

Power of Visual Social Media and Youth in the 2024 Presidential Election in Indonesia

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With rapid technological advancement, election campaign strategies have changed incessantly. Of course, the most powerful tool for contemporary election campaigns has been social media. And the Chinese new social media platform, TikTok, is now considered to be playing the key role for election campaigning in various parts of the world, such as in the Philippines and Thailand. Indonesia is not the exception. The role of TikTok in the 2024 presidential election in Indonesia has been conspicuous, especially for the younger voters. One of the reasons behind the probable winning of Prabowo-Gibran might have been the strategic but spontaneous and organic use of TikTok to gain the support of the youth. The presentation will give a preliminary analysis of how TikTok was used in the election and what contents were delivered through TikTok.