

THE SGIE ABBREVIATION JOKE IN THE 2024 PRESIDENTIAL AND VICE PRESIDENTIAL DEBATE: A NETNOGRAPHIC STUDY OF TIKTOK POSTS WITH THE HASHTAG #SGIE

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Abstract. The General Election (Pemilu) is a democratic event held every five years by the Indonesian people to elect the President and Vice President. The next election will take place on February 14, 2024. There are three pairs of presidential and vice-presidential candidates who will compete: Pair Number 1, Anies Rasyid Baswedan and Muhaimin Iskandar; Pair Number 2, Prabowo Subianto and Gibran Rakabuming Raka; and Pair Number 3, Ganjar Pranowo and Mahfud MD. As in previous elections, the General Election Commission (KPU) will organize five debate sessions, comprising three for presidential candidates and two for vice-presidential candidates. So far, two debates have been held—one for each candidate type. An intriguing moment occurred during the vice-presidential debate on December 22, 2023, when one candidate asked another about the abbreviation "SGIE," which the latter failed to answer. This sparked a wave of reactions on social media, especially TikTok, where more than 30.4 million posts featured the hashtag #SGIE. Due to this widespread attention, the researchers were motivated to study the phenomenon using a netnographic approach. Data collection was conducted by observing the digital footprints of TikTok users who posted using the hashtag #SGIE.

Keywords: SGIE; Tiktok; Netnography.

INTRODUCTION

The General Election (Pemilu) is a symbol of democracy in Indonesia. It is a democratic process where citizens elect their representatives and government leaders directly (<https://fahum.umsu.ac.id/pengertian-pemilu-fungsi-dan-contoh/> accessed on December 28 , 2023 at 18.45 WIB). Held every five years, the election is a vital mechanism in a modern democracy that enables citizens to participate in shaping national leadership and policies.

The primary purpose of elections is to give citizens the opportunity to express their preferences and choose leaders who will represent their interests in government. Eligible voters can cast their votes for a candidate or political party of their choice. The election results then determine who will hold public office at the local, regional, and national levels. A fair, free, and transparent election is essential to uphold the integrity of a democratic system, foster political participation, and ensure that elected leaders reflect the people's aspirations.

The upcoming election will be held on February 14, 2024, and public attention has been heavily focused on the presidential and vice-presidential races. According to the General Election Commission (KPU), there are three official candidate pairs: Pair Number 1, Anies Rasyid Baswedan and Muhaimin Iskandar; Pair Number 2, Prabowo Subianto and Gibran Rakabuming Raka; and Pair Number 3, Ganjar Pranowo and Mahfud MD. News coverage about these candidates dominates traditional media (newspapers, radio, and television) as well as social media platforms such as TikTok, Instagram, Twitter, and Facebook.

Each candidate pair is required to follow several stages outlined by the KPU, including registration, health evaluations, debates, and campaign activities, culminating in the election itself on February 14, 2024. Currently, the candidates are actively campaigning across various regions of the country, aiming to convey their vision, mission, and policy plans to the public. A major component of the election process is the series of debates between presidential and vice-presidential candidates, organized by the KPU. These debates serve as platforms for candidates to articulate their ideas and offer solutions to pressing national issues, such as the economy, governance, infrastructure, health, culture, and more.

There are five debates in total: three for presidential candidates and two for vice-presidential candidates. The schedule is as follows: First Debate (December 12, 2023 – Presidential): Governance,

law, human rights, anti-corruption, democracy, public service improvement, and social harmony. Second Debate (December 22, 2023 – Vice-Presidential): Economy (including digital economy), finance, taxation, investment, trade, budget management, infrastructure, and urban affairs. Third Debate (January 7, 2024 – Presidential): Defense, security, foreign policy, and geopolitics. Fourth Debate (January 14, 2024 – Vice-Presidential): Sustainable development, natural resources, environment, energy, food security, land issues, indigenous communities, and villages. Fifth Debate (February 4, 2024 – Presidential): Social welfare, culture, education, information technology, health, employment, human resources, and inclusion <https://www.cnbcindonesia.com/news/20231225122816-4-500190/jadwal-debat-ketiga-capres-cawapres-2024-topiknya-ini> accessed on December 28, 2023 at 20.20 WIB).

As of now, two debates have been held—one for presidential and one for vice-presidential candidates. These debates have drawn considerable public interest, as they address important national issues and showcase each candidate's strengths and ideas. According to a survey by the Katadata Insight Center (KIC), after the first debate, 56.8% of respondents felt more confident about their choice of candidate (<https://databoks.katadata.co.id/datapublish/2023/12/19/usai-debat-pilpres-pertama-banyak-orang-makin-yakin-dengan-jagoannya> accessed on December 28, 2023 at 21.00 WIB).

One particularly noteworthy moment occurred during the vice-presidential debate on December 22, 2023. Gibran Rakabuming Raka (Candidate No. 2) asked Muhaimin Iskandar (Candidate No. 1) to define "SGIE." Muhaimin was unable to answer, which caused the topic to go viral. On TikTok alone, there were 30.4 million uploads using the hashtag #SGIE.

TikTok has emerged as one of the most widely used platforms in Indonesia, especially among Generation Z. According to We Are Social (2023), TikTok ranked fourth in terms of usage, with 70.8% of social media users in Indonesia actively engaging with the app <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2023/> accessed on December 28, 2023 at 21.40 WIB).

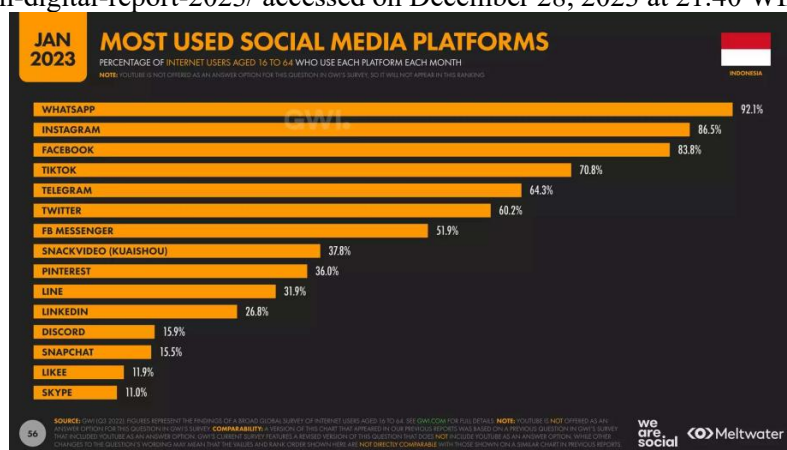


Figure 1. We are Social Data about the Most Used Social Media in January 2023

The SGIE incident generated both support and criticism online, leading to the creation of humorous content and memes on social media, particularly TikTok. This reaction sparked the interest of the researchers to map and analyze the content created using the hashtag #SGIE in response to the debate. This study uses netnography, a qualitative research method designed to explore social interactions and digital behavior within online communities. By employing this method, the researchers aimed to understand and classify the forms of content shared on TikTok under the hashtag #SGIE. The analysis covers the period from December 23 to December 31, 2023, shortly after the debate that brought the hashtag to prominence. This research continues the researchers' prior work in the area of information and communication technology, with a specific focus on new media literacy.

METHOD

This research is a qualitative research approach that uses the Constructivism paradigm. The Constructivism Paradigm is a paradigm that seeks to understand reality as a result of interpretation and subjectivity. In constructivist research, research emphasizes empathy and dialectical interaction between researchers and respondents to reconstruct the reality being studied (Eriyanto, 2014). The

research method used is Netnography. Netnography is a research method used to explore social interactions that occur in online social networks, such as social media, discussion forums, or online communities. Netnography was introduced by Robert Kozinets (Kozinets, 2019) which is defined as "the study of social networks through online interactions."

The object of this study is posts with the hashtag #SGIE on TikTok. Using this netnography method, the researcher hopes to map the forms of content created by TikTok users using the hashtag #SGIE. The posts to be observed were from December 23 to December 31, 2023, as the hashtag #SGIE emerged after the 2024 Presidential and Vice Presidential debate, which took place on December 22, 2023.

Data collection will be conducted by observing digital footprints posted by TikTok users using the hashtag #SGIE. Data analysis will be conducted in 4 (four) stages, namely investigation. In this stage, researchers will search, select data, and archive data. For this stage, researchers will search for posts using the hashtag #SGIE on TikTok social media, starting from December 23 to December 31, 2023. This stage is followed by meeting the criteria of relevance to the research objectives. The second stage is interacting, namely involvement with the data collected. According to Kozinets (2019), in research using netnographic research methods, researcher participation in the research can be replaced with engagement, as long as the researcher is involved with the data being studied. The third stage is immersing, where researchers will take notes, look at theories and concepts that are appropriate to the data, and can reflect on the data that has been obtained. The final stage is analyzing which includes coding, finding patterns, and conducting interpretation and analysis.

RESULTS AND DISCUSSION

Indonesia's democratic celebration, which took place on February 14, 2024, left many interesting notes. The process undertaken by the 2024 presidential and vice-presidential candidates was lengthy and full of drama. The Commission General Election Commission (KPU) announced there are 3 couples candidate The President and Vice President will compete in the contest political in 2024 , namely Partner Number Number 1, Anies Rasyid Baswedan and Muhaimin Iskandar, the Pair Number Number 2, Prabowo Subianto and Gibran Rakabuming Raka, and the Pair Number Order 3 , namely Ganjar Pranowo and Mahfud MD. After all processes and stages elections done , finally announced that the Presidential Candidate and Vice Presidential Candidate Number In second place , namely Prabowo Subianto and Gibran Rakabuming Raka became President and Vice President Selected for the leadership period 2024-2029 .

However , the story about Election the Lots get public spotlight , especially at the stage The Presidential and Vice Presidential Candidate Debate will be held on December 12 , 2024 – February 4, 2024 in 5 (five) schedules. debate namely 3 (three) Presidential Candidate Debates and 2 (two) Vice Presidential Candidate Debates . one of the most stealing attention is at the time debate vice presidential candidate at the stage the 2nd debate on December 22 , 2023. At that time session asked , one of the Vice Presidential Candidates from Number Number 2, namely Gibran Rakabuming Raka gave question to the Vice Presidential Candidate Number Number 1, namely Muhaimin Iskandar. In his question , Gibran gave question with the abbreviation "SGIE" which then No can answered with good by Muhaimin Iskandar because his ignorance of the abbreviation SGIE . After debate Vice Presidential Candidate the carried out , the abbreviation SGIE Then went viral on social media . On TikTok just for example , until moment This Already there are 30.4 million uploads that use hashtag #SGIE (Tiktok.com data accessed on December 28 , 2023 at 20.10 WIB).

Many pros and cons with matter the due to many netizens (term For social media users) see This as a debate strategy carried out by the vice presidential candidate number sequence 2 for take heart public in the middle the amount of negative sentiment directed to him . This matter like reported from <https://www.cnnindonesia.com/ekonomi/20231222215642-532-1040946/apa-itu-sgie-senjata-yang-dipakai-gibran-untuk-damai-cak-imin> (accessed on September 20 , 2024 at 21.01 WIB) which states that Gibran who is vice presidential candidate number sequence 2 using strategy the abbreviation SGIE For topple Muhaimin Iskandar, who is the Vice Presidential Candidate number sequence 1.



Figure 2. Mass Media Quotes regarding SGIE abbreviation

source: <https://www.cnnindonesia.com/ekonomi/2023122215642-532-1040946/apa-itu-sgie-senjata-yang-dipakai-gibran-untuk-damai-cak-imin> accessed on September 20, 2024 at 21.01 WIB

The incident not only caused a stir in the media, but also on social media. Indonesian netizens reacted widely to the incident, and the hashtag SGIE, or #SGIE, went viral. According to social media analytics tools, #SGIE skyrocketed following the debate.



Figure 3. Results of the Analysis of TikTok Social Media Trends related to #SGIE

(Source: <https://analytics.mediawave.co.id/> accessed on September 11, 2024 at 8:15 PM WIB)

During the observation period from December 23, 2023, to February 14, 2024, X posts were found using the hashtag #SGIE. These posts reflect the public's response to the 2024 presidential and vice-presidential debate, with a variety of content formats including education, information, and entertainment. Based on the categories, the observation results indicate the following categorization or types of content uploaded via TikTok:

Table 1. Distribution of TikTok Content Categorization with #SGIE

Content Categories	Percentage (%)	Subcategory
Entertainment	50%	Parodies, memes, lip-sync videos using candidate sound bites or SGIE hashtags.
Information	25%	Debate clips, candidate infographics, debate schedule announcements.
Education	15%	A brief analysis of policy issues, explaining debate issues such as energy and the environment.
Opinion	10%	A brief analysis of policy issues, explaining debate issues such as energy and the environment.

The results of the analysis of this categorization distribution are as follows:

1. Entertainment Content : The majority of posts are lighthearted, with a predominance of short videos (15-30 seconds). The most popular posts utilize viral audio clips, such as candidate speeches turned into songs.
2. Informational Content : Tends to be fact-based with a serious delivery style. Short debate clips (10-15 seconds) are often used to highlight controversial moments.
3. Educational Content : Generally created by users with academic or media backgrounds. The use of infographics is a key element.
4. Opinion : Although small in number, opinion posts often invite lengthy discussions in the comments section.

If we look at the content format, the following observation results are obtained:

- Video: 72%
- Text (long captions or infographics): 18%
- Combination (video with overlay text): 10%

Meanwhile, the level of interaction shown by TikTok Social Media Users from December 23, 2023 to February 14, 2024 is explained in the following table:

Table 3.2 Level of TikTok User Interaction with #SGIE

Content Type	Average Likes	Average Comments	Average Shares
Entertainment	1,200	250	300
Information	700	180	200
Education	500	150	120
Opinion	400	300	100

To find patterns and trends, the following observation results were obtained:

- a) Political Jokes Dominance : The acronym SGIE is often used in humorous contexts that frame the candidate as the subject of the joke, such as turning the acronym into a creative, entertaining phrase.
- b) Polarization in the Comments Column : Political opinions often spark heated debates, with the average comment reaching 300 on a controversial post.
- c) Influencer Influence : Some posts from popular accounts, such as political and comedy content creators, show much higher engagement rates (3x higher than regular accounts).

Of the many posts uploaded by Indonesian netizens, the most highlighted was the theme related to the Prabowo Subianto and Gibran Rakabuming Raka pair, which received data of up to 17,396 posts. Followed then by the Gibran theme about SGIE which was uploaded with a total of 16,796 posts. Then the Sego Goreng Iwak Endog theme was uploaded with a total of 13,884 posts, followed by the Ask about SGIE theme with 8,114 posts, State of The Global Islamic Economic with 6,052 posts, the Vice Presidential Candidate theme with 3,930 posts, followed by the theme of Indonesia's Ranking in the State of the Global Islamic Economic with 3,206 posts, and so on.



Figure 4. Treemap of TikTok content per December 23, 2023 – February 14, 2024
(Source: <https://analytics.mediawave.co.id/> accessed on September 11, 2024 at 8:15 PM WIB)

The results of the analysis based on the Treemap obtained from <https://analytics.mediawave.co.id/> are as follows:

The treemap presented provides insight into how the hashtag #SGIE is used in various discussion contexts on TikTok. Each cluster represents a category of conversation emerging from posts or comments, which can be directly linked to the findings of this study, as follows:

"Gibran Prabowo 2024 Presidential Election" Cluster (17,936 posts). This cluster shows the dominance of discussions focused on the candidacy of Gibran Rakabuming Raka and its relation to the 2024 presidential election. As one of President Jokowi's children, Gibran's role has become a magnet for discussion, especially in the context of his candidacy as Prabowo Subianto's running mate. This has indeed become a hot topic in the community considering Gibran's age is not yet 40 years old when it is related to the regulations that become the requirements for presidential and vice presidential candidates. This became bigger after the Constitutional Court then amended the regulation. This then gave rise to polemics and negative assumptions from the public who then linked this to the Chief Justice of the Constitutional Court at that time, Anwar Usman, Gibran's uncle, had cleared the way for his nephew to run for vice president in 2024. When viewed in terms of the content category of these posts, most of the posts fall into the information or opinion category, where users present arguments or facts related to the 2024 presidential election. The delivery style is done seriously, although some posts may use humor to criticize or satirize the political situation. This explains that TikTok social media users are very political because they are able to generate in-depth discussions in every comment given.

Cluster " Sego Goreng Iwak Endog " (15,804 uploads). The posts in this cluster are in the form of jokes or puns that link SGIE to Javanese food ("fried rice with fish and eggs"). This is an example of wordplay-based humor that is common on Indonesian social media. This post was widely discussed after a day of the Vice Presidential Candidate debate. Vice Presidential Candidate number 1, Cak Imin responded to a journalist's question with a joke about his inability to answer a question about SGIE. Briefly, Cak Imin, who is also known for his humorous nature, explained that SGIE is an abbreviation of Sego Goreng Iwak Endog. Cak Imin's statement then became widely discussed by netizens, especially on TikTok. This is in accordance with what was uploaded by the account @tribunkaltim.co (accessed on November 24, 2024 at 8:54 PM WIB) as follows:

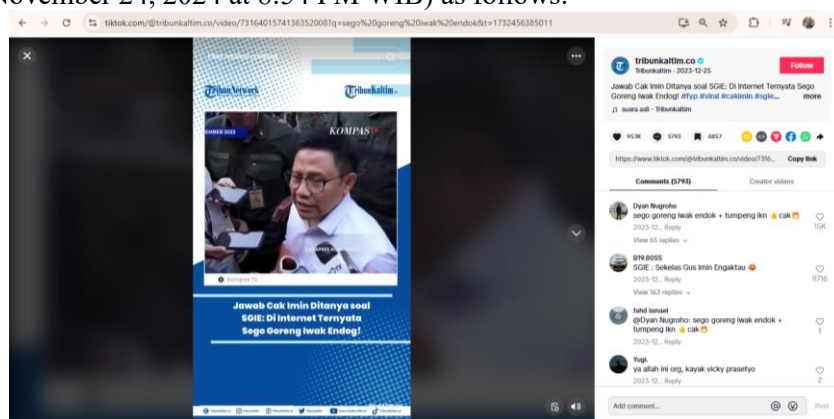


Figure 5. Screenshot of TikTok Content

Source: <https://www.cnnindonesia.com/ekonomi/2023122215642-532-1040946/apa-itu-sgie-senjata-yang-dipakai-gibran-untuk-damai-cak-imin> accessed on November 24, 2024 at 20.54 WIB

Upon closer examination, the content in this cluster falls into the entertainment category, as it focuses more on humor than serious discussion. TikTok users' delivery is also almost entirely humorous, which is the dominant style of this hashtag. However, this suggests that the #SGIE hashtag helped draw TikTok users' attention to the #SGIE discussion, further demonstrating the role of humor in building momentum on social media.

"ASK SGIE Questions" Cluster (14,114 posts). This cluster highlights users who ask or seek clarification on the meaning or use of SGIE, both as an abbreviation and as a narrative in the presidential debate. Social media user responses to questions posed by Vice Presidential Candidate

Number 2 to Vice Presidential Candidate Number 1 during the 2024 Presidential and Vice Presidential Debate generated a wealth of content explaining the State of the Global Islamic Economy (SGIE). This is because SGIE is not a commonly heard term. Several content creators responded by explaining the definition of SGIE and Indonesia's position in 4th place in the global SGIE report. Not only content creators, but Sharia Economics experts and observers also provided explanations regarding SGIE. This is based on the importance of the public knowing Indonesia's ranking in the global SGIE report for Indonesia's future development and progress. It is hoped that raising the issue of Indonesia's ranking in the global SGIE report will become a key consideration for future Indonesian leaders in maintaining and advancing Indonesia's sharia economy as the country with the largest Muslim population in the world. In the State of Global Islamic Economy (SGIE) 2024 report, Indonesia rose to third place globally, an improvement from its fourth position the previous year. This achievement demonstrates Indonesia's success in developing the sharia economy across various sectors, including halal food, fashion, cosmetics, and media. While Indonesia demonstrated significant improvement in several sectors, its ranking in the sharia finance sector declined from sixth to seventh. However, in the media and recreation sectors related to the sharia economy, Indonesia experienced significant improvement and is now ranked sixth (<https://sharia.republika.co.id/berita/s69ga1502/sgie-terbarudiluncurkan-hari-ini-bagaimana-posisi-indonesia> accessed on August 16, 2024, at 11:13 PM WIB). With the world's largest Muslim population, Indonesia's higher ranking in the SGIE 2024 reflects the country's significant potential to become a global leader in the sharia economy. Examples of some content creators who upload content related to informative and educational messages with #SGIE are as follows:

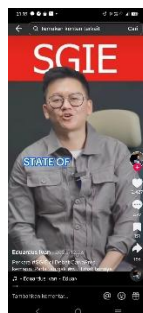


Figure 6. @eduardusivan's Tiktok content

Source: Tiktok.com on the @eduardusivan account uploaded on December 26, 2024

This @eduardusivan content provides a comprehensive explanation of SGIE. Starting from an explanation of the abbreviation of SGIE, the basis of SGIE standards, and an explanation regarding Indonesia's position in the world SGIE Report. This content received 473 comments with 2,469 likes. There were various netizen comments regarding this content. Some gave positive responses because the content provided provided new insights for them. However, there were also negative responses who felt the pronunciation of the content creator was not appropriate because it used Indonesian pronunciation when it should use English pronunciation and associated it with Gibran Rakabuming Raka as a vice presidential candidate who also threw out the term SGIE with Indonesian pronunciation. This is in accordance with the digital footprint of netizen comments on the @eduardusivan account as follows:

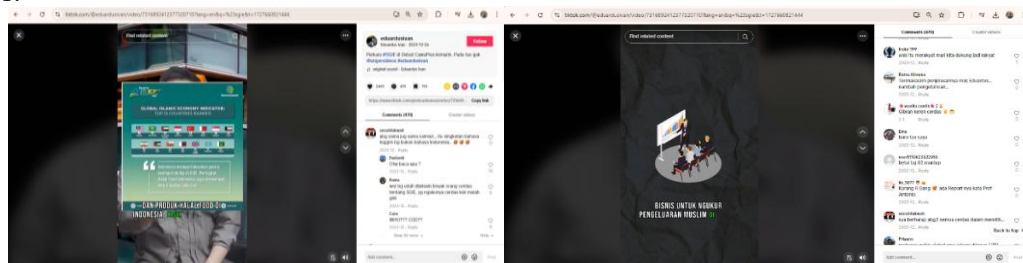


Figure 7. Netizen Comments on @eduardusivan's TikTok Content

The discussion regarding the pronunciation/pronouncing of SGIE has indeed sparked a lengthy discussion among netizens on social media, especially TikTok. Some opinions explain that for acronyms, the correct pronunciation is according to the original language, for example UNESCO, read

yunesko. Meanwhile, for abbreviations, the correct pronunciation is in Indonesian. Because SGIE is an abbreviation, pronunciation using Indonesian is considered correct. However, this fact still leaves a long discussion among TikTok social media users, because what is understood is that SGIE is an abbreviation of a term that uses English, so the abbreviation must also use English. This is in accordance with the post posted on the @panduenglish account (accessed on November 24, 2024 at 6:35 PM WIB) as follows:



Figure 8. @panduenglish content about SGIE

Source:

<https://www.tiktok.com/@panduenglish/video/7316131511567142149?q=panduenglish%20sgie&t=1732542517777>
accessed on November 24, 2024 at 18.35 WIB

The video, uploaded by @panduenglish, received up to 2,400 comments, still debating the issue of pronunciation in Indonesian or English. However, the comment that researchers most highlighted was the misunderstanding of pronunciation, which also contributed to the interaction pattern of supporters of candidate number 1 and candidate number 2, who criticized each other. This is consistent with the following digital evidence:

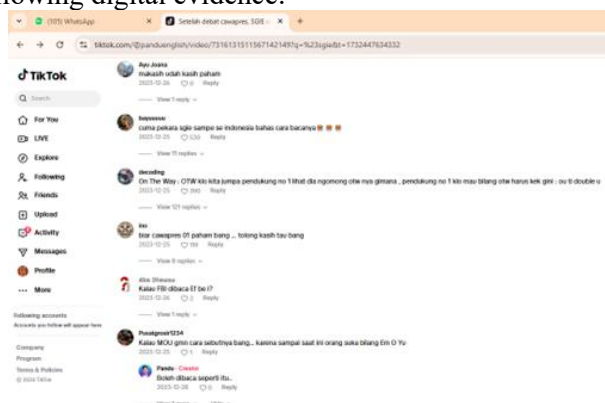


Figure 9. Netizen comments on @panduenglish content

The content in this cluster falls into the information category, as the posts contain questions and answers about SGIE. Judging by the style of delivery, TikTok users engage in discussions that are both serious and sometimes lighthearted, depending on the context of the question. This cluster suggests that some people don't fully understand the meaning of SGIE, indicating a need for education or additional information through this content.

"State of the Global Issue" Cluster (6,052 posts) & "Indonesia's Ranking in State" (3,206 posts).

This cluster links local discussions to global issues or international rankings. It emerged in response to statements in the presidential debate that mentioned global issues. It is based on the importance of the public understanding Indonesia's ranking in the SGIE global report for its future development and progress. It is hoped that raising the issue of Indonesia's ranking in the SGIE global report will become a key consideration for future Indonesian leaders in maintaining and advancing Indonesia's sharia economy as the country with the largest Muslim population in the world. In the State of the Global Islamic Economy (SGIE) 2024 report, Indonesia rose to third place globally, an improvement from fourth place the previous year. This achievement demonstrates Indonesia's success in developing the sharia economy across various sectors, including halal food, fashion, cosmetics, and media. While

Indonesia showed significant improvement in several sectors, its ranking in the sharia finance sector dropped from sixth to seventh. However, in the media and recreation sectors related to the sharia economy, Indonesia has seen significant growth and is now ranked sixth (<https://sharia.republika.co.id/berita/s69ga1502/sgie-terbarudiluncurkan-hari-ini-bagaimana-posisi-indonesia> accessed on August 16, 2024, at 11:13 PM WIB). With the world's largest Muslim population, Indonesia's higher position in the 2024 SGIE reflects the country's immense potential to become a global leader in the sharia economy.

Judging from the content format or category, the content in this cluster falls into the information category, primarily related to the facts presented in the debates or responses from content creators and Islamic economics experts regarding SGIE. The content also tends to be serious, with a focus on presenting data or arguments.

Minor Cluster ("Number 2," "Vice Presidential Candidate"). This final cluster represents smaller discussions specific to political attributes, such as candidate numbers or speculation about the vice-presidential candidate. In this cluster, the content falls into the opinion category, as it contains audience opinions or speculation regarding the winner of the debate. TikTok users in this cluster tend to appear both serious and relaxed, depending on their intentions.

Discussion. The 2024 Indonesian Presidential and Vice Presidential Election involves several stages, one of which is the presidential and vice presidential debate, a crucial part of the campaign period. During this stage, the candidate pairs use the debate as a platform to present their visions, missions, and work programs, while also demonstrating their ability to address strategic issues. The debate is organized by the General Elections Commission (KPU) with a predetermined schedule and theme, covering various aspects such as politics, economics, social issues, defense, and the environment. The debate format includes program presentations, a question-and-answer session between the candidates, and responses to issues raised by the moderator or panelists. Broadcast live through mass media, the debate aims to provide the public with comprehensive information about the candidate pairs' competencies and capabilities. In addition to providing a platform for information gathering, the debate also elicits creative responses from the public on social media, such as humor circulating through the hashtag #SGIE, making it a popular topic of conversation on social media, particularly TikTok. This study maps the use of the hashtag #SGIE that emerged following the 2024 Indonesian presidential and vice-presidential debate. Based on the data obtained, an analysis of content uploaded by TikTok users using this hashtag encompasses entertainment, information, education, and opinion. Each of these categories has strong relevance to social media concepts, political communication strategies, and socio-political trends in Indonesia. The following observations resulted in a categorization of TikTok social media content, visualized in the following chart:

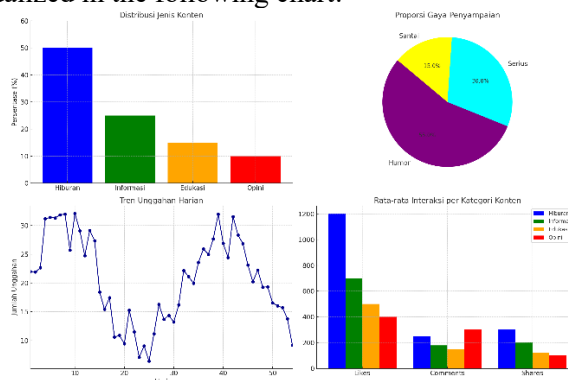


Figure 10. Visualization of Research Results

From the data above, it can be seen that the distribution category of TikTok content with the #SGIE hashtag is divided into four types: Entertainment, Information, Education, and Opinion. Entertainment content occupies the largest percentage at 50%, followed by informational content in second place with a presentation of 25%, then education at 15%, and opinion at 10%. This data explains that the type of TikTok content using the #SGIE hashtag is dominated by entertainment content, which means that TikTok social media users respond to the abbreviation SGIE as a joke and

a joke.

Social media, particularly TikTok, plays a crucial role in shaping today's political discourse. Its widespread use among Generation Z and Millennials provides a platform for political ideas to develop and spread rapidly, both in humorous and serious content. TikTok, with its interactive short-form video format, allows young voters to engage in political discussions in a more free and creative way. The platform is used not only by politicians to disseminate campaign messages but also by audiences to comment and share their opinions on political issues.

In this case, the research results show that the hashtag #SGIE served as a channel to introduce statements or controversies that arose during the presidential debate. This hashtag became memorable due to its combination of a serious political acronym with humorous elements that could elicit laughter while also stimulating political thought. The observations revealed that humor is a political communication tool. In the context of political communication strategies, humor is used to reduce tension and facilitate the delivery of messages to a wider audience. Furthermore, humor is part of a strategy to build political awareness among young voters without overwhelming them with too much information.

Because today, modern political communication strategies have evolved, and social media plays a key role in reaching audiences. Previously, politics was largely controlled by traditional media outlets (such as television and radio), but now, TikTok offers a more personal and direct approach to audiences. Social media provides a broad space for audiences to respond, express themselves, and share their ideas in response to emerging political issues during the 2024 presidential election.

The hashtag #SGIE, which emerged after the Vice Presidential Candidate debate, demonstrated the public's spontaneous reaction to the debate. This reflects the importance of more interactive and flexible political communication on social media, where audiences are not only recipients of messages but also actors in shaping political discourse. The use of humor in political campaigns indicates a political communication tactic used to attract the attention of young voters, who tend to prefer lighthearted yet meaningful messages. This is crucial in political campaigns because humor can reduce the political polarization that tends to arise in serious debates between presidential candidates.

Furthermore, the dissemination of political messages through visuals and interactivity on TikTok allows for the visualization of political messages in the form of memes, short videos, and quick reaction videos. This study shows that the hashtag #SGIE, despite originating from a serious political statement, is packaged in content that is easily accessible and understood by the general public, especially young people. This is a form of communication tailored to the TikTok audience, which prioritizes speed, visuals, and creativity.

In Indonesian elections, the presidential and vice-presidential debates are a pivotal moment that shape the political conversation. However, in the digital age, these debates take place not only in formal debate halls but also in social media. This study shows that the use of the hashtag #SGIE is not just a casual phenomenon; it serves as a reaction to the tension and controversy that arose during the debate. The vice-presidential debate, held on December 22, 2023, sparked a significant reaction, reflected in the trend graph of social media activity that spiked significantly on that day. The hashtag #SGIE served as a tool to break the ice and introduce the debate themes in a way that was more easily understood by a younger audience.

The migration of society to new media has changed many things, including the use of social media as a massive distribution tool to gain public sympathy. This phenomenon demonstrates the reality of social media, which has transformed the way elections are conducted. Voters are not only recipients of information from traditional media, but also create and distribute political narratives. The hashtag #SGIE reflects how the public is actively involved in discussing presidential candidates in a relaxed manner, yet still containing sharp criticism of the candidates. Research shows that the use of humorous hashtags like #SGIE, which refers to wordplay from political debates, increases engagement and virality. This suggests that humor can be a political strategy to make debates more acceptable to the wider public, while also providing an opening for social criticism.

TikTok allows users to interact with content that's not only informative but also entertaining, as seen in the Sego Goreng Iwak Endog category, which primarily features humor. This suggests that TikTok users are more interested in engaging with visually and emotionally engaging content that not only provides entertainment but also offers new perspectives on political issues.

Although humor dominated, the results of the study showed that informative content was also widely shared with the hashtag #SGIE, leading to a wider dissemination of political information. TikTok allows for more personal and direct user-to-user communication, which makes it effective in bringing politics closer to a younger audience. Currently, social media, especially TikTok, is increasingly becoming a battlefield for political discourse. The results of this study confirm that #SGIE was a viral moment that demonstrates how humorous content related to politics can attract a large audience in an entertaining way while remaining relevant to larger issues. The virality created by this hashtag can be seen as part of the digital politics phenomenon, where political issues previously only discussed in formal debate rooms are now spreading rapidly through short videos. The results also show that this viral content is more easily accepted by a younger audience, creating greater political awareness without having to sacrifice the entertainment element. This is because, in the context of debates and elections, memes and humor are very effective tools for criticizing candidates or expressing political dissatisfaction in a lighter way, which is acceptable without increasing tension. In the case of #SGIE, this content is not only entertaining but also contains satire on existing political dynamics.

CONCLUSION

The conclusions that can be drawn from this research are as follows:

1. This research shows that social media, particularly TikTok, serves as a new platform for political communication, combining humor and information to convey political messages. The hashtag #SGIE illustrates how political communication can evolve from formal mass media to more informal social platforms.
2. Based on the results of observations conducted in the period 23 December 2023-14 February 2024, the results obtained were content categories consisting of types of Entertainment content, Information, Education, and Opinion.
3. TikTok allows users to interact with content that's not only informative but also entertaining, as seen in the Sego Goreng Iwak Endog category, which primarily features humor. This suggests that TikTok users are more interested in engaging with visually and emotionally engaging content that not only provides entertainment but also offers new perspectives on political issues.

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