

ABSTRACT

In the 2024 Indonesian Presidential Election, TikTok emerged as a strategic social media platform for political communication. This study aims to explore the role of Anies Baswedan's TikTok account as a political communication medium, particularly in delivering campaign messages and shaping his political image to a wider audience. This research employs content analysis using a qualitative approach, analyzing posts from the TikTok account @aniesbaswedan during the campaign period of the 2024 Presidential Election (January 10–February 10, 2024). The results indicate that the account serves as an important tool in delivering creative, interactive, and trend-based political messages. TikTok enables Anies to reach a broad audience through the "For Your Page" algorithm, build a narrative of change, and create the image of a leader who is close to and responsive to the public. Features such as live streaming and comments also enhance audience engagement, making the platform effective in bringing candidates closer to voters. This study concludes that Anies Baswedan's TikTok account plays a significant role in modern political communication, leveraging creativity and direct interaction to capture the attention of voters, especially the youth. These findings contribute to a deeper understanding of the dynamics of political communication in the digital age.

Keywords: Anies Baswedan, Political Communication, TikTok, 2024 Indonesian Presidential Election