TRANSFORMING POLITICAL COMMUNICATION THROUGH SOCIAL MEDIA TIKTOK

Sabena, S.Ikom. M.Ikom Vania Utami Subiakto,S.Ikom.M.Ikom, Dr Nafiah Ariyani, SE,M,Si

Universitas Mercu Buana

ABSTRACT

Communication is needed in all fields to convey messages, including in politics. There is such a thing as the transformation of political communication in the reform era and political communication in the digital era, which needs to be examined in terms of the process of differences and changes in how to convey the message. This research was conducted on Kang Emil's account on social media Tiktok. The transformation is in political communication with the information technology that is growing at this time where various messages can be directly spread. Kang Emil uses social media to convey his political message to the public, with professional creative content. Using the theory of a syringe known as the bullet theory. It was explained that the audience had absolutely no power to reject information after it was shot through the communication media. The audience will be complacent like being injected with anesthetic through a syringe, so they cannot choose other alternatives in making choices except what is presented by Tiktok. Political communication is not only used for personal interests, but can be used by political party organizations. In this study, the author uses a qualitative approach with technical in-depth interviews to 4 informants. The results of research from the account @ Kang Emil @Anies Baswedan @Ganjar Pranowo show that in the transformation of political communication, they have differences before the covid 19 pandemic. They go directly to constituents in their respective electoral districts and there are differences after the covid 19 pandemic. The transformation of political communication is more dependent on Tiktok social media.

Keywords: Tiktok's Social Media, Political Communication, Transformation

INTRODUCTION

The background of this research is the number of politicians who carry out covert campaigns using social media tiktok and with the data on the KPU which has determined the number of DPT as many as 187,781,884 people, where this number will continue to grow and will continue to be updated to minimize potential voters. Looking at the implementation of the 2019 presidential and vice-presidential election campaigns from 23 September – 13 April 2019, of course there will be more legislative candidates who will use social media to convey messages about what they are doing so that people know more.

Currently, there is no detailed and firm regulation on the form of campaigns in conveying political communication messages carried out on social media. Based on the thought of Richard A. Gershon, University of Western Michigan that transnational media are nationally based companies operating overseas in two or more countries, the term transnational media itself has a different meaning in the digital age with the advent of the Internet and the power of strong networks with the idea. The idea of cross-border data and foreign market penetration has very different meanings given ready-made access to worldwide electronic internet trading sites, social media and video streaming services, over-the-top. This model is known as globalization in the 21st century. However, internet users in Indonesia using social media continue to increase drastically. It cannot be denied that its existence is a means of political communication in conveying messages, to channel opinions and convey creativity. Based on data from the Indonesian Internet Service Provider (APJII), it has been recorded that the number of internet users has reached 143 million in 2017, which means that half of the population uses the internet. The influence of the media on political activity was of interest to social scientists only in the 1930s, in relation to the statements of statesmen and leaders of political parties that influenced public opinion.

Currently the mass media plays a very important role in the political process (Lichtenberg: 1991). The media has now become a major actor in the political field. Social media has the ability to make someone famous in his political career (Robert W Mchesney in Thomas 2004). In human life in socializing in the midst of society, communication is needed. Because communication is two things, the degree of response or feedback (one-way versus interactive process) and the degree to which the communication relationship is also a social relationship, it can be said in general that modern technology can increase the possibilities and tendencies of communication (dissemination or exchange of messages) regardless of the basis of communication. (McQuail, G-7: 2011). Year 2022-2024 is a political year which will face the 2024 presidential election where the DPR, KPU and the Ministry of Home Affairs have determined the schedule for the 2024 presidential election at the end of February 2022. The slogans of presidential candidates began to appear on Tiktok social media, among which are predicted to run for presidential and vice-presidential candidates in 2024 are Kang Emil, Anies Baswedan, Puan Maharani, Ganjar Pranowo, Prabowo and AHY (New Indonesia Research & Consulting Survey Institute).

Through Tiktok, which is currently being seen by all levels of society, it means that to convey their political message it will be easy and quickly accepted by people from the lower middle class to the upper middle class. Here, we will look at the differences in the transformation of political communication before the new order, before covid 19 and after changes in the digital era.

The transformation of political communication sometimes has to be careful, not to

offend others when receiving messages conveyed in words, grammar that is easy to understand and in a language that is accepted by people from all levels of the lower middle class and upper middle class in the DKI area. Jakarta and its surroundings. Tiktok social media is used by presidential and vice-presidential candidates as a tool for conveying messages to the public. Based on the description of the problem, the researchers are interested in researching how the transformation of political communication through social media Tiktok is carried out and which areas are the goals. In order to win in the political contest, a transformation of political communication is needed.

Formulation of the problem

1. Why is the transformation of political communication on Tiktok social media very important in conveying messages to the public?
2. How is the transformation of political communication through Tiktok social media done?
3. What is the goal of the transformation of political communication on social media into an option in conveying messages to the community?

Research purposes to achieve the output targets of this research are:
1. It is hoped that it can provide new insights for politicians when sharing the contents of their activities so that they pay more attention to the code of ethics, the message conveyed is conveyed with good and correct communication.
2. Scientifically, academics are expected to add education in the field of communication and can be continued by further researchers with a different side of communication transformation

Research Significance

The significances of this research are:
1. Messages that are packaged and conveyed through Tiktok social media use political communication that has the aim of influencing the community.
2. Communication plays a very important role in achieving the wishes of politicians to convey video content so that they are more well known

Previous Research

As a comparison, researchers conducted an analysis of previous studies. This is intended so that the research that will be carried out by researchers can bring up some differences, uniqueness and novelty. The following are studies that researchers try to analyze and compare.

Table 1: State of The Art

No	Title, Research and Year	Method	Results	Difference
1	The Role of Information and Communication Technology Development in Learning Plus at Raharja University	Qualitative research methods	The material provided can be in the form of text or video. Although not face to face, communication between students and lecturers cannot be separated,	It's in the title, research results, and research object

			Information and Commu-nication Technology as a communication medium provides a means for stu-dents and lecturers so that students and lecturers can still communicate to discuss lecture material that stu-dents cannot understand.	
2	Information and Communication Technology	Qualitative Research Methods	This study found that the role of information technol-ogy in education, apart from helping students in learning, also has a fairly influential role for teachers, especially in the use of facilities to en-rich teaching skills, and the Qur'an as a guide.	Title, research object, and re-search results

The Role of Information and Communication Technology Development in Learning Plus at Raharja University

Information and Communication Technology as a communication medium that pro-vides facilities for students and lecturers so that students and lecturers can still commu-nicate to discuss lecture material that students cannot understand. Indri Handayani, Erick Febriyanto, Citra Yulian Kristanti. The research lies in the object of research, besides that this research aims to be a means for students to keep following the lessons and the teaching and learning process continues as expected. Thus, this method can continue to be applied as long as it is needed.

Information and Communication Technology

This study found that the role of information technology in education, apart from help-ing students learn, also has a fairly influential role for teachers, especially in the use of facilities to enrich teaching skills, and the Qur'an as a guide. Haris Budiman. The difference with previous research is information and communication technology as a communication medium. This study uses a qualitative research method. This study aims to determine the role of information and communication technology in education. Information and commu-nication technology in general aims to make students understand the tools of information and communication technology in general.

The difference between previous research and this research is in the object, location and theory and the results. The research relationship of this research proposal is to both use technology as a means of conveying messages to the public or certain groups, the delivery method uses communication that can influence attitudes and actions to do what the con-tent creator wants the politician to do.

CONCEPTUAL OVERVIEW
Communication Transformation Concept

Communication cannot be separated from space and time. From the social media side, Tiktok is a space used by politicians to convey messages, from the time side, the content of messages in the form of various activities published to the public ahead of the 2024 presi-

dential election later. Various forms of statements conveyed by the presidential and vice-presidential candidates are politically charged. In communication, there is a relationship dimension (Roni Tabroni, 2012: 2). What is conveyed on the social media of the presidential and vice-presidential candidates will be easily caught by the public as packaged political communication.

What is conveyed on Tiktok will cause a reaction effect. If we incorrectly use communication, it will result in poor communication processes, both small and large scale. The effects of a message (communication) that are underestimated can be fatal. The basic concept of communication is not a single human being who does not interact socially, interaction is a basic human need.

In the context of this interaction, human life can understand each other, the delivery of symbols by one person to another allows them to read each other's symbols, then perceive messages so that they can respond or provide feedback. (Roni Tabroni, 3: 2012). Transformation of political communication is full of space and time that has an effect and feedback on what is conveyed and the response of those who receive the message.

In social media account, @ Kang Emil@Anies Baswedan@Prabowo Subianto @AHY use political communication that is easy to understand for all levels of society, from the lower middle class to the upper middle class. Both from the symbols of the messages that are packaged and conveyed, the way the clothes look, how to walk, speak words, how to eat, walk and what is written on Tiktok is part of their form of political communication.

The transformation driven by Tiktok is a change in the structure of the new media to the structure of political communication itself. The risk of change itself occurs in the position of political actors, participants, constituents. Structures and positions on political communication can change instantaneously with the presence of new media today, as in trans- national where the political strategy designated by Gill (1995) as the new constitutionalism. (Harmeet Sawhney: 10).

From a neo-Gramscian perspective, the WTO-GATS-TRIMS strategy can help to tilt the global economic order towards neoliberal accumulation by creating a framework on political- legal trade and investment that restructures national power-to-capital (trans-) relations with domestic governments and citizens. his country. In this political communication social media transformation, the account @Kang Emil uses new media as a political communication platform.

Using social media as discussed in the bullet theory that message information is conveyed continuously, such as being injected continuously to the audience or society, those who see if they see the content repeatedly, there will be a reaction from the message content on the message. the content. Therefore, the social media that they use to convey their political messages is Tiktok, which of course are packaged attractively.

In contrast to the use of other media such as newspapers or magazines. It is clear that the pattern of political communication uses language that seems rigid and formal, not all levels of society are easy to understand, in contrast to the current transformation when using new media becomes more understood by all levels of society, where new media are equipped with visuals, symbols and sound. which can support people's imagination to be affected after receiving the message conveyed. Political messages will spread quickly and will also be received and received faster with fast feedback responses as well. The effects received will also vary, but have the advantage of being faster and more practical. Through this new media, everyone can directly access it.

Social Media Concept

Social media is considered the most effective way to communicate, but caution must be exercised considering it is not impossible to be misused by irresponsible persons, while mass communication itself cannot be separated from the type of interpersonal communication that requires face-to-face and full grounding. It includes having a sense of responsibility, respecting the human rights and freedoms of others, being polite and considerate (Devotion: 2018). Social media is a media platform that focuses more on existence, self-actualization for users that facilitates them in their activities and collaboration. Therefore, social media can be seen as an online media (facilitator) that can strengthen the relationship between users, as well as a social bond. Van Djik in the book (Nasrullah: 2017:11).

The transformation of political communication on the @Anie Baswedan account uses a platform that is friendly to the community, polite in providing socialization on the use of masks, packed with symbols and attractive political communication language. @Kang Emil's account uses the "People" political communication platform. @Ahy account uses the platform to emphasize his position "As a dark horse". Tiktok is present as a new means for collaboration in the transformation of political communication using media. In simple terms, the media can be interpreted as a tool that serves as a means to convey messages from information sources to recipients of information.

Understanding Tiktok

Media serves to connect information from one party to another. Meanwhile, in the transformation of political communication, the word media is referred to as the media as a means. Media communication is everything that can be used to convey messages or information in the process of conveying messages or information so that it can stimulate the attention of the audience. Further, in Gagne and Briggs (1975) in Arsyad (2013:4) explicitly convey about the media as a means of delivering messages and information, including the tools that are physically used to convey messages. From these two meanings, the media is a tool used to convey messages.

Functions and Benefits of Online Media

Tiktok is a social media that allows users to upload videos with a duration of 15-60 seconds, usually the video has music or dialogue, starting from an application to share videos. Currently Tiktok social media can also be used to promote products and services. New media is currently globalizing and attracts attention because it can break down the barriers that make it a barrier for information. In Indonesia itself, we have entered the era of the information society where new media will eliminate old patterns.

Benefits of Research

The results of this study are expected to provide various recommendations related to the field of communication science, regarding the transformation of political communication through Tiktok, which is currently viral and has many users. In addition, this research is expected to provide an inspiration and become a role model for politicians in delivering messages to their constituents and the general public. In addition, of course, this research is expected to be a reference for further research, and can add and enrich knowledge in the field of communication, especially Public Relations, regarding the transformation of political communication.

METHODOLOGY
Research paradigm

The paradigm used in this research is the constructivism paradigm. In this constructivism paradigm, one can see the truth as something subjective and created by the participants themselves. The constructivist paradigm is a paradigm that is almost the antithesis of an understanding that puts an observation and objectivity in finding a reality or reality or in science. With this constructivism paradigm, researchers will describe the results of the analysis of how the transformation of political communication through Tiktok. Researchers will carry out the construction process by remembering and re-expressing experiences, abilities and comparing and making decisions from the results of interviews and observations on Tiktok.

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Research Type

The nature of the research to be taken is descriptive. Descriptive research of course can not only describe (analytical) but also can integrate (synthesis). In descriptive research, there is data obtained not in the form of numbers but in the form of words, sentences, statements and concepts. Descriptive research can only describe the situation, does not seek or explain the relationship, does not test hypotheses. This type of descriptive research can be chosen by researchers because researchers want to describe the results of the analysis related to the transformation of political communication through social media carried out by politicians from various political parties. Therefore, this study will describe the various results and also the findings in a narrative and descriptive manner.

Research Method

The method that will be used in this research is that this research uses an ethnomethodology methodology concerning the study of daily human activities, especially aspects of social interaction that are taken for granted (Garfinkel, 1967: 11). Ethnomethodology as an investigation of indexical expressions and other practical actions as a unitary solution that is being carried out from the organized practices of everyday life. Including an approach that explains the accountability of rational practical actions. This method is used because the research was carried out on social media. Researchers took data from the social media of politicians who use social media as a means of campaigning in conveying the contents of various information and messages with language packaging that can influence the public to see the politician positively.

In addition, a qualitative method with a case study design. As in the method, the researcher will present the results of this study in a narrative way, an explanation in the form of words in written or oral form from people and observable behavior. Thus, the research report will be in the form of excerpts from the data to provide an overview in the presentation of the report. The data, of course, comes from manuscripts and interviews, field notes, or photos, videotapes, documents from politicians' social media, notes or memos, and other official documents. At the time of writing the report, the researcher also analyzed data that

was accurate and reliable as the original. The connection of this method is because some data are also obtained from the politicians directly

Research subject

In qualitative research data, in general, it will be in the form of descriptions, narratives, data, and pictures or a statement obtained from the subject in the study, both directly and indirectly in the transformation of political communication through social media that is accepted by constituents and the general public. Lufland and Lofland (Moleong, 2013, p. 157) the main data sources in qualitative research are words, and actions, the rest are additional data examples such as documents and others. In this regard, in this section the types of data are divided into words and actions, written data sources, photos and statistics. The selected sources are parties who are directly involved in politicians whose political communication transformation uses Tiktok.

Data source
Primary data

In the primary data itself, the data will be directly collected by researchers from sources on social media and from politicians who use Tiktok. The primary data used in this collection is data that uses the method of going directly to political parties looking for information in their media section or social media management section. observations and interviews. In this section, the researcher will conduct interviews with relevant informants related to the transformation of political communication through Tiktok.

Secondary Data

Secondary data is obtained from social media, party secretariats, book party practitioners, (libraries) or other parties such as legislative candidates who usually start using social media and who have not used social media which will provide accurate data and are closely related to objects and research purposes. So, the data that will be taken is from data that contains information value related to activities in the transformation of political communication through Tiktok.

Data collection technique

From secondary data, the data is obtained from social media, legislative candidates, books, (library) or other parties that provide data information that is closely related to the object and of course to the research objectives. Then the data to be taken is data that contains information value related to interviews with party candidates using Tiktok social media where the interview itself is a conversation with a specific purpose by two parties, namely the interviewer (interviewer) as the asker/questioner and the interviewee (interviewee) as the answerer for the question. So, the interviewee is a manager, the community involved is also a source of information in this research.

Data analysis technique

In principle, data analysis of qualitative data can be carried out together with the process of collecting data information. According to Miles and Huberman, the data analysis technique itself includes three simultaneous activities: data reduction, data presentation, and conclusion drawing (Siswati, 2019, p. 84).

In this data reduction, the results of the data in the field obtained through direct observation and conducting interviews in the form of being spilled in field notes, recordings during interviews, the results of the notes are of course quite large and difficult for researchers to understand, so data reduction is carried out to then choose which one is appropriate to be used as valid data.

Then the presentation of data or (data display). It can make it easier to read the data that has been obtained, therefore the reduced data will then be presented (displayed) in the form of a comprehensive description of each aspect under study and will be equipped with tables/charts, on the relationship between categories and the like.

The last part is drawing conclusions to be verified. In verification, there is an interpretation of the data that has been compiled. From the interpretation, the researcher will do the preparation into a conclusion, where the conclusion is the result of research that can answer the research questions that have been previously formulated.

Data Validity

In ascertaining whether the research data is valid or not, a process of checking the validity of the data will be carried out. Therefore, Miles and Huberman describe the technique for checking the validity of the data which includes three activities simultaneously: data reduction, data presentation, and conclusion drawing (verification). Furthermore, in the section on establishing the validity of the data, the researcher then carried out source triangulation techniques. in Moleong (Kusuma, 2019, p. 53) that in this technique a researcher will compare and check carefully the level of confidence in the information obtained by: (1) comparing data from observations with data from interviews (2) comparing the consistency side answers from resource persons, such as by comparing what the informant said in public, for example, to what was said in private (3) comparing in one person's perspective, with other people in the team group environment.

Research sites

DKI Jakarta via Tiktok key informants and resource persons for politicians at https://www.demokrat.or.id/Indonesia

RESULTS AND DISCUSSION
Research result

The results of the research entitled "Transformation of political communication through social media Tiktok" is what politicians do that attracts attention where visual creativity in conveying political messages and self-image is increasing and conveyed directly to various levels of society. On the style of delivering political messages that are packaged with various polishes that are displayed starting from the image that looks populist, has high empathy and is religious.

Transformation

The notion of transformation combined with digital itself is about using technology to transform analog processes to become digital. We ourselves have experienced the world of digitization in all areas of our daily lives from smart watches to artificial intelligence-enabled household assistants. In addition, digital transformation also refers more to how a technology revolutionizes business with various fields to new technology such as machine learning,

big data, and also the internet for use in everything. Apart from that for Brands, you may not have to worry too much about these tough topics for now, but you certainly should apply to your digital transformation strategy as well.

Political communication

The notion of communication can simply be defined as a process in delivering a message by a communicator to an audience or communicant through/without media which will have certain consequences. In communication activities, at its core, the principle is an activity in the exchange of ideas or ideas that are understood simply. Thus, communication activities can be understood as activities in conveying ideas or messages from one party to another with the aim of producing a collective agreement on the idea or message conveyed. An expert Tho Mas M. Scheiwadael in Mulyana (2001) argues that communication is also a process to express / convey and support one's identity in building social contact with people around him and also influencing others to feel, think. Acting and behaving like money is wanted by many people.

According to Seiler (in Arni, 2007) there are four basic principles in how to communicate, including:
1. understanding communication as a process, meaning that it is dynamic, can adapt to reality.
2. communication as a system, meaning that communication consists of several components that have their respective duties and are related to each other.
3. communication is also interaction and transaction, meaning that there is a process of exchanging message information in communication
4. communication can occur intentionally or unintentionally. The occurrence of an act when it is intentional when a message that has a specific purpose is sent to the intended recipient, with a planned while the communication situation itself which is inadvertently can be received by others on purpose.

Tiktok

TikTok is a new social media that provides a platform for its users to be able to express their talents through video content. TikTok can make cellphone users a studio that can be useful and can run / or besides that it also functions as a media in the form of audio-visual, on this media a social media which of course can be seen as well as can be heard as well. There are so many users of this social media, starting from the participants of children under five, elementary school, students, housewives, professionals and so on. People are very happy to use Tiktok because for them social media is a place that can entertain them when they feel bored or bored.

The existence of new media or social media can provide entertainment for everyone to get rid of boredom, boredom and fatigue. They can even laugh out loud and express happiness when using new media or social media. One of the things that can make them laugh happily like that is Tiktok. Why and why is that so? Of course, because on social media, everyone in the general public, especially mothers, can see various videos with different musical expressions. In Hafied Cangara, it is said that media is a tool or means which is of course used to convey information, messages from a communicator to the audience or audience, while in the sense of the mass media itself as a tool used in delivering messages from sources to audiences by using a tool. communication such as with newspapers, films,

radio and television. (Hafied Cangara, 2010. p.123.)

Bullet Theory (Bullet Theory)

In this hypodermic bullet or needle theory, it assumes that the media is very powerful and the communicant is considered passive or ignorant, powerless. This theory assumes that a communicator can fire a communication bullet that is so magical to the audience that it is powerless (passive), taking for granted what is injected into him. The theoretical link in this study is about the content of messages that are shared and distributed through social media, Tiktok which is carried out continuously, without thinking about the audience, whether people like it or not. Messages with video form communication with writing that can be read in words, which touches on certain content such as buying food at small traders with the words buy their wares without having to bid, by buying means helping them. This can affect the audience who sees it, the community is continuously injected with content that has been set according to the expectations and desires of the content creator of the politician.

In addition to this theory, the researcher also uses the Social Cognitive Theory by Albert Bandura and the Implementation of the Theory of Creativity by Wallas. Wallas theory, is one of the theories that until now has been widely used from Wallas theory which as stated in 1926 in his book "The Art of Thought" (Piirto, 1992) which states that the creative process also includes four stages, of which there are (1) preparation, (2) incubation, (3) illumination, and (4) verification

Informant Tiktok Account

The accounts of politicians as social media used in this research are the account @Kang Emil (Ridwankamil.official) followed by 290.7k, where the account makes various classifications, ranging from

Entertainment, here, Kang Emil makes entertaining content with the role of a security guard holding an HT, talking about entertaining jokes, such as stand up comedy, here, Kang Emil is very entertaining, making lots of comments and getting 915 likes from his followers. In this section, the figure of Kang Emil looks funny wearing a full security guard costume

In this section, Kang Emil visited the residents by breaking their fast together at the residents' homes, enthusiastic residents such as mothers, fathers and children in Bandung, West Java, the best prayers so that the citizens of Bandung are healthy, were sent directly in a friendly and friendly manner when visiting Mr. Dedi's house, a new resident in Cijaura Batu, Bandung, Kang Emil prays for patience to be increased, in carrying out his worship

Family, in this content, Kang Emil is so romantic, he is driving the car to the accompaniment of the red rose dangdut song as a sign of love and gladly accepts his love, that is the description of the content created with his beloved wife. Kang Emil hand in hand was in the park walking together, wearing a t-shirt and shorts and sandals, while his wife was wearing jeans, a matching blue headscarf wrapped in blue jeans too.

In this activity, Kang Emil is in the midst of a crowd of mothers who are queuing for cooking oil, his friendly greeting melts the atmosphere where Kang Emil is distributing 2 liters of subsidized cooking oil at a price of Rp. 14000 (fourteen thousand rupiah) here is seen accompanied by staff in brown uniforms, kang emil himself wearing a vest with a name tag on his chest with a red and white logo, glasses attached to his eyes, a mask as a precaution he still wears

Quotes, said Kang Emil, giving motivational words that someone in life is up and down,

that life is full of expectations, if you are at the lowest point, you can use it as a jump for a solid foundation for jumping.

@Anies baswedan3 is followed by 136.8k in collaboration with Fiki Ariyanto, the content of this account is not classified as activity and entertainment content, only one classification. Anies Baswedan gave an appeal to residents at the location of his birth, this was done while breaking the fast with young coconut, fried tofu and fried tempe on Jalan Gang Lurah 5, which will continue after the Isha prayer, going to the campus mosque to continue Tarawih prayers with residents in Jakarta. The content is made by talking directly to selfies, smiling friendly looks, while speaking politely to residents, ending with greetings and prayers so that residents are always healthy and happy breaking their fast.

@ Ganjar.pranowo2024: This account is followed by 9536 with the motto of life always in the heart - always in the future for a better Indonesia. The Governor of Central Java is eating with residents in one of the houses, accompanied by a back sound of Javanese music with *Tongkrongan Kami* lyrics, if you have the guts to eat casually, occasionally smiling sweetly and friendly, Ganjar Pranowo wears a navy blue collared shirt, eats simple food with gusto, a glass of tea that is closed in a glass, set a white plate. There is a man sitting next to him wearing a white shirt, there is a nametag logo on the front shirt, eating casually, occasionally looking at the camera. Meanwhile, a father sat in front of him wearing a red collared shirt, which looked like he was taking off his mask and immediately joined in eating too. This content is liked by 3795 love signs and 463 comments.

@Galery AHY accounts, followed by 217.0k followers, there are enough so that they can be used to get attention according to targets and goals. This account has several sections, including for:

The content of the Democratic party, in this section, it is first seen that AHY is giving a short speech about a democracy that is run properly, democracy is carried out correctly, civility to realize the ideals of the nation, of course not the goal for the nation and state, because democracy as a nation has choosing as a system in this diverse country, it will be better compared to other systems

AHY, this content contains AHY's short speech about the young generation needing opportunities, the courage to take a leap, facing disruption and having the opportunity to win, because youth is courage, does not hesitate to get out of the comfort zone, young is the strength to adapt and work. hard to face the challenges of the times

AHY's footprint on this content AHY is being interviewed by Dedi Corbuzier, after his late mother died he did a life review where we will leave everything when we are no longer the meaning of life is true, wearing a black T-shirt, a serious face and a mustache and beard sticking to his face

From the 4 Tiktok accounts, all accounts are used as research sources in the transformation of political communication on Tiktok social media. The researchers used the four accounts as sources of information to explore what the politicians did in the face of the presidential election in 2024.

Discussion Stage on the Use of Tiktok

Based on the results of the research that the researcher has described above, the researcher will discuss the use of the Tiktok in this discussion the researcher uses the bullet theory and cognitive social theory by Albert Bandura and the implementation of the theory of creativity by Wallas as the theoretical basis of the research entitled "Transformation of po-

litical communication through Tiktok". The use of Tiktok application by politicians for covert campaigns in marketing themselves to be known by the general public.

Tiktok social media can be downloaded by users through Google Play or App Store. Globally, Tiktok have been downloaded by people from political circles and others more or less 500 million times, with daily video viewers reaching 10 billion and can reach 150 million users in countries with the highest contributors, namely the United States and Britain and Indonesia (Journal of Innovation Vol 14 No 1/2020).

In the @Kang Emil account, the connection from the account used by politicians such as Kang Emil uses the style of a figure who is close to friendly and funny, he conveys a message to the public in the Kang Emil account section, it looks like a relaxed and polite political communication transformation that is not flashy to get sympathy. Like the hypodermic needle theory, it continuously injects populist content, jokes, jokes, close to residents, here it appears that there is no distance between officials and citizens. This is continuously done by the community. Like it or not, he will watch it on TikTok which without being asked will pass on anyone's homepage, because the content that is often passed and watched makes his name increasingly known as a humorous and attached figure to the community. @Anies-baswedan account, has content and transformation of polite political communication on Tiktok, neat packaging with simple language style dialogue with residents, intelligent and careful figure and careful, whatever is conveyed looks very careful. heart.

The sweet smile that is spread will affect the people who see it, such as the Social Cognitive Theory by Albert Bandura and the Implementation of the Theory of Creativity by Wallas. Where cognitively here the figure of the Governor of DKI Jakarta has become very subtle in conveying messages and information to citizens, the transformation of political communication in this Tiktok content is a concept of learning motivation that is closely related to the principle that behavior that has received reinforcement in the past has more probability of being repeated compared to behavior that does not receive reinforcement or behavior that is punished (punishment).

The concept stage of learning motivation and behavioral theorists focuses more on how far citizens have learned to understand the various rules in the social environment of society to carry out various activities in order to get the desired results (Bandura, 1977). In simple terms, the change in the way of delivering messages was used, if previously it was in the form of banners and speeches, but now with Tiktok, Anis Baswedan's style of political communication has changed, now it is conveyed using content on Tiktok, of course this method is more effective. because it is easily accessible by anyone and can be viewed for free. Account @Ganjar Pranowo, Implementation of the Theory of Creativity by Wallas. Talking about human potential, of course, it has a very broad scope. However, among the human potentials that are widely discussed in Tiktok content are about their potential and ability to know the names and functions of natural objects. With the potential and ability to know the names and functions of natural objects, humans are finally able to formulate concepts, create several forms of work, develop their knowledge and skills, express ideas and realize these ideas in various kinds of works. In the author's opinion, the potentials that exist in humans, as mentioned in part, are nothing but the existence of creative potential itself. Ganjar transforms political communication as an official figure who is able to mingle with the underprivileged people who are close to the community, hear and see directly and plunge down. If previously it was done to the public without being published only on tele-

vision and newspapers, it is different now that it has been transformed into a new style by using Tiktok.

The account @ AHY shows a young political figure from the Democratic party, often known as a young figure who is fiery in delivering his oration. In the transformation of political communication on Tiktok. AHY is very active in making various content to promote himself for free, close to the community, immediately breaking his fast with residents, shaking hands, taking photos together on foot, everything he did was published on Tiktok, before the existence of Tiktok style of political communication is published only on television and newspapers. Unlike today, it is easier and faster for people to see directly on TikTok. This handsome young figure has become an idol for mothers, has 217.0k followers on his profile using photos of his youth wearing a hat and tie. In accordance with the hypodermic needle theory where messages are continuously injected to the public through this Tiktok, it can make the community affected by AHY's friendly and authoritative communication style.

CONCLUSION

From the results of this study, it was found that the transformation of political communication through Tiktok aims to popularize themselves so that they are increasingly known by their constituents and the general public. The communication transformations carried out are as follows:

The old model is still being carried out by holding face-to-face meetings with the constituency (dapil) and the general public

Socialization of the work program through banners that are installed on the edges of the highway, with the aim of being able to be seen by road users

Self-promotion is still being carried out through print media, newspapers and electronic media, door to door, marketing work programs and self-potential so that they are known as desired.

And nowadays politicians are transforming their political communication style by carrying out various activities that are visually packaged to be shared on various social media, especially on Tiktok which is going viral so quickly.

Suggestion

Broadly speaking, politicians or legislative candidates need a forum to promote themselves, so that they are known by the general public, especially in their constituencies. Through the transformation of political communication on Tiktok, the image and branding of politicians can be quickly recognized by various levels of society. Because it is so important and in need of these facilities, the way the message is delivered must be conveyed by communication that is easy to understand and according to the intended target. want. It is better to manage it with qualified expert staff so that the shared content remains safe from several aspects of grammar, writing style and the images or videos that are displayed do not harm the politicians. The four stages that must be considered include, (1) preparation, (2) incubation, (3) illumination, and (4) verification.

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