a communicator by conveying work programs through TikTok. One of his Instagram posts on Golkar's official account highlights the pre-employment card program, emphasizing the party's commitment as a political organization.

Social media mapping is an approach that aims to enhance the efficiency of political campaigns, as it helps attract the attention of social media users. It applies to both the primary TikTok platform of a political party and individual politicians' personal social media platforms. Communicators responsible for delivering politically relevant messages must

strategically plan their postings, requiring them to think creatively to engage and communicate with the community effectively. Figure 1 model example highlights the importance of digital campaign mapping in the overall campaign strategy:

A strong correlation exists between the various components of political media discussed earlier and the messages conveyed by politicians through TikTok. The team working for political parties must possess technological proficiency to strategize the transmission of political messages on social media platforms. In this context, political party messages are

Brief/ Story Board Content	Planning the message/substance of the content, form & visual content during the weekly
Sorts & Search the materials	Make a list of needs and look for content materials such as video material, *footage,* etc.
Content Editing	The process of editing and unifying the content materials that have been collected.
Supervision, Content Revise	Supervision and construction of all aspects of the content created
Posting	Upload edited content on Golkar party social media after being accepted
Interaction Maintaining	Manage and respond to interactions on uploaded content in the form of suggestions, feedback, criticism, etc.
Weekly Monitoring & Evaluation	Monitor content that has been uploaded within the past week and evaluate
Monthly Reporting & Evaluation	Provide monthly content data reports, engagement achievements, and evaluations.

Sources: Researcher's data, 2023

Figure 1 TikTok utilization strategy on the Golkar Party's social media team

formulated and disseminated through visual content, especially video videos. To make these messages more appealing to the public, a team of creators operates behind the scenes, working diligently to effectively propagate the message (Haris, 2022).

Golkar's TikTok management team adopts a similar approach. To effectively manage their campaign's various social media platforms, they allocate human resources by dividing the staff into different teams based on their respective roles and responsibilities.

> In managing our social media platforms, which includes content creation, we empower our human resources to produce engaging content independently. To effectively manage our social media independently, we have divided our human resources into two teams: the Internal and External teams. The Internal team comprises copywriters, social media specialists, photographers, videographers, creative and graphic designers, and an IT team. Additionally, we have an Analyst team responsible for monitoring and a dedicated team focused on addressing cyber attacks.

Furthermore, with the Internet being utilized for political purposes, millions of voters now have the ability to engage with their representatives through TikTok platforms. Politicians can leverage this opportunity to connect with voters by showcasing their support for innovative ideas and technologies developed in collaboration with creative content producers who can effectively merge contemporary concepts with modern society. An example of this approach can be seen in the tactics employed by Golkar, which includes posting videos on their TikTok account regarding their demand for the National Agency of Drug and Food Control (BPOM) to take responsibility for the alleged use of syrup drugs that are suspected of causing kidney failure in children. Various politicians criticize BPOM's performance in these videos, highlighting its shortcomings and negative impact on the community. Through this form of political communication, Golkar indirectly shapes public opinion on BPOM's performance, emphasizing its inadequacy. Consequently, the persuasive techniques employed have the potential to influence or sway public sentiment through posts that inadvertently promote critical thinking about government actions. Supporters of these politicians may subconsciously be impacted by the substance of these published posts, regardless of whether they align with the politicians' actual views.

Following what has been said above, it is safe to assume that the public is the intended audience for this approach. Communication aimed at the public may undoubtedly affect the value or image of political candidates who will nominate themselves (Fatimah, 2018), making the messages transmitted to the public or the general public about political problems rather crucial. Accordingly, when a campaign

is conducted through social media, it will undoubtedly have an effect or result from political communication.

The impact being referred to in this context relates to its influence on the number of votes obtained by politicians representing their respective political parties in regional elections. The acquisition of votes directly results from the political communication activities conducted throughout the campaign period. The success of politicians representing their parties can be assessed based on their ability to effectively convey messages about the party's vision, mission, and work plans that will be implemented in the upcoming year, as well as their track record in promoting the profiles of candidates participating in general and local elections. The objective is to establish a positive public image. These factors form the foundation for politicians to advance their parties, compete with other political parties, capture public attention, and garner full support.

Examining the approach taken by Golkar, it is evident that they are actively implementing digital campaigns through their dedicated social media (including TikTok) teams. However, it is worth noting that alongside these digital efforts, they are also utilizing conventional media channels for their campaign purposes:

> The Golkar Party has several official accounts on seven social media platforms, ranging from Facebook, Instagram, Twitter, Youtube, Snack Video, Hilo video, and TikTok for digital campaign activities, but from ourselves in Golkar, we still use other main media such as billboards, and holding events, but still all media complement each other.

The second opportunity lies in political branding, which has become more accessible to pursue. Politicians have become increasingly aware of the importance of branding in the success of their campaigns. While having a well-planned strategy is crucial for winning an election, it is equally important for politicians to establish a strong political party brand. Building a positive reputation and gaining popularity are key aspects of this process. Social media plays a significant role in enabling political branding, as it provides a platform for politicians to shape public perception and increase their chances of being elected.

To effectively reach the community and achieve their goals, the TikTok team must possess strong communication skills on social media. It is crucial for them to adapt their message to resonate with different age groups and socioeconomic backgrounds, with particular emphasis on engaging millennials. Additionally, politicians need to be mindful of the algorithm systems employed by various social media platforms, as these algorithms influence the reach and visibility of their content. By effectively understanding and utilizing

these algorithms, politicians can optimize their presence on social media and increase their chances of connecting with the desired audience (Febri, Suryanef, Hasrul, & Irwan, 2022).

Another opportunity lies in conventional campaigns, which are subject to strict time constraints set by the Election Commission (KPU). Due to these limitations, politicians cannot run campaigns whenever they please. To ensure a smooth campaign process, politicians can benefit from digitizing their campaigns, as previously mentioned in the context of digital campaigns. By leveraging digital tools, politicians can extend the timeframe of their campaigns and begin their efforts well before election day. Furthermore, digitization encourages the political party team to be more innovative in communicating their political ideas to the public. It becomes particularly important considering the intense competition among political parties.

In addition to the opportunities, it is crucial to acknowledge the challenges that arise in implementing TikTok campaigns, which can impact the campaign's sustainability and the overall success of the political party. While TikTok provides opportunities to reach a wide range of individuals within society, the ease of access to these platforms also presents a challenge for political parties participating in national or local elections. This challenge lies

in the preparedness of prospective candidates to effectively engage and interact directly with the public, considering the vast reach and accessibility of TikTOk. Therefore, careful consideration and strategic planning are necessary to navigate these challenges and ensure the campaign's sustainability.

> The challenge in using TikTok is that we must be up to date because social media trends are very fast, so we must put more effort and energy to keep going. Other than that, alternative media besides the digital platform for the campaign is needed because not all our targets can use the Internet.

Another significant challenge in Indonesia is the limited access to the Internet, which hinders the use of TikTok as a campaign platform. Unequal internet connectivity has emerged as a crucial obstacle that impacts the consistency of votes obtained by prospective candidates. While social media has the potential to reach individuals from diverse socioeconomic backgrounds, the lack of internet access in less-developed regions poses a barrier to utilizing social media for political campaigns. Additionally, the prevalence of fake or hoax news is a widespread concern. Information disseminated through social media is not always accurate and reliable in the digital era. Therefore, the public needs to critically evaluate the sources of information they encounter on TikTok to avoid falling victim

to misinformation or falsehoods. Prospective politicians must prioritize information literacy and provide factual and authentic information without manipulation or distortion.

Moreover, the accessibility and immediacy of presenting political content on TikTok can also pose risks for politicians. It is important for political organizations, such as political parties, to anticipate and prepare for potential smear campaigns. Political leaders and party organizations must diligently monitor their social media accounts to safeguard against "black campaigns" or malicious operations to undermine their political opponents. In Indonesia, the term "black campaign" is often used to describe campaigns involving hoaxes or misinformation. Negative campaign tactics may include various forms of election-related misconduct, violations of ethical codes during elections, disputes, and even criminal activities. Therefore, vigilance and proactive measures are crucial to mitigate these risks and maintain the integrity of political campaigns.

The objective of a "black campaign" is to undermine specific candidates by spreading insults and false information with the intention of damaging their reputation and chances of success (Dodu, 2017). As an example of a dark campaign that garnered widespread notice, consider the 2019 presidential-vice president election. (Apriliana, 2019). The number of

violations in the general election stemmed from the dissemination of information starting from presidential candidate number 1, which was rumored that if he became president, the PKI would return and colonize Indonesia. (Apriliana, 2019). The same thing happened to pair number 2, where it was rumored that Sandiaga Uno had a special relationship with three women (CNN Indonesia, 2019).

The intense competition among election candidates, especially those engaged in negative campaigns that aim to tarnish their opponents' reputations, has had a significant impact. Moreover, the situation is exacerbated by certain members of the community who contribute to the spread of misinformation through hoaxes in the media. These individuals often feel emboldened to share unverified comments or opinions. Both political leaders and the general public should strive to enhance their literacy level and develop critical thinking skills to assess the information they encounter. Given that social media is accessible to people of all age groups, including tech-savvy individuals, it is essential to use TikTok platforms responsibly and in accordance with their intended purpose.

CONCLUSION

There are several reasons why Golkar utilizes TikTok social media, which has been in use since December 2020. First, it is a form of

adaptation and increasing the party's presence among the younger generation. Second, TikTok's unique features and algorithm enable a wide reach. Third, there is alignment between the direction of the party's Chairman and the strong desire of the human resources to utilize TikTok as a social media platform. Fourth, it expands Golkar's efforts to democratize the campaign through social media. Fifth, Golkar aims to become a pioneer among political parties in utilizing TikTok as a political campaign medium.

The utilization of TikTok as a campaign platform by Golkar encompasses various aspects. It begins with the initial stage, where the social media team focuses on audience acquisition, even though the content may not be fully directed yet. The objective of utilizing TikTok by Golkar is to increase popularity, acceptability, and ultimately enhance the electability of Golkar Party cadres in the upcoming 2024 elections. Another crucial aspect is human resource management within the social media team, which involves forming specialized teams. Planning the target audience and message is equally vital in using TikTok social media. The primary target audience for Golkar in utilizing TikTok is the younger generation.

Regarding message planning, activities such as designing content pillars and monitoring content are carried out. Packaging and shaping the content and incorporating key messages are carefully considered by the social media team. Audience interaction is also emphasized to foster a two-way communication approach in political campaigns. Lastly, Golkar's utilization of TikTok social media includes the evaluation process as a means of reflection for continuous improvement. This model of utilizing TikTok social media by Golkar can serve as an example for other institutions in leveraging TikTok for political purposes.

The challenges faced by Golkar's social media team in implementing TikTok as a campaign platform include initial confusion in determining the direction of the content, the challenge of staying up-to-date, maintaining consistency, mastering the software, and solidifying the user base.

Suggestions that can be given to the social media team of Golkar in utilizing TikTok as a political campaign platform are as follows: 1) Golkar should strengthen the value of the content delivered to the public to differentiate their use of social media from other political parties. Additionally, based on the triangulator's perspective, Golkar can present content that includes lesser-known facts for the current generation, such as the history of Golkar, Golkar's heyday during the New Order era, and other relevant topics. 2) maximize and encourage

audience interaction on social media platforms while carefully considering and responding to the interactions in the best possible manner. 3) Based on the triangulator's perspective, increasing the quantity and frequency of content uploads is recommended to ensure that the party's TikTok account remains active and engaging. 4) the human resources within Golkar's social media team should deepen their knowledge and understanding of the software tools that can support and maximize the utilization of social media platforms for the party's benefit.

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