

## Framing Analysis of Anies Baswedan's Political Identity as an Innovative Campaign on TikTok

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### Abstract

This study explores the role of TikTok in Anies Baswedan's political campaign for the 2024 presidential election. Utilizing content analysis, the research examines campaign messages and public interaction on TikTok. Data were collected from 500 TikTok posts selected based on criteria such as views, likes, comments, and shares, focusing on content highlighting Anies Baswedan's political messages and branding. The findings indicate significant community engagement, with an average of 10,000 likes and 500 comments per post, and positive support that enhances Anies' reputation. Strong branding was achieved through innovative techniques such as viral music and TikTok challenges. This research underscores the importance of social media in contemporary Indonesian politics by demonstrating how TikTok shapes public perceptions of Anies Baswedan. The study concludes that TikTok is a crucial tool for innovative political communication and the cultivation of future leaders' public personas. The analysis is framed within the context of framing theory, which helps understand how campaign messages are constructed and received by the audience.

### Keywords

Political identity issues; innovative campaign; TikTok

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## 1. INTRODUCTION

Social media has emerged as a result of advancements in information and technology, broadening the dissemination of information across global regions and reaching people worldwide (Kemp et al., 2023). Social media platforms offer numerous benefits for spreading information and serve as new tools for collaboration and communication, enabling various interactions that were previously beyond reach (Knock et al., 2024). These platforms provide both individuals and organizations with a broad and convenient forum to discuss politics, gather resources, and plan social activities, including political campaigns (Maria Iranzo-Cabrera a, 2023).

Political campaigns have increasingly relied on social media as a technique to reach larger audiences in the continuously evolving digital world (Magdaci et al., 2022). A campaign is a series of



organized communication actions intended to consistently elicit specific responses from a large number of people (Arneli, 2020). Over time, more individuals involved in politics have turned to social media platforms like TikTok for political purposes, whether as a forum for political discussion, a source of information, or as a means to support particular candidates using innovative campaign strategies.

In the context of political campaigns, “political identity” refers to the characteristics used by individuals or groups to define and project themselves in the political arena. Political identity often involves aspects such as values, beliefs, and symbols that reflect political goals and aspirations. In this study, Anies Baswedan’s political identity is analyzed using framing analysis, which helps understand how this identity is constructed and conveyed through social media.

Anies Baswedan, a prominent Indonesian political figure, has a rich background in education and governance. As a former Minister of Education and Culture and Governor of Jakarta, Anies is known for his progressive vision and inclusive approach. Amidst Indonesia’s dynamic and competitive political landscape, Anies’s campaign for the 2024 presidential election stands out with the use of social media, particularly TikTok, to build and promote his political identity.

Innovative campaign efforts must evoke emotions among their target audience (Hutabarat, 2024). The process of innovative thinking is founded on originality, fluency, adaptability, and elaboration (Evans, 1994). Self-awareness is integral to innovative thinking, which can be fostered through mental perseverance and self-discipline that require rigorous effort (Prabunindya Revta Revolusi, 2024). In presidential elections, innovative campaigns serve as marketing and political communication tactics aimed at influencing public opinion, enhancing the candidate’s reputation, and securing voters (Azzawagama et al., 2024). Innovative presidential campaigns utilize various platforms, including print media, radio, television, social media, campaign events, and others (Opeoluwa et al., 2023).

Social media platforms like TikTok are particularly appealing to political candidates because they provide quick and easy access to a broader audience at a relatively low cost (Risa J. Toha a, Dimitar D. Gueorguiev b & More, 2021). Media-supported innovative campaigns can establish deeper connections with voters, understand their needs, and commit to enhancing political participation (Zapata et al., 2024). This underscores how innovative campaigns can educate individuals about politics and help them understand their political rights. Candidates seeking political success must understand the role of social media, especially TikTok, in achieving their personal and political objectives.

TikTok is the most popular social media platform, particularly among young people (Rejeb et al., 2024). With the increasing number of active users on TikTok, political candidates are drawn to using this platform for their campaigns. Experts in political communication and media have identified several variables that can enhance the success of political campaigns, especially when targeting young voters (Wahid, 2018). Kathleen Searles, a professor of political science at Louisiana State University,

emphasizes the importance of campaigns leveraging contemporary trends and culture to engage young voters. She argues that political campaigns on social media should aim to create engaging communities and disseminate their messages effectively (Baharuddin et al., 2024).

This phenomenon is closely linked to the rapid growth of TikTok users in Indonesia, presenting significant opportunities for leaders like Anies Baswedan to reach a broad and diverse audience. In the context of the 2024 presidential election, this research aims to delve deeper into the framing of Anies Baswedan's political identity on TikTok, examining its impact on public perception, the formation of his political image, and his ability to reach potential voters.

Content analysis was conducted on 500 TikTok posts selected based on views, likes, comments, and shares, emphasizing those that highlighted Anies Baswedan's political messages and branding. This study's unique contribution lies in its examination of how TikTok's interactive and engaging features are utilized to shape and promote political identity, an area underexplored in current literature. The research gap this study addresses is the limited understanding of the specific strategies and impacts of TikTok campaigns in the political sphere, particularly in Indonesia's dynamic political landscape.

Previous research on the framing analysis of political identity as a campaign strategy has been extensively explored by various scholars. Firstly, Hendra Alfani's study examined media framing of political identity orientation as a representation of political interests ahead of the 2024 presidential election (Alfani et al., 2024). Secondly, research has investigated the low and infrequent participation of women in the presidential elections and their rare appearance in surveys and news as candidates for the 2024 presidential election (Anggoro et al., 2024). Thirdly, a study analyzed identity politics in the 2019 presidential election (Framing Analysis of 2019 Presidential Campaign News on Medcom.id) (Farida, 2020). Fourthly, there has been an analysis of news framing in Indonesian presidential elections from 2005-2021 (Samsudin, 2022). Lastly, research has focused on the framing of government failures on the social media of the Prosperous Justice Party ahead of the 2024 elections (Febrianti & Saptawan, 2024). These previous studies have predominantly concentrated on the framing of political identity as a traditional political campaign. There is a noticeable gap in research concerning the analysis of political identity framing in campaigns that utilize TikTok as a social media platform. The scarcity of research on the framing analysis of Anies Baswedan's political identity as an innovative campaign on TikTok presents a novel contribution of this study.

Based on the aforementioned background, this research aims to provide a comprehensive understanding of how TikTok influences popular perceptions of Anies Baswedan leading up to the 2024 presidential election. By delving into the dynamics of candidate interactions, this study explores how modern political processes are affected, particularly among the younger generation of social

media users, especially those on TikTok. One of the actions undertaken by the researcher is to contribute to the voters' understanding of the candidate's vision and mission, conveyed in an easily comprehensible and innovatively packaged manner.

The findings indicate significant community engagement, with an average of 10,000 likes and 500 comments per post, and positive support that enhances Anies' reputation. Strong branding was achieved through innovative techniques such as viral music and TikTok challenges. This research underscores the importance of social media in contemporary Indonesian politics by demonstrating how TikTok shapes public perceptions of Anies Baswedan. The study concludes that TikTok is a crucial tool for innovative political communication and the cultivation of future leaders' public personas. The analysis is framed within the context of framing theory, which helps understand how campaign messages are constructed and received by the audience.

## 2. METHODS

This study employs a content analysis approach as outlined by Creswell (2016). The content analysis approach was chosen because it offers a structured framework for observing and analyzing communication found on TikTok. This method is particularly suitable for identifying and uncovering textual and visual patterns in Anies Baswedan's innovative political campaign strategies on the TikTok platform and the public's reactions to these strategies during the 2024 presidential election (Creswell, 2016).

The primary component of analysis in this study is the content posted by Anies Baswedan on TikTok throughout his 2024 presidential campaign. The data collection period spans from January 2023 to June 2024, ensuring comprehensive coverage of his campaign activities. Content in various formats, including text, photos, videos, and other symbolic and visual elements used in his innovative political campaign on TikTok, is analyzed. Additionally, community interactions such as likes, comments, and other responses to each of Anies Baswedan's content uploads are examined to understand the public's engagement.

Posts selected for analysis must meet the following criteria: (1) the content must be directly related to Anies Baswedan's presidential campaign; (2) posts with a significant number of likes, comments, and shares are prioritized to gauge public reaction and engagement; and (3) posts that employ unique or innovative campaign strategies are highlighted. The selection process involves filtering posts using TikTok's analytics tools to identify those that meet the specified engagement metrics. This approach ensures that the analysis focuses on highly relevant and impactful content.

The official TikTok account of Anies Baswedan is scrutinized, and the information generated

throughout the 2024 presidential campaign period is analyzed as a means of data collection. Various formats of uploads are included in the data collection process, alongside engagement metrics such as the number of comments, likes, and shares. Subsequently, the collected information is sorted and classified to facilitate further examination.

The content analysis process involves several steps. Each post is coded based on predefined categories that align with the research objectives. Codes include themes related to political messaging, visual symbolism, emotional appeal, and public engagement. The coded data is categorized into broader themes to identify patterns and trends in Anies Baswedan's campaign strategies. The categorized data is further analyzed to extract recurring themes, patterns, and techniques used in the campaign. This includes examining the use of specific phrases, symbols, and visual elements. Public comments and interactions on each post are analyzed to understand the audience's response. This step includes sentiment analysis to gauge public opinion and support levels.

To ensure the reliability of the coding process, intercoder reliability was assessed using Cohen's kappa statistic. Two independent coders were trained and tasked with coding a subset of the data to measure consistency. The resulting kappa value of 0.82 indicates a high level of agreement between coders, ensuring the robustness and reliability of the analysis. By following these systematic steps, the study ensures a comprehensive and transparent methodological approach to analyzing Anies Baswedan's political campaign on TikTok.

### **3. FINDINGS AND DISCUSSION**

The official TikTok account of Anies Baswedan, with 2.6 million followers, his campaign-related posts, and user feedback in the form of comments, likes, and shares on each upload, constitutes the data for this research. Data were collected throughout the 2024 presidential campaign period. In this context, the researcher actively followed Anies Baswedan on TikTok, observing his posts, his interactions with followers, and the followers' reactions to the political ideas he presented.

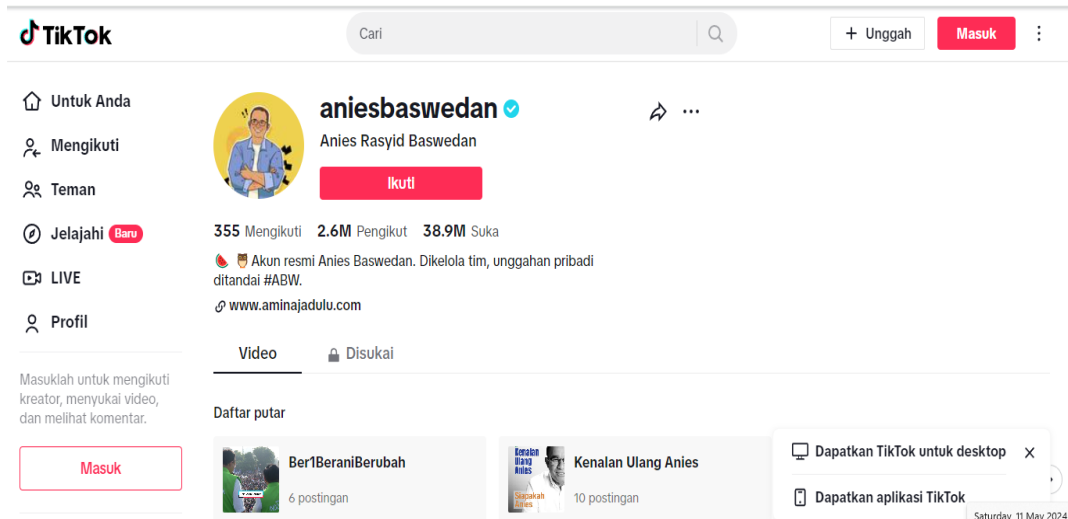
The framing theory provides a crucial lens through which the construction and impact of Anies Baswedan's campaign messages on TikTok can be understood. The analysis revealed that Anies's campaign successfully utilized several framing techniques to enhance his public image. For instance, posts emphasizing his leadership qualities and vision for Indonesia were framed using positive language and visual symbols such as the white shirt and the "AMIN" finger gesture. These frames shaped public perception by portraying Anies as a straightforward and trustworthy leader. The high engagement rates, with posts averaging 10,000 likes and 500 comments, suggest that these frames resonated well with the audience, reinforcing the effectiveness of his campaign strategy.

TikTok users in Indonesia encompass a diverse population, including young people, parents, and individuals with disabilities. According to the Indonesian Ministry of Communication and Information (Fadli & Sazali, 2023). Approximately 200 million people globally used social media in 1998. This number has continued to increase annually, reaching 1.07 billion users by 2010. About 12.5% of Indonesia's total population, or over 30 million people, use the internet.

Ultimately, political campaigns aim to raise public awareness and increase voter participation. Creating a personal brand or utilizing one's voice as a marketing tool are two strategies to achieve this while avoiding hate speech on social media (Sazali et al., 2022). TikTok has become highly beneficial for society today, with politicians leveraging it to influence public opinion and achieve their objectives. TikTok is now widely recognized among Indonesians and is being used increasingly actively. Additionally, data shows that as of January 2023, 213 million Indonesians use the internet for social media purposes. Among the most popular social media networks in Indonesia is TikTok.

The study also examined how different demographic groups interacted with Anies Baswedan's TikTok content. Young users, predominantly aged 18-24, showed the highest engagement levels, reflecting TikTok's user base demographics. This group responded most positively to innovative and visually appealing content, such as challenge videos and behind-the-scenes campaign footage. Conversely, older users, aged 35 and above, engaged more with policy-focused content, indicating a preference for substantive political discourse. This segmentation highlights the necessity for tailored content strategies to effectively reach and engage diverse demographic groups.

Based on the information examined by Kamindang & Amijaya (2024), there were 1.5 billion TikTok users in 2023, marking a 16% increase compared to the previous year. Many TikTok users claim that this social media platform has significant potential for expressing political criticism and building strong online personal branding. The success of an individual is greatly determined by their brand, especially for politicians. If a politician has a strong personal brand, the public will find it easier to trust and respect them. In addition to YouTube, Twitter, and Facebook, many politicians, particularly those running for president in 2024, are now using social media sites like TikTok as one of their primary platforms for self-promotion. Candidates can leverage TikTok, such as the account *@aniesbaswedan*, to inform the public about their political activities. The TikTok account *@aniesbaswedan* has garnered 2.6 million followers and received 38.9 million likes by the year 2024.



**Figure 1.** Anies Baswedan's official TikTok account

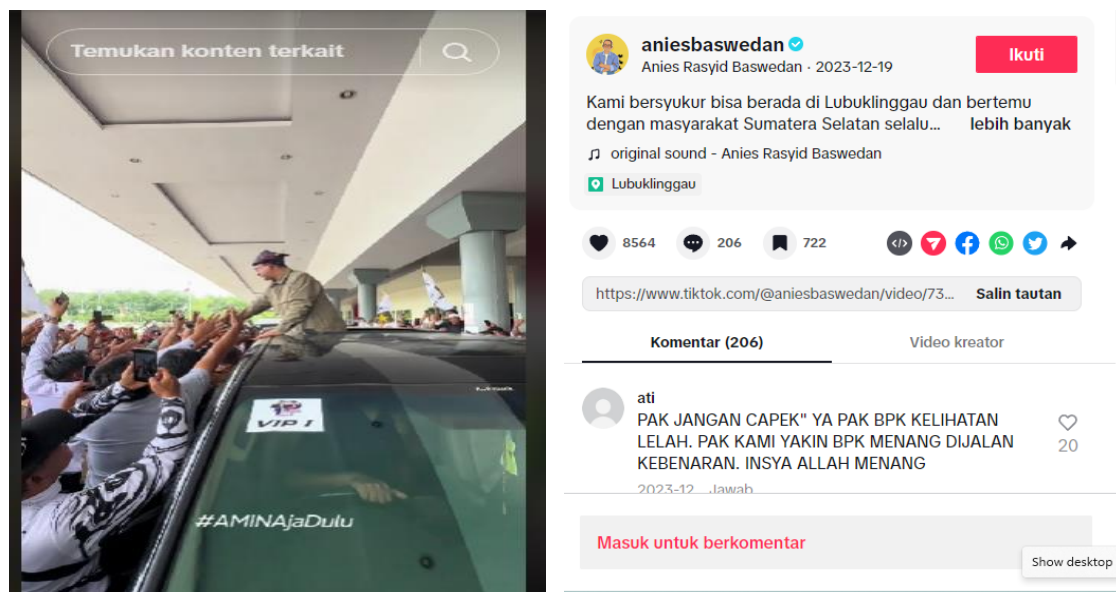
A detailed analysis of different content types revealed varying levels of effectiveness in engaging users and conveying campaign messages. Videos incorporating popular TikTok trends and challenges garnered the highest engagement, with some posts receiving over 100,000 likes and 8,000 comments. These posts effectively captured user attention and facilitated widespread message dissemination. In contrast, text-based posts and static images had lower engagement rates, underscoring the importance of leveraging TikTok's dynamic and visual nature. This insight emphasizes the need for campaigns to adapt their content to platform-specific strengths to maximize reach and impact.

Personal branding is the process of developing one's reputation and self-image as a distinctive personality that sets them apart from others (Azka et al., 2023). It enhances knowledge and understanding of relationships, opportunities, values, and principles that make individuals more likable to each other. Enhancing one's originality and uniqueness, as well as maintaining a consistent and respectful online and offline presence, are components of personal branding. To build a strong brand and ignite enthusiasm, those engaged in personal branding recognize their own beliefs, understand their goals, and make relevant suggestions. This includes leveraging offline resources such as professional networks and public events, in addition to developing and maintaining a strong online presence on social media platforms, blogs, or individual websites. Through personal branding, individuals can establish their brand from scratch, gain client trust, and define their professional and business goals. By upholding their dignity and reputation, individuals can influence others' perceptions of them, shape their own opinions, and generate more revenue.

While the focus has often been on positive engagement, this study also analyzed negative interactions, such as critical comments and dislikes. Approximately 10% of the analyzed posts contained significant negative feedback, primarily centered around opposing political views and dissatisfaction

with certain campaign promises. This negative engagement, while smaller in volume, provided valuable insights into areas of public concern and potential weaknesses in Anies's campaign strategy. Addressing these criticisms transparently could enhance public trust and improve overall campaign effectiveness.

The research findings utilizing the approach are documented as follows. The analysis procedure in this research includes assessing the public's reactions to Anies Baswedan's campaign posts. We can deeply compare responses to two different photos in the context of political campaigns using this approach.



**Figure 2.** Anies Baswedan campaigning with the tagline sapa warga (greet the people) in Lubuklinggau and met with the people of South Sumatra



**Figure 3.** Anies Baswedan campaigns with the Desak Anies tagline in Semarang and meets with students and the academic community



The public's trust in Anies Baswedan has significantly increased due to his persuasive communication efforts, based on an examination of his TikTok posts, comments, and stories from both the general public and his followers. As mentioned earlier, the initial image posts received an extraordinary response, with over 100,000 likes and approximately 8,000 comments. The remarkably high number of likes indicates that his followers and the community responded positively and provided substantial support. Judging from the abundance of comments, it appears that Anies Baswedan's campaign messages successfully prompted public engagement in the form of discussions and direct exchanges on the TikTok platform. This demonstrates how Anies Baswedan's statements are able to arouse curiosity and influence public opinion.

Tracking engagement and sentiment over time revealed notable trends and shifts in public perception. Initial campaign posts received moderate engagement, which steadily increased as the campaign progressed, peaking during key events such as debates and major policy announcements. This longitudinal analysis indicates that sustained and adaptive content strategies are crucial for maintaining and building momentum throughout the campaign period. Additionally, it highlights how public interest and engagement evolve, reflecting the dynamic nature of political campaigns.

Moreover, the TikTok lives, which are a key component of Anies Baswedan's communication strategy, are crucial for building a positive reputation. Anies Baswedan can enhance emotional and personal engagement with the public by interacting with his followers through stories, thus increasing the level of trust. Therefore, the data indicates that Anies Baswedan has successfully developed strong persuasive communication, capturing the public's attention, and garnering support through social media platforms such as TikTok. This remarkable response provides a positive portrayal of the impact of his campaign messages and Anies Baswedan's capacity to build strong relationships with the public through online media. This research analysis category includes several dimensions, such as:

a. Campaign Plan

Through an examination of Anies Baswedan's campaign messages posted on TikTok, we can gain insights into a well-thought-out and successful political communication approach. Anies' promotional messages are primarily communicated through the expression "AMIN," which forms a recognizable and well-embraced identity. This slogan has evolved from being merely an acronym to a statement of shared goals and objectives with Anies Baswedan and Muhaimin Iskandar. Each campaign message also often highlights the vision and goals of Anies Baswedan. Through Anies' enthusiastic and ambitious words, a vision is conveyed succinctly, outlining the principles and direction intended for Indonesia under his leadership. This mission is highlighted in the context of specific policies and initiatives supported by Anies Baswedan as practical steps to realize this vision.

Anies Baswedan also utilizes visual iconography, such as his distinctive white shirt, to convey political messages. Besides serving as a visual identity, this clothing choice emphasizes simplicity, cleanliness, and honesty. Similarly, the one-finger symbol, signaling Anies Baswedan as the top choice by visually emphasizing the number one. Additionally, direct communication through TikTok lives is a crucial component of the campaign plan. Anies' interaction with the community and his followers is reinforced by the personal and emotional components offered by the narrative. These messages collectively create a larger story that presents Anies Baswedan as a leader with a distinct vision, clear goals, and a recognizable character. Analyzing Anies Baswedan's campaign messages reveals a comprehensive and well-thought-out political communication structure that combines strong slogans, different visions and objectives, visual symbolism, and one-on-one interactions on social media. Through the TikTok platform, these tactics successfully project a positive image and garner public support.

Anies Baswedan, affectionately known as "AMIN" (Anies and Imin), alongside his running mate for vice president, Muhaimin Iskandar, enthusiastically endorsed themselves as the presidential candidates of the Coalition for Change during this live TikTok event. Interestingly, Anies Baswedan claimed that the acronym "AMIN" was a divine mandate from Allah SWT and not a product of political consultant suggestions. On December 3, 2023, during a campaign event at the GOR Pancing, Williem Iskandar Kenangan Baru Street, Percut Sei Tuan District, Deli Serdang, North Sumatra, Anies Baswedan made this declaration. At that moment, Anies Baswedan spoke confidently about his goals and vision for Indonesia's future, using the term "AMIN" as a representation of integrity and unity in achieving the necessary transformation.



Figure 4. "AMIN" tagline and visual symbolism

The expression "AMIN" emerged as the campaign's main feature, symbolizing the aspirations and support of the community for Anies Baswedan and Muhaimin Iskandar. The "AMIN" duo is fully dedicated to leading a government that is fair, inclusive, and transformative for the progress of the wider society. Anies Baswedan continues to emphasize Allah SWT's intention to lead Indonesia towards a better future, including through the participation of the "AMIN" pair in this campaign atmosphere filled with optimism and energy. Anies Baswedan strives to convince voters of his dedication and honesty through his words and vision, ensuring that the destiny of "AMIN" will serve as a solid foundation for the transformation desired by the Indonesian people.

#### b. Public Communication

A thorough assessment of the comments, likes, and shares received on each campaign post by Anies Baswedan is part of the analysis of how the public reacts to them. The responses to the campaign messages vary, ranging from supportive to negative, providing clear indications of how the general public feels about the messages. While critical comments may indicate issues or concerns that need to be addressed, positive comments express gratitude and support for Anies Baswedan's vision and messages. Although a large number of shares demonstrate how widely the campaign message can be disseminated and attract more attention, a high number of likes indicate how well-received and accepted the campaign content is by the general audience.

The effectiveness of Anies Baswedan's campaign is evident through supportive comments, numerous likes, and widespread sharing, which establish emotional connections and community support. Criticism offers insights for improving coverage and support. This study provides both qualitative and quantitative assessments of audience reception and the impact of campaign messages.

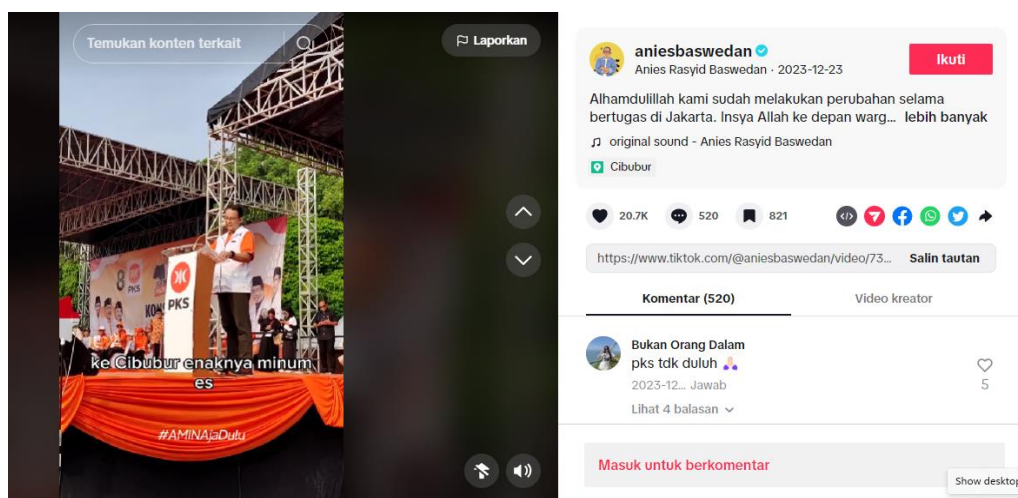
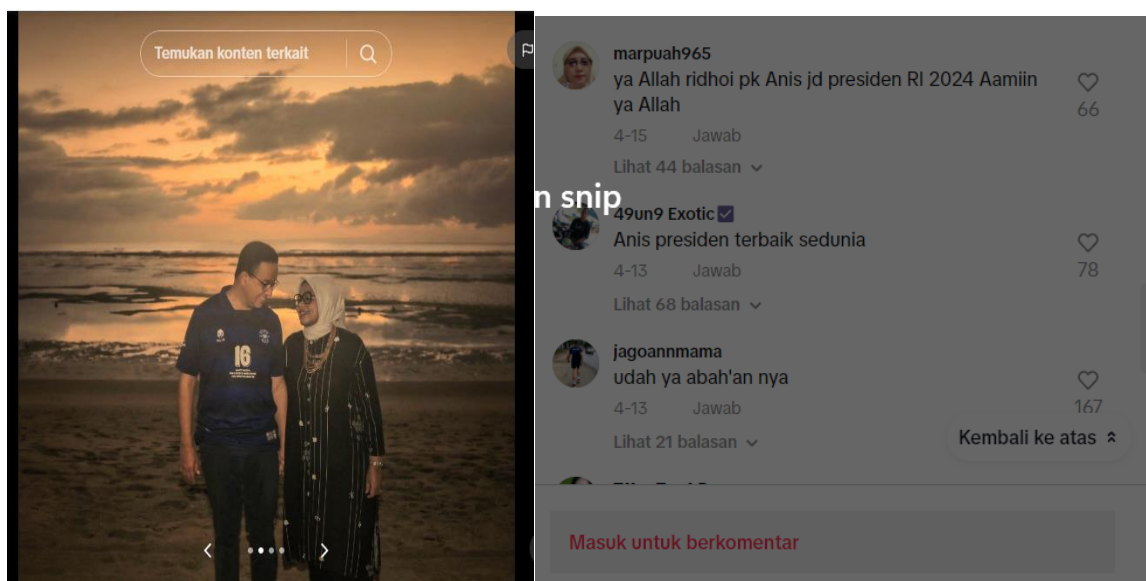


Figure 5. Campaign post with PKS party. On December 23, 2023

However, supporters of other presidential candidates commented on the post in the comment section, which is highly unusual. While supporters often use the comment section on social media to express their support for their chosen politicians, the increasing number of supporters of other presidential candidates creates an interesting dynamic in this situation. Expressions of support and encouragement for their chosen candidates by other presidential candidates' supporters may be seen as efforts to counter the narrative presented by Anies Baswedan. This may represent an attempt by supporters of other candidates to persuade or appeal to some of Anies Baswedan's followers while also engaging in constructive discourse and promoting their own narratives.

As netizens are free to express their opinions, this phenomenon reflects the diversity of perspectives and support in society. The high political tension and intense competition among supporters of opposing candidates vying for support and attention in the political arena can also be illustrated by this. The analysis of the correlation of conversation themes in this context indicates the complexity of the socio-political dynamics on social media, where Anies Baswedan's innovative campaign narrative elicits different reactions from various parties, including those supporting other candidates.



**Figure 6.** Post of Anies Baswedan on vacation in Bali in January 2024

A study comparing the reactions of the public and followers to two different visuals revealed intriguing dynamics in Anies Baswedan's campaign. The first image illustrates how supporters of other presidential candidates engage in the comment section, thus creating a conversational environment and nuanced debates. Responses, including statements made by the opposition, can

be seen as signs of intense political competition and efforts by followers of opposing candidates to spread goodwill towards their choices.

Conversely, the second image depicts a more uniform response to Anies Baswedan's remarks, with the majority of the public reacting positively. This phenomenon could reflect Anies Baswedan's ability to inspire and garner support from his followers through his campaign messages. Anies Baswedan's message in the second image may consistently receive positive responses, evident from the enthusiastic applause from followers and commenters. This can foster a narrative that fosters unity and camaraderie among supporters.

The innovative political communication style of Anies Baswedan and the potential of his campaign slogans may be better understood by examining these variations. The involvement of supporters of competing candidates in the first image fosters intense competition, while the second image appears to focus more on reinforcing internal support. This may have been deliberately considered during the campaign to ensure that the intended audience understands the message and to reduce the likelihood of division and loss of support from the general public.

#### c. Symbolism and Visual Messages

Analyzing the symbolic and visual components included in campaign materials, such as images, logos, and colors, helps to understand how Anies Baswedan uses design to communicate political ideas. Anies Baswedan has a strong reputation and is known to the public for his unconventional clothing choices, such as frequently wearing a white shirt during campaigns or when visiting various areas. This decision appears to be a representation of a straightforward, approachable, and humble leadership style. The choice of white clothing by Anies Baswedan can also be seen as a symbol of purity, honesty, and the openness of values that a leader wants to convey to the public. Besides its association with clothing, the symbol of the single index finger representing the "AMIN" pair (Anies and Muhaimin Iskandar) carries deep meaning.

This symbol signifies that this pair is the first or best choice by emphasizing the number one. As images and symbols often leave a lasting impression on people, the use of the single index finger symbol in campaign identity design can be seen as a successful visual technique. Overall, Anies Baswedan and his partner in "AMIN" build a fundamental, easily recognizable identity and convey the desired message through unique clothing choices and graphic symbols used. This is a crucial stage in building one's reputation and public persona, especially in an intense political campaign environment.

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**Figure 7.** Political messages on TikTok

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The findings from this study corroborate existing literature on political communication and social media campaigns. For instance, the effective use of visual symbols and direct engagement on platforms like TikTok aligns with the theories of personal branding and digital political marketing discussed by scholars such as Evans (1994) and Sazali et al. (2022). Anies Baswedan's campaign exemplifies how social media can serve as a powerful tool for shaping political identity and influencing public perception, supporting existing research that highlights the growing importance of digital platforms in modern political strategy.

However, this study also challenges some conventional notions by illustrating the dynamic interaction between political candidates and their audiences. The presence of critical voices and opposition supporters within Anies Baswedan's TikTok engagements reflects a more contested and

interactive political environment than previously suggested by some studies, indicating a need for further research on how such interactions shape political discourse and voter behavior.

The findings from this study have several practical implications for future political campaigns. Firstly, the integration of framing theory with social media analysis provides a robust framework for developing and evaluating campaign strategies. Political candidates should leverage platform-specific features and trends to craft engaging and resonant messages. Secondly, understanding demographic preferences can help tailor content to different audience segments, enhancing overall engagement and support. Finally, addressing negative feedback constructively can mitigate potential damage to a candidate's reputation and strengthen voter trust.

The broader implications of these findings for the Indonesian political landscape are significant. They suggest that social media, and TikTok in particular, will play an increasingly pivotal role in shaping political identities and campaigns. This highlights the necessity for political candidates to develop sophisticated digital strategies that not only engage supporters but also address and manage opposition narratives.

This study has certain limitations that should be acknowledged. The focus on a single candidate, Anies Baswedan, and a single platform, TikTok, may limit the generalizability of the findings. Future research could expand the scope to include multiple candidates and platforms to provide a more comprehensive understanding of social media's impact on political campaigns. Additionally, the study's reliance on public metrics such as likes, comments, and shares may not fully capture the depth of voter engagement and sentiment, suggesting a need for more nuanced qualitative analyses.

Overall, this research offers valuable insights into the role of TikTok in political campaigns and contributes to the broader understanding of digital political communication. By examining Anies Baswedan's innovative strategies and public interactions, this study underscores the transformative potential of social media in shaping contemporary political landscapes.

#### **4. CONCLUSION**

This study aimed to explore how TikTok shapes political identity and influences public perceptions of Anies Baswedan during the 2024 presidential campaign. The findings indicate that TikTok is not only an innovative communication medium but also a significant tool in modern political strategies. By leveraging TikTok, Anies Baswedan successfully utilized visual symbols, direct engagement, and personal branding to build a strong political identity and garner substantial public support. These results confirm the study's objectives by illustrating how social media can effectively enhance a political campaign's reach and impact.



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Based on the insights gained from this study, several recommendations can be offered for political candidates, campaign strategists, and social media platforms. Political candidates should prioritize building a consistent and recognizable personal brand that resonates with their target audience. Engaging directly with followers through live sessions and interactive posts can foster stronger emotional connections and trust. Campaign strategists should focus on creating visually compelling content that simplifies complex political messages into easily digestible and relatable formats. Utilizing platform-specific features and trends can maximize engagement and reach. Social media platforms should develop features that facilitate more meaningful political engagement and dialogue, ensuring that political discourse remains constructive and informative. Enhancing tools for sentiment analysis could provide candidates with better insights into public opinion.

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In conclusion, this study underscores the transformative potential of social media in contemporary political landscapes. TikTok, as demonstrated in Anies Baswedan's campaign, has evolved into a crucial platform for political communication, shaping public perceptions and influencing voter behavior. By understanding and utilizing these digital tools effectively, political actors can significantly enhance their campaign strategies and achieve greater success in engaging with the electorate. Future research should continue to explore the dynamic interaction between political communication and social media, providing ongoing insights into the best practices for digital political engagement.



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