

ABSTRACT

Political attitude is an individual's affective, cognitive, and behavioral response to political issues or actors, influenced by media and social interaction. Social media platforms such as TikTok have become strategic tools for delivering symbolic political advertisements, including through campaign songs like "Oke Gas." This study aims to examine the influence of the symbolic political advertisement in the "Oke Gas" song on TikTok on the political attitudes of Telkom University students. This research employs a quantitative approach using a survey method involving 100 students. Data analysis techniques include simple linear regression and descriptive analysis. The results show that the "Oke Gas" song significantly influences political attitudes, with a moderate correlation strength and a contribution of 30.2%. Based on the A-B-C model of attitude, the affect, behavior, and cognition aspects fall into the moderate category. This indicates that although the song can attract students emotionally, its impact on political understanding and behavior is relatively weak.

Keywords: Symbolic Political Advertisement, Political Attitude, TikTok, Campaign Song, Social Media