The Use of Tiktok in Legislative Campaigns: A Comparative Analysis Between Indonesia and Malaysia

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ABSTRACT

The evolution of the Internet and social media has significantly diversified modern campaign models. TikTok, a popular social media platform, has emerged as a prominent tool in the campaigns for the GE-15 and 2024 elections. Legislative candidates are using TikTok as a digital campaign medium to establish their brand, introduce themselves, and disseminate information to voters, especially the younger demographic. This study seeks to compare the use of TikTok by legislative candidates in Indonesia and Malaysia. Using a qualitative approach with a meta-analysis method, this research collects data by examining previous studies and relevant mass media articles. The findings show that legislative candidates in both Indonesia and Malaysia are actively using TikTok as a digital campaign platform to engage a wide range of voters. Nevertheless, there are some differences such as the target audience, time period, and parties intention. Given the short-form nature of TikTok, candidates need to effectively condense their campaign activities into video formats.

Keywords: TikTok, Legislative, Campaign, Indonesia, Malaysia

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INTRODUCTION

The advent of TikTok as a pivotal instrument in political engagement, particularly during electoral periods, has drawn scholarly scrutiny (Jalli, 2022). This social media platform's capacity to transcend the limitations of traditional follower metrics has been noted, owing to its unique information-sharing mechanism, facilitating the dissemination of political content to a wide audience. This phenomenon not only offers a platform for politicians with vested interests to craft narratives through compelling audio-visual materials but also enables them to effectively communicate their stories. Resonating these sentiments, Aryo Seno Bagaskoro (2023), spokesperson for Ganjar Pranowo's presidential campaign, draws parallels between TikTok's significance and Instagram's role in prior electoral cycles. Furthermore, TikTok's exclusive emphasis on video content has positioned it as a primary medium for engaging younger demographics, heralding a paradigm shift in social media strategies within electoral contexts (Azmira, 2023).

The surge in TikTok's popularity has fundamentally altered the discourse surrounding political communication, granting opportunistic politicians enhanced opportunities to convey narratives through captivating multimedia elements. The way that this platform is becoming an area for introducing new voters to political personalities has significant effects on election dynamics (Jalli, 2022). Moreover, studies such as that conducted by Milieu Insight underscore TikTok's significance as a preferred platform among Generation Z for political discourse. Coupled with the widespread ownership of smartphones, as noted by The Media, Communications and Multimedia Commission, TikTok's accessibility has facilitated the viewing, recording, and sharing of political content among Malaysian citizens (Azmira, 2023). In emphasizing TikTok's role in forging relationships between political entities and previously disengaged young voters, Kasinathan (2023) highlights its potential to influence electoral outcomes. This symbiotic relationship between TikTok and political actors underscores its burgeoning significance in reshaping political landscapes and electoral processes.

Furthermore, the utilization of TikTok as a social media platform presents a myriad of advantages distinct from other platforms, particularly in its capacity for seamless integration with platforms like Instagram and YouTube, thereby expanding its audience reach (Hidayat & Muksin, 2022). Moreover, TikTok's unique format, characterized by short-form video content, fosters a distinct mode of communication, accentuated by features such as comments and likes, which serve as conduits for interpersonal communication and the expression of political aspirations (Hidayat & Muksin, 2022). As the user base of TikTok in Indonesia continues to burgeon, its significance in the realm of political communication becomes increasingly apparent (Hidayat & Muksin, 2022). The nascent utilization of TikTok by political parties mirrors the platform's growth, with its potential as a vehicle for conveying political messages particularly salient among the younger demographic, dominated by millennials and Generation Z (Pradana et al., 2023).

The advent of social media, epitomized by platforms like TikTok, has revolutionized the dynamics of political engagement, notably among younger voters (Sani, 2014). Access to information through mobile devices empowers voters to rapidly acquire information about political candidates, transcending geographical barriers (Alya, 2013). This accessibility enables

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voters to evaluate candidates based on informed perspectives, while also providing a platform for voicing their opinions and participating in political discourse (Sani, 2014). The influence wielded by social media, particularly among young voters, has been evidenced in past elections, where Generation Y's engagement played a pivotal role in shaping electoral outcomes (Alya, 2013). As young voters continue to assert their influence, the transformative potential of social media in molding future leaders becomes increasingly pronounced, underscoring the significance of platforms like TikTok in shaping the political landscape (Alya, 2013).

The advent of social media has heralded numerous benefits for individuals, ranging from information retrieval to networking opportunities and beyond. Platforms such as Facebook, which emerged in 2004, have evolved from exclusive university directories to global communication hubs, facilitating interactions among users worldwide (Lin et al., 2012). Indeed, each social media platform offers unique advantages to contemporary users, serving as potent tools for disseminating information and fostering global communication networks.

Social media's unparalleled capacity to swiftly propagate information transcends geographical boundaries, rendering it a formidable force in contemporary communication landscapes (Ferguson et al., 2014). The advent of the World Wide Web has revolutionized communication modalities, empowering users to engage in informal interactions through platforms like social media, thus circumventing traditional media channels (Ferguson et al., 2014). Consequently, users wield unprecedented agency in shaping information dissemination processes, underscoring the transformative potential of social media in contemporary society. Amidst this landscape, the role of social media in political communication emerges as a central concern. With a significant portion of the populace sourcing news from social media platforms, these platforms have become indispensable tools in political and electoral campaigns (Banaji & Buckingham, 2010). Social media's accessibility addresses the information gap often encountered by young individuals in traditional media channels, offering a dynamic platform for political engagement (Banaji & Buckingham, 2010).

The 2008 US presidential campaign stands as a watershed moment in the integration of social media into political communication strategies (Medvic, 2011). Obama's campaign, in particular, pioneered innovative approaches to leveraging information and communication technologies, effectively supplementing traditional media channels (Al Deen and Hendricks, 2012). This paradigm shift underscored the transformative potential of social media in political communication, prompting political organizations worldwide to reassess their communication strategies.

The impact of social media on political engagement extends beyond political organizations and candidates, resonating deeply with the public. By facilitating two-way communication, social media platforms empower voters to voice their opinions and actively participate in political discourse (Al Deen and Hendricks, 2012). Consequently, social media emerges as a potent platform for political engagement, offering political actors unprecedented opportunities to connect with voters and shape public opinion.

The proliferation of TikTok usage in Indonesia underscores its burgeoning significance as a battleground for political engagement, particularly among the youth demographic. With Indonesia ranking second globally in TikTok usage, trailing only behind the United States, the

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platform serves as a pivotal arena where politicians vie for the attention and support of young voters (Kepios data, 2022). Notably, the majority of TikTok users in Indonesia are female, highlighting the platform's appeal across diverse demographic segments (Kepios data, 2022).

Unlike traditional social media platforms, TikTok offers a distinct avenue for political discourse, characterized by the fusion of entertainment and politics through memes, songs, and dances. This unique approach to election coverage diverges from platforms like X (formerly Twitter), where political discussions typically revolve around policy issues. The immersive nature of TikTok's content consumption, with users spending an average of 29 hours per month on the platform, solidifies its status as a cornerstone of Indonesia's social media landscape.

Similarly, Malaysia's vibrant digital ecosystem underscores the integral role of social media in shaping political narratives. With a significant proportion of registered voters falling within the digital-native demographic, social media platforms serve as primary sources of information and opinion formation. Political leaders and parties leverage these platforms to cultivate their public personas and foster direct engagement with voters, capitalizing on the widespread accessibility and appeal of social media tools.

The intersection of social media and politics in Indonesia and Malaysia reflects broader trends in digital democracy, where online platforms facilitate unprecedented levels of political participation and discourse. In Indonesia, the upcoming 2024 election is poised to mark the inauguration of the "TikTok election," emblematic of the platform's ascendance as a pivotal arena for political campaigning and voter engagement. This evolution underscores the transformative potential of social media in redefining traditional modes of political communication and mobilization.

The topic of "An Analysis of TikTok's Utilization in the Legislative Campaign: A Comparative Study of Indonesia and Malaysia" is particularly intriguing in the context of contemporary political discourse. The growing prominence of TikTok as a platform for political engagement, especially among the youth demographic, presents a compelling avenue for scholarly exploration. As evidenced by the significant user base in both Indonesia and Malaysia, TikTok has emerged as a pivotal battleground for political actors seeking to mobilize support and shape public opinion. The comparative study of TikTok's utilization in legislative campaigns between these two nations offers a unique opportunity to examine the dynamics of political communication within distinct socio-political contexts. By delving into the strategies employed by political parties and candidates on TikTok, researchers can gain insights into the evolving nature of digital democracy and the role of social media in influencing electoral outcomes. Moreover, such a comparative analysis provides a nuanced understanding of the impact of TikTok on political engagement, shedding light on the similarities and differences in utilization patterns between these Southeast Asian nations. Ultimately, this research endeavor holds the potential to inform broader discussions on the democratization of political discourse and the transformative effects of digital technologies on contemporary electoral processes.

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METHODOLOGY

To address the research questions, this study used qualitative meta-analysis. According to Schreiber, Crooks, and Stern (1997, as cited in Timulak, 2008), qualitative meta-analysis involves "aggregating a group of studies to discover essential elements and translating the findings into a final product that transforms the original findings into a new conceptualization." This method is well suited for an in-depth exploration of the various uses of TikTok by legislative candidates in Indonesia and Malaysia during election campaigns. Therefore, the primary data sources for this study are several previous studies relevant to the research questions. In addition, supplementary data sources include various news articles from reputable media organizations. Qualitative data validation was conducted using triangulation techniques. Data analysis was conducted using a progressive focusing methodology, which involved the collection and evaluation of literature and data relevant to the primary research questions (textual and interpretive analysis) (Creswell, 2009).

FINDINGS AND DISCUSSIONS

The use of TikTok between candidates in Indonesia and Malaysia

TikTok is emerging as a social media platform with significant potential to influence young people's voting behavior, shape their political views, and affect their political decisions. Its ability to reach a large and diverse audience through short, engaging videos has made it a popular medium for political campaigning and propaganda. TikTok can be a strategic tool to engage and inform young voters about elections and any legislative candidates who utilize it (Pan, 2023). Targeting young voters, legislative candidates in Indonesia and Malaysia are actively using TikTok as their campaign medium of choice.

TikTok makes politics seem more engaging. Before the campaign period, some legislative candidates in Indonesia and Malaysia used TikTok to build their political brand and introduce themselves as candidates for the upcoming election. The practice of sharing short videos on TikTok became more frequent and routine once the campaign period began. These videos are typically uploaded to the candidate's personal account or a special campaign account managed by their campaign team in both countries.

If we examine TikTok as a social media platform for promoting political campaigns by legislative candidates, they often leverage popular trends to convey various narratives and maximize TikTok's potential for self-promotion and voter engagement. According to Yang et al. (2019), TikTok has distinctive features such as: (1) short video duration: typically, TikTok videos are brief and accompanied by music, reflecting modern societal realities, and ensuring users consume the entire content. (2) trending content updates: candidates need to stay current with trends, considering TikTok's primary user base is the younger generation, who are always in tune with viral content. (3) user freedom: TikTok allows users to express themselves freely, making it an effective medium for communication and outreach.

These characteristics make TikTok a powerful platform for election campaigns, capable of reaching a broad audience, especially its users (Awalinda & Fitri, 2022). Research by Abdullah (2023) shows that many Malaysian politicians have created and promoted themselves

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on TikTok, successfully becoming influencers with large followings. An influencer can be defined as someone who can drive action and engage audiences through posts shared by influential figures, both on social media and in real life (Arora et al., 2019).

Similarly, many Indonesian politicians use TikTok and have large followings. However, for legislative candidates in Indonesia or Malaysia, simply using TikTok as a campaign medium does not guarantee the ultimate goal of winning the election. Success on TikTok does not automatically translate into political success (Chen, 2022). This suggests that a politician's popularity on social media does not guarantee their success in winning the election. Therefore, the use of TikTok as a digital campaign medium must be complemented by conventional campaigning methods to increase the chances of winning the election.

However, the use of TikTok in political campaigns also faces challenges related to information credibility. The spread of misinformation or negative content can be problematic, requiring candidates to be cautious in creating and distributing their content. Nonetheless, with the right approach and careful strategies, TikTok has proven to be a powerful campaign tool for legislative candidates in Indonesia. By understanding TikTok's dynamics and potential, legislative candidates can maximize their chances of winning support and votes in upcoming elections.

The most popular TikTok trends used by Malaysian and Indonesian politicians in their campaigns

The majority candidates who utilize Tiktok as their political campaign platform both in Indonesia and Malaysia are younger politicians. For instance, younger Malaysian politicians such as Khairy Jamaluddin, Syed Saddiq, and Nurul Izzah succeeded in appealing to society to gain a hundred thousand followers on Tiktok. Other than that, Jason Yew is also one of popular politicians who utilize Tiktok as a platform for his campaign. However, he has a uniqueness when doing his campaign on Tiktok. Unlike other candidates who hire videographers who both shot and edited, Yew mainly uses footage uploaded from existing videos, which include those from the party's YouTube channel, or Facebook live streams of lectures (political rallies). He selected short, catchy segments, mostly from key speakers such as Anwar Ibrahim and Rafizi Ramli, and typed the all-important subtitles. The latter were particularly crucial for voters who watched it while commuting or before bedtime. This formula was amazingly successful during the campaign period, which was 5 until 18 November Yew's TikTok videos accounted for 36 million views, 1.5 million likes, more than 246,000 comments and exceeded 134,000 shares (Hin, 2023).

Barisan Nasional (BN) appeared to be less impactful on TikTok compared to Pakatan Harapan (PH) or Perikatan Nasional (PN). Former Prime Minister Ismail Sabri Yaacob had the highest number of followers among BN leaders with 599,000, followed by former Health Minister Khairy Jamaluddin (538,800), former Defence Minister Hishammuddin Hussein (428,500), former Finance Minister Tengku Zafrul Aziz (374,700), and Shahril Hamdan (83,400). However, it was UMNO's then chief information officer, Shahril Hamdan, who best utilized the platform to produce quick response videos to counter their opponents' talking

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points. Overall, BN's online communication still relies heavily on news portals and pro-BN websites (Hin, 2023).

Political parties and candidates use varied narratives and strategies on TikTok to appeal to voters. Prior to the October announcement of the 2022 Malaysian federal election, 12 candidates had active TikTok accounts, with 5 of these belonging to Barisan Nasional (BN) candidates. The Pakatan Harapan (PH) coalition, including the Democratic Action Party (DAP), People's Justice Party (PKR), National Trust Party (AMANAH), United Progressive Kinabalu Organisation (UPKO), and the youth-led Malaysian United Democratic Alliance (MUDA), also ran their campaigns on TikTok. First-time candidates like Fadhlina Sidek, Adam Adli, Taufiq Johari, and Young Syefura prioritized developing coherent media strategies and messaging. Local messages tailored to specific constituencies often took precedence over national messages at campaign stops to balance local issues with state-wide or nation-wide concerns for online media consumption as part of a coordinated coalition-wide strategy.

The embrace of TikTok by politicians underscores the platform's popularity among Malaysian users, 50% of whom are aged 16–24. Engaging younger demographics on platforms like TikTok is crucial for Malaysian political campaigns. As Literat and Kligler-Vilenchik (2021) note, while only a subset of youth are active in institutional political spaces, many negotiate their relationship with politics by contextualizing it within areas of personal interest, including popular culture. This demographic shift is significant following the constitutional amendment lowering the voting age from 21 to 18 (the Undi18 Bill), making this the first general election where 18 to 20-year-olds could vote.

MUDA president Syed Saddiq Syed Abdul Rahman frequently posts rally speeches and political discussions on TikTok. The Muar candidate, whose MUDA party is allied with PH in GE15, has been posting on TikTok since June 2020 at @syedsaddiq, amassing over 928,700 followers. In one video, he expressed support for PH chairman Anwar Ibrahim, highlighting the presence of many young and credible politicians in PH, not just DAP. He also pointed out inconsistencies within the BN coalition, particularly regarding internal conflicts. This video garnered 1.8 million views.

Other notable candidates using TikTok include BN candidate for the Kuala Selangor parliamentary seat, caretaker finance minister Tengku Zafrul Aziz, and caretaker health minister Khairy Jamaluddin, running for the Sungai Buloh parliamentary seat. Both @tzafrul_aziz and @khairykj have been active, posting compilations of their visits, political discussions, and participating in TikTok trends. Tengku Zafrul's 6-minute video explaining Budget 2023 received over 28,500 views, while Khairy has posted campaign compilations since his candidacy was announced. TikTok campaign videos allow candidates to engage a wider audience, as they can also be reposted to Instagram and Facebook. These videos help ensure that young voters, who may be less informed about politics, are better prepared for voting on Polling Day.

On the other hand, in Indonesia, legislative candidates in Indonesia employ various strategies to maximize TikTok's potential in their campaigns. Many create educational and informative content to explain their programs and visions in a simple and easily understandable way. Additionally, TikTok's comment and live streaming features enable candidates to interact

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directly with voters, building closer and more personal relationships with their audience. Collaborating with TikTok influencers who have large followings is also an effective strategy, helping candidates reach a wider audience and increase their campaign visibility. Creativity in content creation, such as using attractive visuals, animations, and special effects, is key to making campaign videos stand out and be appealing.

Legislative candidates in Indonesia usually use TikTok for campaign videos. These videos typically include direct campaigning to the public or other unique political campaign videos. Here are some examples of legislative candidates who are actively using TikTok as a medium or tool for political campaigns to reach voters.

Dedi Mulyadi, a legislative candidate (Caleg) for the Indonesian House of Representatives (DPR RI) from the West Java VII electoral district. Dedi Mulyadi, previously known as the Regent of Purwakarta and Deputy Speaker of the West Java Provincial Parliament, has quickly adapted to changing media by using TikTok as one of his campaign tools. With creative and informative content, Dedi Mulyadi has successfully captured the attention of young voters, who make up the majority of TikTok users. His political campaign on TikTok not only highlights his vision and mission but also demonstrates his closeness to the community and responsiveness to current issues.

Dedi Mulyadi's use of TikTok in his political campaign reflects a significant shift in political communication strategies. It shows how politicians must adapt to technological and media developments to remain relevant and effective in reaching their constituents. Therefore, analyzing Dedi Mulyadi's campaign on TikTok is crucial to understanding the new dynamics in modern political campaigns and their impact on political participation among young voters.

As of now, Dedi Mulyadi's TikTok account has 1.1 million followers and 16.2 million likes. This substantial following provides an effective medium for his digital campaign on TikTok, particularly targeting voters in his electoral district. There are approximately 15,000 video posts using the hashtag '#dedimulyadi' on TikTok, indicating the effectiveness of Dedi Mulyadi's political campaign and its influence on his electability among TikTok users.

In his TikTok video posts, Dedi Mulyadi often shares his activities directly engaging with the concerns of ordinary people. This approach enhances his image positively among potential voters, especially in terms of increasing his electability as a legislative candidate. On December 2, 2023, Dedi Mulyadi posted a video showing him conversing with an ambulance driver about their health insurance arrears and lack of health coverage. He emphasized that no citizen should be denied medical treatment and no hospital should refuse patients. This video garnered about 220,000 views and 4,000 likes. At the end of the video, his campaign poster was also included, making it an effective strategy to attract voters' attention and sympathy.

On February 1, 2024, he shared a video of his campaign activities in a crowded area of his electoral district. Posting this campaign content on his TikTok account indirectly shows the strong support he enjoys and serves as further promotion to voters in his district. Besides his videos highlighting his closeness to the community, using the hashtag '#kangdedimulyadiofficial' on his posts helps enhance the TikTok algorithm, making his content more easily accessible to active TikTok users. There are already 3,130 video posts on

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TikTok using this hashtag, showing its effectiveness in boosting his visibility and recognition among voters.

And then, Puteri Komarudin, an incumbent member of the XI Commission of the Indonesian House of Representatives, is running for re-election in the 2024 legislative elections from the West Java VII electoral district, covering Bekasi, Karawang, and Purwakarta. For the 2024 elections, she is utilizing TikTok as a platform to conduct her campaign and attract voters' attention. Currently, as a young politician from the Golkar Party, she has 116,000 followers and 3 million likes on her TikTok account. On November 28, 2023, she posted a series of photos on TikTok presenting her profile as a legislative candidate for the 2024 elections, outlining her vision and mission. She used the hashtag '#puterikomarudin,' which has 199 posts, making it easier for people to find content related to her campaign. This post received 8,000 views and 337 likes, marking a promising start in using TikTok for her campaign.

On January 3, 2024, she posted a video on TikTok about her campaign efforts to support the agricultural sector in her electoral district (Purwakarta, Karawang, and Bekasi). In the video, she addressed the farmers' concerns about inadequate agricultural infrastructure and announced a 1.5 billion Rupiah fund allocation to 25 farmer groups. This video received 15,500 views and 440 likes.In addition to her campaign videos, using the hashtag '#golonganputeri' on her TikTok posts creates a distinct branding for her political campaign on the platform. This hashtag effectively attracts potential voters, making it easier for them to find content about her and her campaign for the 2024 elections.

Unlike Dedi Mulyadi and Puteri Komarudin, a street musician from Wonogiri, Kukuh Haryanto, successfully utilized the social media platform TikTok to boost his electability as a legislative candidate from the Democratic Party in the 2024 elections. TikTok, popular among young users and with a wide reach, allowed Kukuh to convey his campaign messages effectively and creatively. Despite his financial constraints, Kukuh leveraged his musical talent to create engaging campaign content. One of his songs, "Yo Ayo Coblos Nomor Empat," went viral on TikTok, garnering attention and hundreds of thousands of followers in a short time. His digital campaign videos, in which he sings, have achieved over 60.9 million views and 2.2 million likes. Currently, Kukuh Haryanto has approximately 531,000 followers and 13.7 million likes on his personal TikTok account. As someone new to the political arena, this success marks a significant step in his political marketing efforts, particularly through TikTok. His achievements demonstrate how TikTok can serve as an effective political campaign tool, especially for candidates with limited funds.

Kukuh's campaign videos on TikTok not only garnered millions of viewers but also delivered a strong and personal message about his intentions to improve local conditions. His direct engagement and interaction with audiences on TikTok have enabled Kukuh to build emotional connections with voters, significantly boosting his electability.TikTok provided Kukuh with a platform to showcase his personality and vision authentically, resonating with voters. This is evident from his achievement of securing the most votes for the Democratic Party in the Wonogiri electoral district, a rare feat for someone with a background as a street musician. Kukuh Haryanto's success illustrates that social media, particularly TikTok, can be

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a powerful tool in political campaigns, especially in capturing the attention of young people and those active in the digital world.

Analyzing the politicians TikTok provides insights into how they engage with the platform vernacular of TikTok to attract young voters to ultimately achieve electoral success. However, politicians and political parties should be mindful of the drawbacks and shortcomings of social media use, despite all its advantages. Candidates who were engaged and well- liked on social media were more likely to win over voters, especially young people who were voting for the first time in the GE15.

Similarities and Differences Approach Between Legislative Candidate in Indonesia and Malaysia

The utilization of TikTok, in campaigns by politicians from Malaysia and Indonesia showcases both similarities and distinctions. In both nations there is a recognition of the significance of engaging with voters through TikTok capitalizing on the platform's popularity among the youth to reach out to voters following recent age related constitutional adjustments. Politicians in these countries employ TikTok trends, music and memes to ensure their content resonates with the audience acknowledging that young individuals often view politics through the lens of culture. They make use of elements like comments. Live streams to directly interact with voters fostering personal connections and a sense of community. Furthermore politicians from both countries produce appealing and informative content to simplify political messages while collaborating with TikTok influencers helps broaden their reach and visibility.

Nevertheless there are differences in how content's created and campaign strategies are executed. Malaysian politicians like Jason Yew frequently repurpose existing footage from party YouTube channels. Facebook live streams for efficiency and content reusability. On the other hand Indonesian politicians such as Dedi Mulyadi and Puteri Komarudin craft unique content tailored specifically for TikTok using visuals, animations and special effects. Malaysian campaigns tend to strike a balance, between issues and local concerns by emphasizing political messages and strategies encompassing coalitions. For instance Syed Saddiq sheds light on inconsistencies within BN while endorsing PHs leaders.

Indonesian political campaigns however tend to focus on personalized approaches, where candidates tackle concerns and prioritize interaction, with the people they represent Success metrics also differ between the two countries. In Malaysia, success is often measured by video views and followers, with a notable focus on cross-platform reach, including Instagram and Facebook. In Indonesia, success is not only about views and followers but also about the emotional connection and personal engagement with voters. Kukuh Haryanto, for instance, uses his musical talents to build personal rapport, significantly boosting his electability. Resource utilization reflects these differences as well; Malaysian politicians like Jason Yew rely on existing media resources, whereas Indonesian candidates like Kukuh Haryanto, despite financial constraints, create original and engaging content.

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CONCLUSION

TikTok is a popular medium used by legislative candidates in both Indonesia and Malaysia. In Indonesia, TikTok was highly active during the 2024 general election, while in Malaysia it gained traction during the GE-15. Legislative candidates in both countries are actively using TikTok to reach young voters who are familiar with and currently using this social media platform. The short video format, adaptability to trends, and powerful algorithms make it ideal for political campaigns. Candidates create educational and engaging content, explain their platforms simply, and interact directly with voters through comments and live broadcasts. Collaboration and using creative visuals help increase visibility and appeal. TikTok's ability to spread information quickly has increased voter turnout.

The comparative analysis in this study shows similarities between legislative candidates in Indonesia and Malaysia, both of whom use TikTok to introduce themselves and their political parties in short videos. However, the methods and intensity of their campaigns differ. Malaysian politicians, facing shorter campaign periods, upload more frequently and maintain a higher level of interaction with their audience. In contrast, Indonesian politicians use TikTok extensively to reach and expand their voter base, with more varied campaign styles reflecting the personal characteristics and creativity of the candidates. Both strategies highlight TikTok's potential as a powerful tool in modern political campaigns, adapted to each country's unique political landscape. Even though, legislative candidate's popularity on TikTok does not guarantee success in parliament.

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