

Analysis of The Digital Campaign Strategies of Prabowo Subianto and Anwar Ibrahim on The Tiktok Platform in The 2024 Indonesian Elections and The 2022 Malaysian Elections

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ABSTRACT

This article discusses digital campaign trends in the general elections of Indonesia and Malaysia, focusing on the use of the TikTok platform by Prabowo Subianto and Anwar Ibrahim. Employing a qualitative research method and the public communication campaign theory by Charles K. Atkin and Ronald E. Rice (2012), this study analyzes the strategies, messages, and implementation of the digital campaigns of both candidates through the campaign content released on TikTok videos. The findings from the desk study approach and content analysis indicate that Prabowo Subianto uses a dynamic visual approach and "cute" imagery to attract young voters, while Anwar Ibrahim emphasizes authenticity and emotional engagement to build trust. Both candidates exhibit similarities in the use of visual, educational, and interactive content. The differences lie in the use of AI technology, which is only utilized by Prabowo Subianto. This research finds that social media, particularly TikTok, has become an essential tool in shaping public perception and garnering voter support, with significant implications for the presidential elections in both countries.

Keywords: Campaign, Digital, Election, TikTok

INTRODUCTION

In the past, humans relied on conventional technology such as human power, animals, and nature for various activities. As time progressed, technological inventions like the steam engine by James Watt and the gasoline engine by Karl Benz changed human life, facilitating mobility and work. Innovation continued to evolve, creating disruptions that rendered old technologies obsolete and changed patterns of human interaction in various aspects, including politics. Today, social media, especially the TikTok platform, has become a primary tool in the realm of political participation, allowing politicians to communicate directly with voters and spread campaign messages more effectively. TikTok holds immense power in shaping public opinion with quickly and easily disseminated content, thus creating significant waves of opinion.

TikTok is a short-video-based social networking platform that allows users to express creativity, knowledge, and other moments. This platform was developed by an internet technology company named ByteDance, founded by Zhang Yiming in China in 2012, and TikTok began to expand into the global market in 2017. Firamadhina & Krisnani (2021) mention that this platform quickly gained immense popularity across various demographics, especially Generation Z, due to its unique features not available on other social media platforms. Today, TikTok has transformed into a highly effective tool in influencing users' views and actions, not only as an entertainment platform but also as a political arena. Through its short videos, TikTok serves as a medium for expressing political identities and views, with users utilizing their accounts to support political campaigns, spread campaign messages, and mobilize political support.

TikTok has become one of the main arenas where politicians can compete for support and influence voter perceptions. They recognize TikTok's great potential in reaching the younger generation and shaping public opinion. Politicians compete to create content that is engaging and relevant to the TikTok audience, from uploading short clips depicting their political agendas, participating in popular challenges or trends, to interacting directly with users through comments and live streaming. In their research, Singh and Blase (2020) state that although paid political ads are banned, politicians and various political groups strive to collaborate with TikTok influencers to boost popularity and disseminate their ideologies. For instance, in the US, Trump campaign managers sought to make agreements with TikTok influencers to support the US presidential election campaign some time ago.

The use of TikTok as a primary tool in political campaigns marks a significant shift in political communication strategies. In this new paradigm, Atkin & Rice's (2012) public communication campaign theory provides valuable guidance for optimizing the effectiveness of political campaigns through digital platforms. From strategic approaches to selecting the right communication media, candidates must carefully consider every aspect of their campaigns to win support and influence public opinion. For example, in the Philippines, TikTok's popularity was used to campaign for presidential candidate Bongbong Marcos Jr. (Mendoza, 2022). Campaign content related to Bongbong Marcos Jr. and his family members, highlighting stories such as the removal of his father Ferdinand Marcos Sr.'s dictatorship label, the love story between Imelda Marcos and Ferdinand Marcos Sr., and spotlighting Marcos Jr.'s eldest son, Sandro Marcos. These videos were certainly aimed at supporting the presidential candidate Bongbong Marcos Jr.'s campaign.

Similarly, in the 2020 US Presidential Election, TikTok users actively used hashtags related to presidential candidates Joe Biden, Donald Trump, and Bernie Sanders (Querubin et al., 2023). Analysis of the top 1,000 hashtags showed changes in the most popular videos, covering topics like Trump's visit to India, conflicts with Iran, and Bernie Sanders' withdrawal from the candidacy. TikTok users in the US utilized this phenomenon by re-editing, dramatizing, or creating original content related to these events. In this context, candidates and their supporters actively participated in spreading political messages through this platform, aligning with Atkin & Rice's (2012) public communication campaign theory. This created a broad space for discussion and interaction among voters in the arena of the 2020 US Presidential Election.

From the two phenomena above, it has been proven that TikTok has become one of the main arenas for candidates and their supporters to influence the presidential election process. Through the creation, editing, and dissemination of content related to candidates and current issues in the presidential election, TikTok has played a very significant role in attracting voters' attention. This platform offers significant interactivity and accessibility, allowing the public to participate directly in discussions about political issues and the dynamics of presidential elections. This becomes increasingly important as the number of TikTok users worldwide continues to grow, reaffirming its primary role in the political process, especially in the presidential election arena.

Cumulatively, this platform has been downloaded more than 3.3 billion times by 2022. Regarding the number of users, Business of Apps states that the number of TikTok users in the second quarter of 2023 reached 1.5 billion, with the majority of users aged 18-24. See the following

Age Group	Female	Male
18 to 24	18.1%	18.6%
25 to 34	15%	17.6%
35 to 44	7.5%	8.5%
45 to 54	4.1%	4.2%
55 and above	3.3%	3%

Source: Statista

Table 1.1: Age Demographics of TikTok Users Worldwide in 2024

With the increasing number of TikTok users worldwide, this platform continues to assert its vital role in politics and democracy, providing a clearer picture of TikTok's impact in various countries and how it can influence political dynamics in each region. Below is the data on the 20 countries with the most TikTok users in the world.

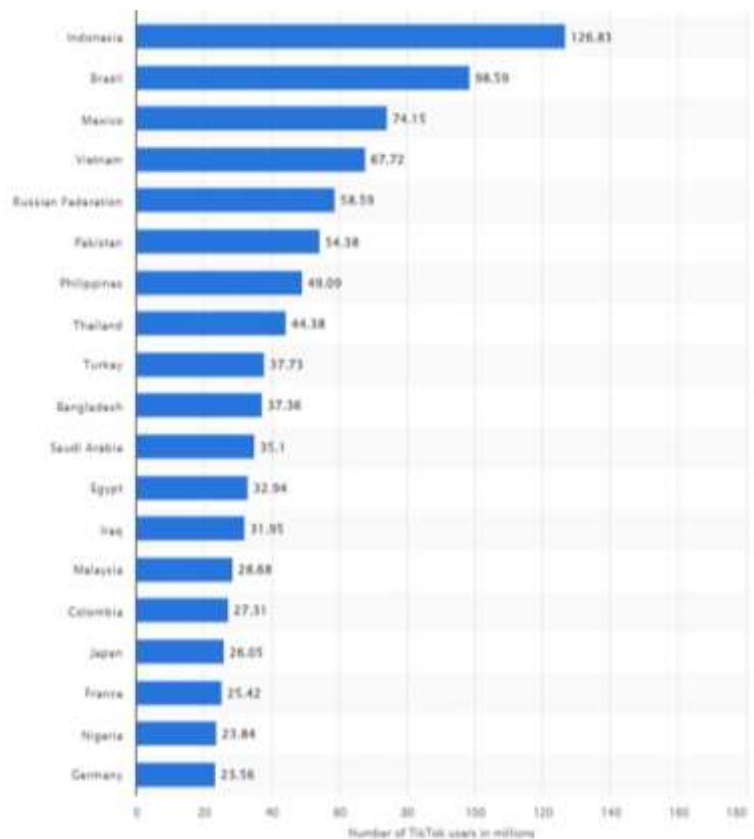


Figure 1: 20 Countries with the Most TikTok Users Worldwide in January 2024

Based on the above data, the countries ranked in the top 20 are highly diverse, originating from various continents. The United States ranks first, and Indonesia—with a percentage not far behind the United States—has successfully secured the second rank, followed by Brazil, Mexico, and Vietnam in the 3rd, 4th, and 5th positions. For Southeast Asian countries, besides Indonesia and Vietnam, which are at the top, the Philippines, Thailand, and Malaysia are also included in the top 20 countries with the most TikTok users worldwide. The Philippines and Thailand are in the 8th and 9th positions, respectively, while Malaysia is in the 15th position, making it the last Southeast Asian country in the ranking.

The difference in positions between Indonesia and Malaysia is noteworthy. Indonesia, as the country with the largest population in Southeast Asia, likely has a larger TikTok user base due to its larger population. On the other hand, despite having a smaller population, Malaysia still managed to rank in the top 20, indicating a strong adoption of the platform in

the country. Therefore, seeing that TikTok has played a very significant role in attracting voters' attention worldwide, the trend of digital campaigns on the TikTok platform in these two countries is quite interesting to compare. Indonesia and Malaysia have different political and cultural backgrounds but face similar challenges in winning voters' hearts through digital campaigns.

As a republic with a presidential democracy, Indonesia held simultaneous general elections in February 2024 to elect the president & vice president as the executive branch and members of the legislative branch. The presidential and vice-presidential candidates in this year's election include Anies Baswedan-Muhaimin Iskandar, Prabowo Subianto-Gibran Rakabuming, and Ganjar Pranowo-Mahfud MD. According to Nababan et al. (2023), in this year's election, almost all presidential and vice-presidential candidates used the TikTok platform as their campaign tool. Uniquely, presidential candidate number 2, Prabowo Subianto, has run for the third time and is already familiar to voters. He also massively adopted the campaign style on the TikTok platform, such as using Artificial Intelligence (AI) for "cute" image branding and slang language like "sorry ye." This made candidate number 2 dominate the TikTok platform and emerge as the winning candidate.

Unlike Indonesia, Malaysia has a constitutional monarchy system with a King, known as the Yang di-Pertuan Agong, as the symbolic head of state. In this system, the administration and governmental functions are held by the prime minister, who plays a central role in directing day-to-day government policies. Both undergo different election processes, as the prime minister, who is the leader of the party/coalition with the majority seats in the Dewan Rakyat, is elected by the general election and then appointed by the Yang di-Pertuan Agong. The general election in Malaysia was recently held in 2022 with six coalition parties, led by Anwar Ibrahim, Muhyiddin Yassin, Ismail Sabri Yakoob, Abang Johari Openg, Hajiji Noor, and Shafie Apdal.

The Pakatan Harapan (PH) coalition led by Anwar Ibrahim managed to form an alliance with other parties to achieve a majority, enabling Anwar Ibrahim to be appointed as the prime minister after intensive negotiations to form a governing coalition since no coalition achieved an absolute majority (112 out of 222 seats). The PH coalition secured the highest rank with 82 seats, followed by the Perikatan Nasional (PN) coalition led by Muhyiddin Yassin with 73 seats. Interestingly, in their efforts to garner broad support, Anwar Ibrahim and the PH coalition also massively utilized the TikTok platform for campaigning. They employed various creative strategies to reach young voters, including engaging short videos, easy-to-understand language, and content relevant to current issues, thereby strengthening support among social media users.

Interaction

In this case, candidates in Indonesia and Malaysia face similar challenges in winning voter support through digital campaigns, which can be analyzed using the public communication campaign theory framework proposed by Atkin & Rice (2012). In the context of political campaigns on TikTok, communication strategy becomes crucial. Considerations of strategic approaches like prevention or promotion can affect the campaign's effectiveness. Additionally, aspects such as message design, source selection, and communication media must also be considered to optimize political campaigns on TikTok. By understanding the relevant communication framework, candidates like Prabowo Subianto and Anwar Ibrahim

can design effective campaign strategies to win support and influence public opinion in the electoral process.

Several studies on the use of digital campaigns have been conducted by previous researchers. For instance, the research by Narasimhamurthy (2014) titled “Use and Rise of Social Media as Election Campaign Medium in India” aimed to examine the relationship between the use and rise of social media as an election campaign tool by political parties in India. This study used a uses and gratification approach and employed qualitative and quantitative analysis methods to understand why people use social media during election campaigns and how it affects political participation among the general public. The findings showed that social media played a crucial role in political campaigns in India by enabling political parties and candidates to interact more directly and effectively with voters. It also demonstrated that social media increased political participation, especially among the younger generation, by providing a platform for sharing information and political views.

Another study titled “Social Media Campaign Strategies: Analysis of the 2019 Nigerian Elections” conducted by Bello et al. (2019) examined the role of social media platforms like Twitter and Facebook in election campaigns and political debates, with a specific focus on Nigeria. This research measured the online activity of political parties and candidates and analyzed user opinions to understand their sentiments. Differential sentiment analysis was used to study the relationship between user opinions and information produced by 12 leading news media in Nigeria. A novel reverse engineering method of Twitter accounts was applied to understand the online campaign strategies of political parties. The findings indicated that the ruling party and minor parties focused on promoting their candidates, while the main opposition party used a two-way strategy by promoting their candidates and attacking the ruling party and its candidates.

In regional elections in Indonesia, a study by Febri et al. (2022) titled “Political Campaigns Through Social Media by Candidate Pairs in the Pesisir Selatan Regency Head Election in 2020” analyzed the use of social media as a campaign tool by candidate pairs in the Pesisir Selatan Regency, West Sumatra, Indonesia in 2020, and the challenges faced by the campaign team. This research used a descriptive qualitative approach with data collection techniques in the form of interviews and document studies, involving both primary and secondary data. The findings showed that social media was used to convey political messages, visions and missions, and work programs of the regional head candidates. However, the campaign teams faced challenges such as the spread of hoaxes, limited technology literacy among the community, and the demographic conditions of Pesisir Selatan Regency, where the majority are middle to lower-income, making social media campaigns less effective.

Based on previous research, this paper will examine the digital campaign strategies of Prabowo Subianto in Indonesia and Anwar Ibrahim in Malaysia on the TikTok platform, based on public communication campaign theory and focusing on several key indicators. First, the content of the messages conveyed by the two candidates through TikTok content, identifying how they present their political agendas and build their image. Second, the emotional aspect of the public in both countries, specifically how TikTok content influences voters' feelings and engagement. Third, identifying similarities in the campaign approaches of the two candidates on TikTok, including the use of similar technologies and social media

trends. Additionally, identifying differences in the campaign approaches of the two candidates, which may reflect cultural and political context differences in each country. Finally, an analysis of the implications of using TikTok on the presidential election results in Indonesia and Malaysia, measuring the platform's effectiveness in influencing voter decisions and the overall political dynamics.

METHODOLOGY

This research uses a qualitative research method with a desk study approach. Qualitative research presents descriptive data, usually generated from words in writing or spoken by individuals/groups or observed behavior with a holistic approach to the subjects' background and perspective (Bogdan & Taylor, 1982 in Abdussamad, 2021). The desk study approach is conducted through a literature review of secondary data from existing resources and content analysis of the two candidates' campaigns to explore the empirical conditions of the digital campaigns of Prabowo Subianto and Anwar Ibrahim in the electoral process in Indonesia and Malaysia after the emergence of the new digital phenomenon known as the "TikTok Election."

This research aims to obtain in-depth data to explain the comparison between the digital campaign trends of Prabowo Subianto in Indonesia and Anwar Ibrahim in Malaysia on the TikTok application. Therefore, in data collection, data is gathered through library techniques by searching for various data and information available through literature collections from previous studies, such as books, journals, documents, and news or posts related to the topic under discussion. Additionally, data is collected using content analysis of the official TikTok accounts @prabowosubianto08 during the 2023-2024 Indonesian presidential campaign and @anwaribrahimofficial during the 2021-2022 Malaysian general election campaign. The data is then processed and categorized based on the framework and simplified to be clearly presented in the description. The data is then analyzed and interpreted to explore the digital campaign trends on the TikTok platform between Prabowo Subianto in Indonesia and Anwar Ibrahim in Malaysia.

FINDINGS AND DISCUSSIONS

Addressing the trend of digital campaigns that have permeated the electoral market, particularly in the case studies of the presidential elections in Indonesia and Malaysia, digital campaign strategies increasingly demonstrate the proficiency of digital technology in managing media, especially the TikTok platform, in enhancing the image and influencing the audience to vote for presidential candidates in an electoral contest. As one of the most popular media in the world, TikTok is massively used by Prabowo Subianto and Anwar Ibrahim to campaign and promote through creative content to attract the attention of the audience as voters. This is further reinforced by John Postill's statement in Digital Politics and Political Engagement regarding the effectiveness of using social media as a medium for disseminating political information through creative content to attract the attention and support of voters on a massive scale.

To examine the strategies of Prabowo Subianto and Anwar Ibrahim in utilizing TikTok as a campaign medium, a theory is needed to assess the effectiveness and optimization of the role of social media in political campaigns in the current era. The public communication campaign theory written by Charles K. Atkin and Ronald E. Rice (2012) in their book titled “Theory and Principles Of Public Communication Campaign” is the main theory we use to view this phenomenon. Considering various basic principles and methods for conducting digital campaigns in the theory written in 2012 remains highly relevant today. According to Atkin & Rice (2012), there are 6 main points of review that can be identified to assess the optimization and effectiveness of political campaigns through digital platforms, including:

1. Strategic Approach

The first thing to consider is the digital campaign strategy based on an analysis of the social potential and social position of the candidate. The campaign strategy must be based on the strongest aspects of the candidate and can undermine the weakest aspects of the opponent. It is crucial for the candidate to know their potential and position before determining the campaign strategy. There are at least two main strategies in the campaign, either defensive or offensive, referred to by Atkin & Rice (2012) as prevention and promotion.

The first strategy is prevention, which involves campaigning to raise awareness that will evoke fear by focusing on the negative consequences of practices considered harmful. This approach is most effective in situations where society has lost faith in a system. Therefore, it is highly advantageous for candidates who are outside the system, as prevention tends to oppose the current conditions. The prevention strategy is usually effectively used by opposition candidates, providing a pessimistic view and empirical evidence through data and narratives, creating a sense of shared emotional experiences within society. However, prevention also has its own drawbacks, especially if done radically, as it can trigger polarization and even lead to conflict.

On the other hand, the promotion strategy usually promotes the positive aspects of an existing phenomenon or the potential of the current state. In contrast to the prevention campaign, the promotion campaign emphasizes positive consequences from alternatives considered negative by society. The promotion strategy seeks to inspire optimism from the current state by presenting progress charts and the potential of what has been accomplished. Promotion is usually most effective for incumbents or successors of a previous system campaigning.

1. Message in the Content

The message in the content is also crucial as, similar to the promotion and prevention strategies, the message must align with the profile and characteristics of the candidate using it. There are two ways to deliver the message in the campaign: informational messages and persuasive messages. Informational messages aim to provide information and raise awareness in the form of invitations. Informational campaign messages usually minimize negative campaigns, and the message will be effectively conveyed if the socio-cultural conditions are not worrisome.

Secondly, persuasive campaign messages usually appear when society is experiencing pessimism. Persuasive campaigns try to leverage the collective emotions of society within a message that invites and urges. In some cases, persuasive campaigns often require the involvement of negative campaigns in their application. However, both messages can be used simultaneously, although it is essential to consider the social conditions, position, and characteristics of the candidate's campaign before determining the campaign message.

2. Message Attraction

After understanding the strategy and the message to be delivered in the campaign, the next step is to ensure how the message is attractive and desirable to society. To provide appeal in the campaign message, it is necessary to consider persuasive incentives. Persuasive incentives are conditions where campaign interest arises from motivation emphasizing the positive aspects thereafter, instead of making suffering the end, persuasive incentives make it a stepping stone to a motivating end.

According to Atkin & Rice (2012), an attractive message is one that can provide a sense of ownership, foster a sense of ownership, and emphasize solutions for society. For example, when a candidate only provides reasons for lowering fuel prices to avoid poverty, it will be less appealing than another candidate explaining the optimism of the consequences of lowering fuel prices to minimize poverty with concrete reasons, such as avoiding the rise of basic commodity prices, reducing daily transportation costs to be used for buying food, or other attractions in the form of solutions to increase someone's interest in the campaign message delivered.

3. Message Design and Implementation: Qualitative Dimension

The implementation and design of campaign messages pay attention to the qualitative side of the campaign, which includes:

- **Credibility:** How the message can be delivered based on trusted sources and compete with convincing evidence.
- **Style and ideas:** Campaign messages should be presented in an engaging way through the selection of thought-provoking material combined with the execution or implementation of attractive and entertaining styles.
- **Selection of material and stylistic devices:** The campaign should form a sense of personal relevance to societal conditions, so recipients consider the campaign message necessary for their situation and needs.
- **Comprehension:** It is crucial for campaigners to present campaign messages with simple, explicit, and detailed content that is comprehensive and easily understood by recipients. Especially for persuasive messages, they should be delivered in ways that align with society's desires to be easily accepted.
- **Motivational incentives:** It is vital to present a campaign quality that can provide a motivating feeling for its listeners or readers. With a motivated feeling, the message has effectively reached someone's emotional dimension. If this condition is achieved, it becomes easier for the candidate to gain more loyal supporters.

- **Message Delivery Source:** Messages will be more easily conveyed in the digital world if delivered by someone with significant social digital influence. Examples include celebrities, influencers, motivators, entrepreneurs, buzzers, or anyone with a large digital following. By featuring a figure liked by the public, it is highly likely that their followers on social media will follow their favored choices. Moreover, the ease of virality of campaign content also underscores the need to consider who will help deliver the campaign message.

4. Communication Media (Mass Media/Digital Media)

Communication media is the process where communication or campaigns can be mediated through mass media or various digital platforms. Examples include activities like public appearances, aid distribution, and other activities conducted by candidates disseminated through social media simultaneously. This way, a candidate's communication or campaign can be more economically and efficiently spread to society with a wider reach. The effectiveness of campaign delivery also considers the media platform chosen for campaigning according to the campaign area. For example, in Indonesia, the most widely used social media according to Meltwater (2022) are Instagram, Facebook, and TikTok. Therefore, candidates can choose these three social media platforms for campaigning. Although many other applications like Weibo are massively used in China, they would not be effective for influencing general elections in Indonesia.

5. Quantitative Dissemination Factor

A large volume of stimuli in the quantitative dimension can help achieve adequate reach and exposure frequency, showing understanding, recognition, and good image formation. According to Atkin & Rice (2012), there are several important quantitative dimensions to consider in presenting a strategic digital campaign, including the total volume of messages/likes, the number of repetitions/viewers, prominent placements/viral potential, message delivery scheduling, and campaign duration/video length.

As a forum for promoting ideas, dialogue, and the essence of democracy, social media also provides transparent access for candidates and political parties to market their programs through massive and contemporary publications (Sumardy, 2022). Through this, digital campaigns always focus on framing the rationality of voters in assessing the ideas and programs of presidential candidates comprehensively. In this context, the discussion on “The New Era of Political Campaigns: Campaign Strategies of Prabowo Subianto and Anwar Ibrahim on the TikTok Platform” is conducted by analyzing the comparative design of the two candidates' campaigns, starting from comparing the content of political campaign messages, the emotional aspects of society towards digital campaigns, similarities and differences in campaign approaches through TikTok, and the implications of digital campaigns on presidential elections in both countries.

Comparison of Message Content as Campaign Strategies of Prabowo Subianto and Anwar Ibrahim Through TikTok Content

Social media has become a powerful tool in political campaigns. With its wide reach and ability to target specific audiences, political candidates can effectively convey their messages to voters (Muntazah & Andhikasari, 2022). Additionally, social media allows candidates to interact directly with voters, listen to their feedback, and adjust campaign strategies based on the responses received (Juliswara & Muryanto, 2022). This is no exception for candidates Prabowo Subianto and Anwar Ibrahim. Both candidates are employed specific strategies in their campaigns on the TikTok platform.

In terms of visual design and format, Prabowo emphasizes colorful and appealing imagery for the youth. Anwar Ibrahim also emphasizes dynamic and attractive visuals, such as moving graphics or striking visual effects, to grab the attention of TikTok users. Regarding their messages, Anwar Ibrahim highlights his vision for social and political reforms that ensure justice, equality, and accountability across all layers of Malaysian society. This message reflects the need for substantive changes in the political system and law enforcement in the country. Additionally, Anwar emphasizes the importance of access to and quality of education, collective welfare, protection, and peace and tolerance. Meanwhile, Prabowo brings a message of accelerating economic growth and creating jobs through sustainable infrastructure development and investment.

Emotional Aspects of Indonesian and Malaysian Society

Indonesia and Malaysia both have vibrant political landscapes. However, Indonesia has a freer political environment compared to Malaysia. Additionally, Indonesia and Malaysia are neighboring countries with similar cultures. Due to these cultural similarities, their societies also share emotional aspects. In this era, known as the post-truth era, many facts are replaced by emotions and personal beliefs. This situation turns social media platforms like TikTok, Facebook, Twitter, and WhatsApp into unofficial political contestation arenas. Nowadays, these platforms have become the primary source for people to get news and information, potentially influencing their political decisions.

Prabowo Subianto, who is running for president of Indonesia, strategically transforms his image on TikTok to attract younger voters. Viewed as a firm military figure with a controversial past, Prabowo's campaign has shifted to portray him as a "cute" or endearing character. This approach highlights his more charming qualities, depicting him as an "elderly" figure who enjoys dancing and engaging in light-hearted content. This rebranding aims to overshadow allegations of human rights abuses and military misconduct in his past, which have been significant issues in his presidential bids. His TikTok presence, featuring viral dances and a softer image, aims to connect with young Indonesian voters, many of whom are more familiar with social media than his historical controversies.

Conversely, Anwar Ibrahim's TikTok campaign in Malaysia emphasizes authenticity and direct engagement. Known for his long political career and reformist stance, Anwar uses TikTok to share heartfelt messages and interact directly with his audience. His campaign focuses on personal stories, addressing voters with sincerity and empathy. This emotional

strategy resonates deeply with Malaysian voters, who see him as a symbol of hope and change after decades of political turmoil. Anwar's ability to convey genuine emotions and his commitment to transparency help reinforce his image as a leader dedicated to the people.

While both campaigns leverage the power of TikTok to shape public perception, their emotional strategies differ significantly. Prabowo's campaign uses a light-hearted and almost playful approach to soften his image and appeal to younger voters. Anwar's campaign, on the other hand, focuses on emotional sincerity and personal connection, aiming to build trust and convey a genuine commitment to reform and progress. These different approaches reflect each candidate's efforts to navigate their unique political landscapes and connect with their respective voters in meaningful ways.

Similarities in the Campaign Approaches of Both Candidates on TikTok

To further understand the digital campaign strategies of presidential candidates Prabowo Subianto and Anwar Ibrahim in the presidential elections in Indonesia and Malaysia through TikTok, the author conducts a comparative analysis based on the theory of Charles K. Atkin and Ronald E. Rice (2012) previously explained to highlight the similarities in each candidate's campaign strategy in three aspects: visual content, educational content, and interactive content.

A. Visual Content

Prabowo Subianto, as a presidential candidate in Indonesia, and Anwar Ibrahim, as a Prime Minister candidate in Malaysia, have utilized TikTok as a medium to massively promote and campaign politically by presenting visual content in the form of videos or images. Both agree to bring their vision, mission, and political career backgrounds to be packaged visually on TikTok. Both Prabowo Subianto and Anwar Ibrahim have managed to gain many followers on TikTok, reflecting the high interest of the public in digital campaigns wrapped in creative content. Based on data obtained from the TikTok accounts @prabowogibran.2 and @prabowosubianto08 for Prabowo Subianto and @anwaribrahimofficial for Anwar Ibrahim, the follower counts of these three accounts are as follows:



Figure 2: Official TikTok Accounts of Prabowo Subianto and Media Center TKN Prabowo

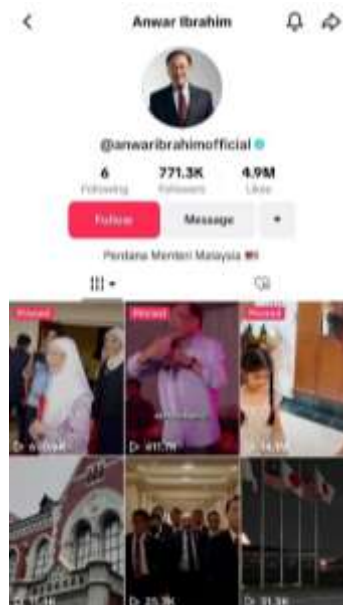


Figure 3: Official TikTok Accounts of Anwar Ibrahim

B. Educational Content

In terms of educational content, Prabowo Subianto presents educational content covering political issues and priority programs, such as news about free lunch programs on various occasions, and showcases strategic plans and leadership directions he intends to pursue. As seen on the TikTok account @prabowogibran.2, the official media center account of his Winning Team, educational content regarding the free lunch program is packaged in a comic book series.



Figure 4: Educational Content by Prabowo Subianto in Campaigning in Indonesia

Similar steps are taken by Anwar Ibrahim, where content containing political issues and programs through TikTok content serves as a magnet to garner support from the Malaysian community. His active and diligent personal engagement in addressing evolving issues in Malaysia and even global issues is the main point brought forward to provide education to his constituents.



Figure 5: Educational Content by Prabowo Subianto in Campaigning in Indonesia

Thus, both presidential candidates utilize modernly presented educational content by addressing political issues and their respective flagship programs that are evolving in Indonesia and Malaysia to attract public support.

C. Interactive Content

Both Prabowo Subianto and Anwar Arifin are equally active in interacting with voters through images and comments on TikTok. They both emphasize friendly digital interaction with the public to convince them of the seriousness of Prabowo Subianto and Anwar Ibrahim's candidacy for the presidential race in Indonesia and Malaysia. One strategy employed by Prabowo Subianto is through the production of a special song titled "Oke Gas" accompanied by a special dance called the "Joget Gemoy," which successfully embedded in the minds of the Indonesian people and went viral on all social media platforms, especially TikTok, during the campaign period in the 2024 electionS.



Figure 6: Prabowo Subianto's Digital Campaign Interactive Content

Similarly, Anwar Ibrahim engages in interactive content through the program "Temu Anwar," which is then packaged into creative content on his TikTok account. This is undoubtedly a flagship program involving interaction between Anwar Ibrahim and constituents running effectively and being received with enthusiasm.



Figure 7: Anwar Ibrahim's Digital Campaign Interactive Content

Differences in the campaign approach of both candidates on the TikTok platform

A. Prabowo Subianto: Use of AI Technology and Image Transformation

Prabowo Subianto, as a presidential candidate in Indonesia, has innovatively utilized TikTok by employing Artificial Intelligence (AI) technology. This innovation is packaged with generative Artificial Intelligence (AI) visualization in the form of digital avatars. Photos and videos are able to represent Prabowo Subianto as a friendly and approachable figure to voters, especially Generations Y and Z. The effectiveness of Prabowo Subianto's campaign team in utilizing Artificial Intelligence (AI) on a platform designed to go viral, particularly TikTok, has proven to capture public attention and enhance Prabowo Subianto's political image as a presidential candidate.

The Artificial Intelligence (AI) technology used to transform original photos of Prabowo into "gemoy" characters reflects a humorous and adorable side. This strategy marks a significant change from his old image as a military figure known for being stern and tough. Recently, Prabowo has often been seen dancing at events showcased in the media, which are also uploaded to TikTok. This further reinforces the impression that he is a more relaxed and fun-loving figure, a behavioral change that helps to instill a new image in the minds of the public.



Figure 8: Use of AI Technology in Prabowo Subianto's Digital Campaign

According to Cheryl Anelia Tanzil, the National Campaign Team (TKN) spokesperson, the nickname "gemoy" given to Prabowo reflects the affection and closeness of his supporters. In the analysis of political campaigns, Prabowo's utilization of digital media, particularly TikTok, is oriented towards enhancing political image, visibility, and attractiveness to capture the attention and support of the wider public. Content presented in the form of videos and images showcasing his vision, mission, and political programs is done as a branding effort that subsequently creates framing for supporters to disseminate the content. By positioning himself as a friendlier and more approachable figure, Prabowo aims to differentiate himself from his competitors and garner more support from the public.

B. Anwar Ibrahim: Authenticity and Direct Engagement

On the other hand, Anwar Ibrahim in Malaysia utilizes TikTok with an approach that emphasizes authenticity and direct engagement in political participation. Anwar, known for his long political career and reformist stance, uses this platform to share heartfelt messages

and interact directly with viewers. His campaign content focuses on achievements and inspirational stories, where he addresses voters with sincerity and empathy.



Figure 9: Anwar Ibrahim's Direct Engagement in Digital Campaign

Anwar Ibrahim addresses voters with a strong personal approach. This campaign aims to convey messages of hope and change after decades of political turmoil in Malaysia. Framing Anwar as an anti-corruption fighter, who vigorously advocates for the importance of a Malaysia free from corruption, collusion, and nepotism (KKN), is the main attraction for the Malaysian public. This message is delivered formally and professionally, showcasing Anwar as a leader with high capabilities to lead Malaysia. The formal and professional digital campaign style applied by Anwar emphasizes his competence and experience as a politician.

Campaign Content and Public Response

A. Prabowo Subianto

Prabowo Subianto, with campaign content utilizing Artificial Intelligence technology featuring the "gemoy" figure and signature dance through the song "Oke Gas," has proven that TikTok content successfully boosts the image and market value of Prabowo Subianto as a presidential candidate through support from the public. Additionally, Prabowo Subianto's content, which manages to soften the stern and tough figure from his military background, has garnered sympathy from the public to actively engage in the comment section of his TikTok account positively and express their support.

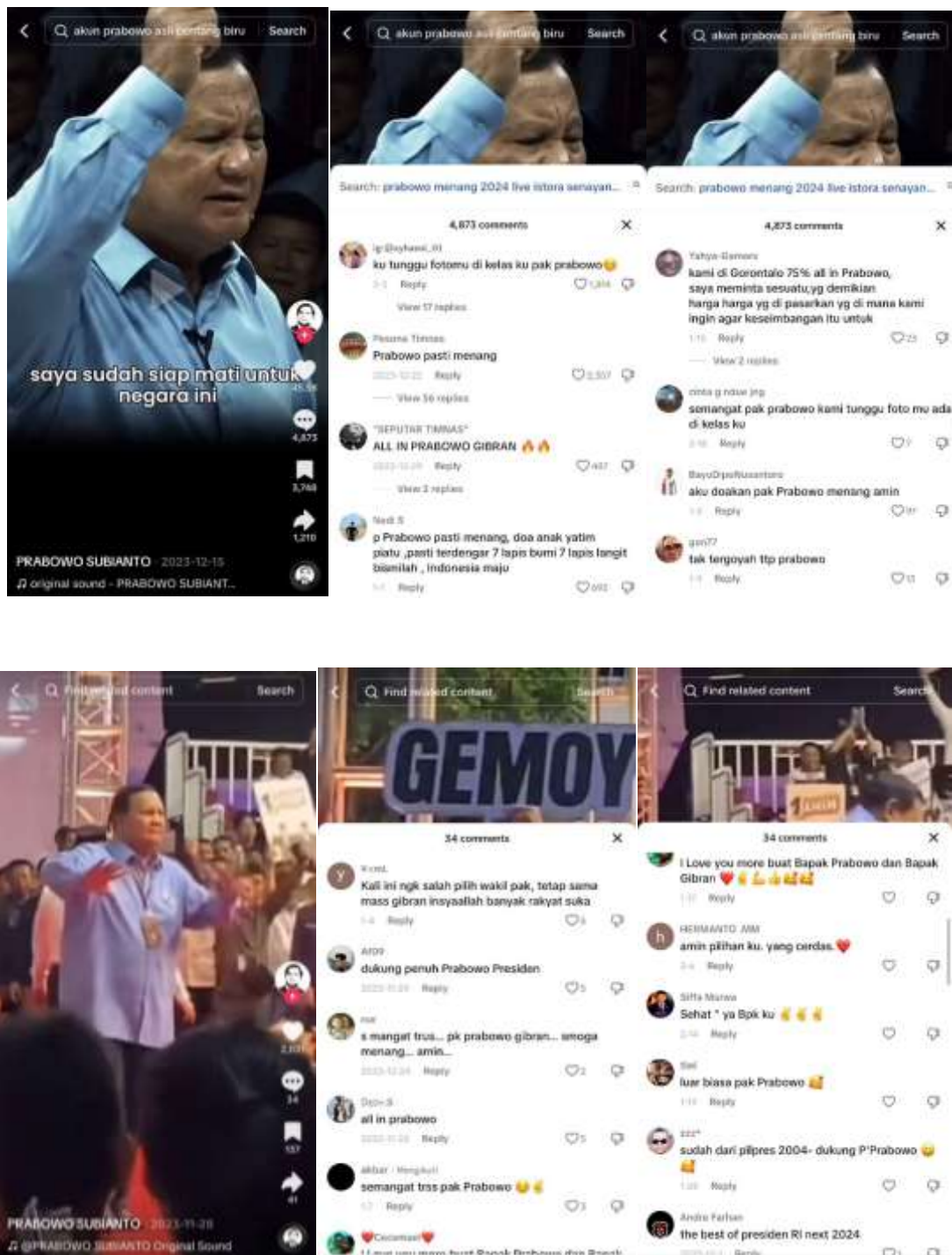


Figure 10: Response of Prabowo Subianto's Voters in Digital Campaign

B. Anwar Ibrahim

Anwar Ibrahim, along with campaign content focusing on personal stories and addressing voters with sincerity and empathy. This campaign content strategy largely appeals to the

emotions of voters in Malaysia, as Anwar is seen as a symbol of hope and change after several decades of political turmoil. With his long political career and reformist stance, Anwar utilizes TikTok to share heartfelt messages and interact directly with his audience.

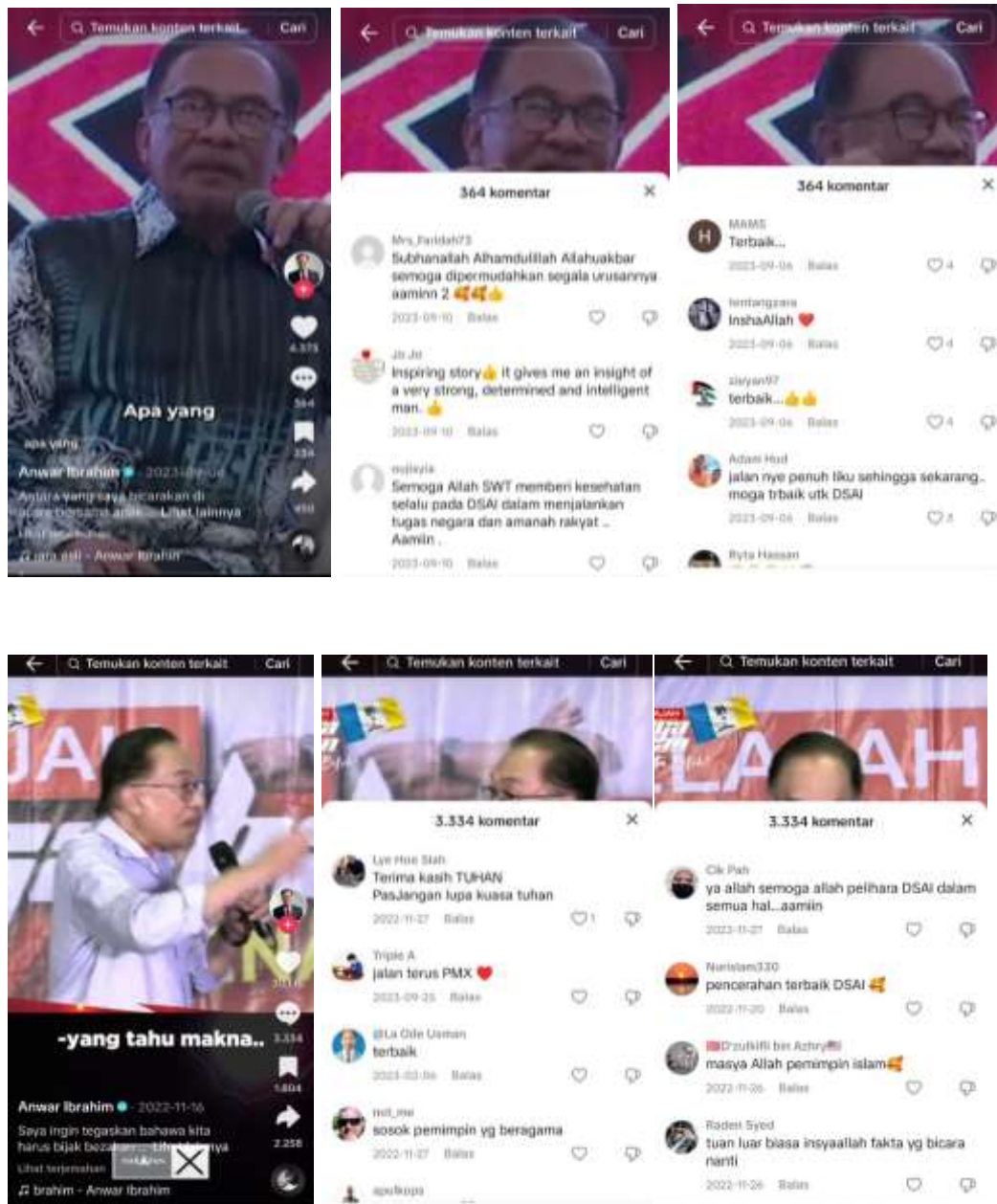


Figure 11: Response of Anwar Ibrahim's Voters in Digital Campaign

The strategy and campaign content consisting of heartfelt messages have proven to successfully evoke emotions among the voters. This is evident from the comments written by voters who voluntarily express their support for Anwar Ibrahim. Out of these three heartfelt campaign contents, almost 90% of the comments are positive. Therefore, Anwar Ibrahim's

digital campaign strategy on the TikTok platform is effective in garnering sympathy from the public. It's evident that the community is influenced and moved by the messages and stories conveyed by Anwar Ibrahim.

A. The Use of Social Media as a Platform for Political Campaigns

Digital political campaigns on social media platforms like TikTok indicate that politicians increasingly recognize the significant potential of social media to achieve their political goals and interact with voters. This signifies a significant shift in the way politics is conducted to keep up with the times and be understood by the public. Including the innovative use of Artificial Intelligence (AI) technology by Prabowo has been instrumental in building a more relaxed and appealing image among the younger generation. The application of Artificial Intelligence (AI) through TikTok has become a new trend in political campaigning that entertains and captures the attention of TikTok viewers, who are predominantly Generation Z. Although entertaining, the content shared by campaign teams also represents important political and societal issues, such as political visions and missions, as well as flagship programs in the fields of economy, environment, and education.

B. Adaptation of Campaign Strategies to Voters

The strategies used by Prabowo Subianto and Anwar Ibrahim demonstrate adaptation to their targeted voter demographics. Prabowo targets young voters by presenting more relaxed and enjoyable content, while Anwar focuses on emotional messages that resonate with older and potentially more politically engaged voters.

C. Use of Visual, Educational, and Interactive Content

Both Prabowo Subianto and Anwar Ibrahim utilize various types of content (visual, educational, and interactive) to promote themselves. This can raise voters' awareness of the political messages conveyed by the candidates. Furthermore, these messages are packaged concisely and attractively, making it easier for voters to digest them.

D. Potential Polarization Due to Emotion-Based Campaigns and Image

1. Prabowo Subianto

Campaigns that overlook serious issues or attempt to divert attention from Prabowo's past could trigger negative reactions from critical voters. This could reinforce polarization between loyal supporters and strong opposition who feel that Prabowo's campaign is not honest. Additionally, the use of overly entertaining content may be seen as emotional manipulation, which could provoke backlash from voters who feel that serious issues are being ignored. Efforts to change Prabowo's image from a strict military figure to a "cute" or adorable personality could be seen as image manipulation to cover up his controversial past, including allegations of human rights violations. This could lead to distrust and anger among critical voters regarding Prabowo's historical background.

2. Anwar Ibrahim

Anwar's emotional approach and promises of reform create high expectations among voters. If Anwar fails to meet these expectations, significant

disappointment could worsen polarization. Skeptical voters may doubt Anwar's sincerity and view the emotional approach as mere political strategy. This could reinforce polarization between supporters who believe in Anwar's sincerity and doubters. Although the emotional and sincere approach can touch many voters, it can also breed skepticism among those who see Anwar's campaign as a manipulative attempt to garner sympathy.

CONCLUSION

Today, the trend of digital campaigns, especially on TikTok, which is popular in Indonesia and Malaysia, has evolved into an effective medium for political campaigning in the modern era. Digital campaigns through TikTok reflect the modernization of political campaign strategies in the era of technology 5.0. Candidates leverage the ease of information access among Generations Y and Z to market their political strategies in the digital marketplace. This modernization not only makes campaigns more efficient but also more transparent, as it allows candidates and political parties to promote their programs massively and contemporarily.

In the context of the 2024 presidential elections in both countries, presidential candidates Prabowo Subianto and Anwar Ibrahim have demonstrated the massive movement of mass support generated by the use of the TikTok platform in their digital campaigns. Even in the post-truth era, where emotions play a significant role in political decisions, TikTok has become one of the means. In this regard, campaigns on the TikTok platform conducted by Prabowo and Anwar have targeted the emotional aspects of voters. Prabowo uses a lighter and more entertaining approach to cover up his past accusations and garner sympathy from young voters. In contrast, Anwar focuses on emotional sincerity and personal relationships to build trust and demonstrate commitment to reform and progress. This emotional strategy is highly effective in influencing voter decisions, considering that social media platforms have become the primary source of information for the public.

TikTok has evolved into an algorithm capable of predicting user behavior in efforts to increase awareness and political participation on the issues raised in the campaign. Furthermore, the modernization and digitization of political campaigns through TikTok can display the images of both presidential candidates as individuals closer to users and targeting a broader audience. Therefore, the implications of the digital campaign trend on the 2024 Presidential Elections in Indonesia and Malaysia emphasize the fact that TikTok media has become an integral part and an effective digital campaign strategy to be pursued.

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