

ABSTRACT

The creation of this project is driven by the rapid technological advancements in recent years, making digital communication an inseparable element in various aspects of life. Many political news media now use social media to engage in digital communication, yet there is a lack of interest among young adults in current political affairs. To address this issue, PT Trans News Corpora or CNN Indonesia has taken a strategic step by creating the “Kamus Politik” program on CNN Indonesia's social media accounts, such as TikTok, Instagram, and YouTube, over a period of 4 months from September to December 2023. The aim of this project is to understand digital communication in the production of CNN Indonesia's “Kamus Politik” content. The theories and concepts used in this project include digital communication, political communication, social media, Tiktok and creative content theories. This project also employs observational methods by monitoring trends related to politics on various social media platforms, as well as online research to gather information on the political situation in Indonesia. This work is expected to enhance public understanding of digital communication and creative strategies in creating political content on social media. The results of this project show that the design of the Kamus Politik videos, themed around the elections, represents an implementation of digital communication theory through video by disseminating information related to the 2024 elections, such as presidential and vice-presidential debates and the list of participating parties. It can be concluded that Kamus Politik successfully created effective digital communication on political discussions on the TikTok application. This has also impacted brand awareness and increased engagement on CNN Indonesia's TikTok account. Through 15 videos, including series and non-series, this content successfully reached a young audience, especially Generation Z.

Keywords: *Digital Communication, Political Communication, Social Media, TikTok, Creative Content.*