

ABSTRACT

PACKAGING THE POLITICAL MESSAGE OF ARTIST CANDIDATE UYA KUYA ON TIKTOK CONTENT (Qualitative Content Analysis of the Tiktok account @king.uyakuya in the 2024 Election Campaign Period (28 November 2023 - 10 February 2024))

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This research aims to find out the message packaging carried out by the legislative candidate artist, namely Uya Kuya, which was carried out via his social media Tiktok during the official campaign period starting from November 2023 to February 2024. This research is important to do to see how the message he wants to display is to build and create a sense of reliability in influencing very significantly in the eyes of other people. Uya Kuya is a radio presenter, film actor, comedian, singer and rapper who is currently one of the DPR RI legislative candidates for the Jakarta electoral district. In carrying out the vision and mission and work programs that will be carried out, Legislative Candidate Uya Kuya utilized his personal TikTok platform to carry out campaigns on social media by creating 125 pieces of content as the main research material for writing this report. Uya Kuya uses a campaign-themed political message which is the main topic of this research. The message packaging carried out by legislative candidate Uya Kuya was conveyed through issue-framed political content that discussed the latest political issues around society. Message packaging according to indicators can be seen in terms of message content, video shooting style, type of recording, main actor, interaction, video shooting style, source, genre, format and also message theme. The research uses a qualitative approach and a post-positivism paradigm, with qualitative content analysis methods. The results of this research are that legislative candidate Uya Kuya uses a political message as a campaign theme by using himself as the main actor in conveying a political message framed as an issue.

Keywords: Tiktok, Uya Kuya, Message Theme, Political Communication

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