

ABSTRACT

This study investigates the use of TikTok Live as an interactive communication medium by Anies Baswedan during the 2024 Indonesian presidential campaign. Through a qualitative descriptive approach, the research explores how TikTok Live facilitated real-time interaction between Anies and his audience, allowing for social information exchange, impression formation, and relationship development. Data were collected via in-depth interviews with campaign team members and supporters, along with documentation and observation. The findings suggest that TikTok Live was used not only to share political messages but also to construct a humanized image of the candidate and strengthen emotional connections with voters, particularly youth and swing voters. The Social Information Processing (SIP) theory was applied to analyze the process of interactive political communication in the digital public sphere.

Keywords: TikTok Live, political communication, interactive media, social information processing, Anies Baswedan