ABSTRACT

Packaging of Social Assistance Content on Tiktok (Quantitative Content Analysis of @Kemensosri Accounts January-December 2024)

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This study aims to analyze social assistance (bansos) content packaging on the TikTok account of the Ministry of Social Affairs, @kemensosri, from January to December 2024. The Ministry uses TikTok as a tool for public communication, including in the implementation of government social assistance programs. In the digital era, effective public communication is determined not only by the information conveyed but also by how it is packaged. This study employs a quantitative content analysis approach to measure the frequency of content themes, content formats, content types, and packaging strategies. Data were collected from posts uploaded to the @kemensosri account. The dominant theme is Attention, with 59 posts (35.33%), News content is the most prevalent, with 73 posts (43.71%), Long-duration videos (61–121 seconds) are the most commonly used, appearing in 66 posts (39.52% of total posts; 51.16% of all videos). The packaging approach is predominantly the Hope approach, used in 109 posts (65.27%).

Keywords: *Content Packaging, Social Assistance, TikTok, Quantitative Content Analysis, Ministry of Social Affairs RI.*

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