

ABSTRACT

2024 PRESIDENTIAL CANDIDATE POLITAINMENT ON TIKTOK (Analysis of Ganjar Pranowo's Online Campaign Content on TikTok Account @ganjarpranowo Period November 28, 2023 – February 10, 2024)

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The politainment strategy reflects a significant change in the political campaign practices of presidential candidates on a global scale. This strategy was also applied by presidential candidate number 03 Ganjar Pranowo on his personal TikTok platform @ganjarpranowo during the 2024 Presidential Election campaign. Politainment refers to the simplification of agendas, messages, information and even political actors themselves in an entertaining format. The widespread use of the politainment strategy is due to its potential to change the originally complex and heavy political concept into something more attractive to people with low political sensitivity. For this reason, this study was conducted to examine how to package Ganjar Pranowo's politainment strategy through the analysis of the content of online political campaigns on the TikTok account @ganjarpranowo. This research was carried out using a qualitative content analysis method by analyzing the content theme, form of polytainment and audience responses. The research findings include the content of Ganjar Pranowo's TikTok campaign dominated by social themes and personal information as well as vision, mission and work programs, most of which are packaged in the form of tabloization. The analysis of this study states that Ganjar Pranowo's politainment strategy in his online campaign was well received by the audience.

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