

ABSTRACT

This study analyzes the utilization of TikTok as a political campaign platform for the Gerindra Party during the 2024 General Election through an affordance-based media approach. TikTok has become one of the most influential social media platforms in shaping political communication, particularly in reaching young voters. This study employs a qualitative method with non-participatory observation and document collection techniques to examine how TikTok affordances—connectivity, visibility, spreadability, persistence, and datafication—are utilized in Gerindra's campaign strategy. This research concludes that TikTok is not only a medium for disseminating political information but also an interactive space and a data-driven campaign strategy that enables active voter engagement. The findings confirm that TikTok affordances play a crucial role in shaping the dynamics of digital political communication and provide significant implications for political party campaign strategies in the social media era.

Keywords: TikTok, political campaign, affordance, political communication, 2024 General Election