

## The Impact of TikTok Political Campaigning on the Motivation of First-Time Voters in East Java among @khofifah.official Followers

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### ABSTRACT

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This research aims to show how much influence political campaign content on TikTok has on the motivation of new voters in East Java who follow the @khofifah.official account. The object of this research is the motivation of new voters in East Java who follow the @khofifah.official TikTok account after seeing the political campaign content shared by Khofifah Indar Parawansa on her TikTok account. Where through the campaign content it is expected to influence the perception, attitude, and participation of new voters. This research also aims to analyze how the elements conveyed through Khofifah's social media account, such as messages, visuals, and interactions with voters, can increase their involvement in the election process. This research method uses a quantitative approach and data collection through surveys by distributing questionnaires online to 398 new voter respondents in East Java who follow the @khofifah.official account. The results of this research indicate that political campaign content on TikTok has a very significant influence on the motivation of new voters, with a contribution of 89.9%. The results of the simple linear regression test prove that the campaign content conveyed through TikTok has succeeded in influencing the motivation of new voters.

**Keywords:** political campaign, TikTok, perception, attitude, participation, new voters.

### 1. INTRODUCTION

Campaigns in regional head elections (Pilkada) represent a strategic opportunity for political actors to establish effective political communication with voters. A campaign serves not only as a medium for politicians to disseminate political messages through print and electronic media but also as a tool to persuade the electorate. Through these campaigns, politicians introduce their vision, mission, and work programs designed to address various societal issues.

In line with the rapid advancement of information technology, political campaigning methods have undergone a significant transformation. Campaigns are no longer restricted to conventional methods, such as public speeches or mass media advertisements, but now increasingly utilize digital platforms, particularly social media. Amelia et al. (2024) state that Instagram has become an effective medium for influencing the political preferences of first-time voters through relevant and engaging content. This approach demonstrates that digital platforms can enhance youth participation in the political process by presenting creative and pertinent information. The use of social media allows politicians to communicate more directly, personally, and interactively, thereby reaching a broader audience and increasing public participation.

This study examines the influence of the East Java gubernatorial campaign conducted by Khofifah Indar Parawansa via her TikTok account on the motivation of first-time voters. The primary focus is to analyze how the political campaign on Khofifah Indar Parawansa's TikTok account impacts the motivation of first-time voters in the 2024 East Java Pilkada. The campaign content is expected to shape the perceptions, attitudes, and participation of these voters. As a platform that is highly popular among the younger generation, TikTok provides candidates with the opportunity to interact more closely with voters while leveraging creativity and visual content to capture attention and build rapport with first-time voters.

The widespread use of social media has prompted political parties and candidates to adopt it as a primary tool for voter engagement. Beyond its extensive reach, social media allows candidates to be more creative and follow current trends, making campaign messages more appealing and effective—particularly in reaching first-time voters. According to data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 is estimated to reach 221.56 million, with the majority dominated by Millennials and Gen Z.

Based on Statista data from August 2024, Indonesia ranks first globally as the country with the largest TikTok user base,

totaling 157.6 million as of July 2024. TikTok is a social media platform that enables users to watch, create, and share videos equipped with various engaging features. The platform offers a short-form video format that is easily digestible, aligning with current digital consumption trends. As it evolves, TikTok serves not only as a source of entertainment but also as a hub for marketing, education, community building, and politics. This research utilizes TikTok as a concrete example to observe the role of social media in supporting the 2024 Pilkada campaign process, specifically the campaign of East Java gubernatorial candidate Khofifah Indar Parawansa. TikTok serves as an ideal platform for campaign strategies aimed at influencing first-time voters, who are predominant users of the application.

The 2024 East Java Pilkada marks the second election for Khofifah Indar Parawansa following her victory in 2018. In this election, Khofifah has adopted a more modern and innovative campaign strategy by utilizing TikTok as a primary campaign medium. Through her TikTok account, Khofifah shares various positive activities related to her vision, mission, and work programs, as well as essential information regarding the election proceedings. By utilizing this platform, Khofifah aims to reach first-time voters, most of whom are active on social media. TikTok, now one of the most popular applications across various age groups, allows Khofifah to reach a wider audience, particularly the youth. The platform also provides the creative freedom to present campaign videos that are more engaging and effective. Through this strategy, Khofifah hopes to influence first-time voters more easily and expand her support base for the 2024 election.

Prior research regarding "The Influence of TikTok Usage Intensity on the Voting Decisions of First-Time Voters at Unima" indicates that the intensity of TikTok usage influences the voting decisions of teenagers by 22%. The study further suggests that young people who frequently use TikTok are more likely to vote for candidates in the 2024 Election because the flow of information on the application influences their attitudes.

However, previous studies have not yet fully explored how TikTok serves as a campaign vehicle that specifically influences the motivation of first-time voters. This research demonstrates how Khofifah Indar Parawansa conducts her campaign via TikTok to influence first-time voters who are frequent users of the app. Furthermore, this study aims to analyze the factors that drive first-time voters to engage more actively in campaigns and how elements such as messaging, visuals, and interaction on Khofifah's social media account can enhance their involvement in the electoral process. Thus, this research is expected to provide new insights into the role of social media in shaping the mindsets and behaviors of young voters within the context of regional politics.

The urgency of this research lies in evaluating the influence of TikTok campaigning on the motivation of first-time voters following the @khofifah.official account. By distributing questionnaires to these followers, the study seeks to gauge their responses to Khofifah Indar Parawansa's campaign methods and the effectiveness of her persuasive efforts in the 2024 Pilkada.

## 2. METHODOLOGY

This study employs a quantitative research methodology. Research methodology is fundamentally a scientific approach to obtaining data for specific purposes and uses (Sugiyono, 2018). This method is categorized as quantitative because the research data consists of numerical values, and the analysis utilizes statistics (Sugiyono, 2018). The objective of this method is to test theories or hypotheses using instruments that can be measured objectively. In this study, the analytical technique applied is influence analysis (causality analysis) to identify relationships and measure the extent of the impact between the established variables.

The data collection method used is a survey conducted by distributing questionnaires. The data obtained are the results of respondents' answers. In this study, questionnaires were distributed online to the followers of Khofifah Indar Parawansa's TikTok account via Google Forms. A Likert Scale serves as the measurement tool to analyze the questionnaire responses, measuring the intensity of respondents' attitudes or perspectives regarding the political campaign content produced by Khofifah Indar Parawansa on her TikTok account.

The population in this study consists of first-time voters (aged 17–22 years) in East Java who follow Khofifah Indar Parawansa's TikTok account. With a total population of 96,700 followers of the @khofifah.official account, the sample size obtained using the Slovin formula is 398 followers.

### Conceptual Framework

#### 1. Stimulus-Organism-Response (S-O-R) Theory

The S-O-R Theory is a model used to understand how stimuli can affect an individual (organism) and produce a specific response. In the context of political campaigns via TikTok, this theory is highly relevant as it explains how content presented on the platform can influence the motivation of first-time voters to participate in elections.

Originating from basic concepts of behavioral psychology developed by Albert Mehrabian and James A. Russell (1974), the model consists of three components:

**Stimulus (S):** In the context of TikTok political campaigns, the stimulus stage involves how political campaign content influences the audience through visual characteristics and engaging trends. According to Jamil et al. (2023), the stimulus in the S-O-R model plays a key role in capturing attention through creative messaging that targets individual emotions and perceptions. Similarly, Kurniawan et al. (2018) argue that "stimuli presented through engaging media can optimize audience engagement, particularly among the youth, in understanding campaign messages."

The stimuli in this TikTok context possess specific characteristics:

#### Video Content (Visual, Verbal, Auditory):

**Visual:** Elements including graphic design, animation, or video displays that attract first-time voters. Appealing visuals create a strong first impression.

**Verbal:** The delivery of clear and persuasive political messages, such as vision, mission, or work programs. This represents communication as an action and reaction—both verbal and nonverbal—used to stimulate a specific response (Agustina et al., 2024).

**Auditory:** The use of background music, narration, or relevant sound effects to enhance content appeal. TikTok is renowned for its addictive videos and high engagement rates facilitated by personalized "feeds" featuring short videos with music and sound effects (Aulia Sari et al., 2022).

#### Personal Branding

According to Felix et al. (2023), personal branding is a crucial component in evaluating an individual based on the actions and values perceived during interaction. This includes the inspirational personality, dedication, and empathy displayed by Khofifah through her content, which helps build trust and emotional proximity with the audience.

#### Frequency

This reflects the consistency of campaign content uploads on the @khofifah.official account. Consistency is vital for maintaining a candidate's presence in the audience's mind (Maulana et al., 2024).

#### Organism (O)

In this context, the organism refers to the first-time voters interacting with TikTok content. Prayogo et al. (2021) note that "social media stimuli, especially those packaged with informative and emotional content, can influence how first-time voters process political information." Internal factors influencing this process include:

**Political Knowledge and Understanding:** Varying levels of political literacy among East Javanese youth affect how they process information.

**Political Interest:** Those with higher interest actively seek information, while others may be exposed passively.

**Emotions:** Emotions triggered by content (pride, hope, etc.) significantly affect reactions and recall.

**Social Environment:** Peer and family influence can reinforce the effects of the stimulus.

#### Response (R)

The response is the final outcome of the stimulation and internalization process. According to Haloho et al. (2016), consistent and strong stimuli can shape actions, such as participation in elections. These responses can be:

**Cognitive Response:** Increased understanding of the candidate's vision and mission.

**Affective Response:** An emotional connection, trust, or pride toward the candidate.

**Conative Response:** The motivation to participate in the election by voting or sharing campaign content.

#### Key Definitions and Indicators

**Social Media Exposure:** Defined as the frequency or duration an individual is exposed to specific content. In politics, exposure to social media campaign content has the potential to shape perceptions and political motivation (Ihsan et al., 2016). Indicators include visuals, verbal/auditory elements, and frequency.

**Political Campaign:** An organized effort by political parties or candidates to influence voters through structured messaging. Social media has become an effective tool for reaching broad audiences quickly, allowing for more creative and interactive engagement compared to conventional media (Fahruji et al., 2023).

**TikTok:** A short-form video-based social media platform highly popular among the youth. Its interactive features, such as challenges and viral trends, make it an effective political

communication tool (Purnomo et al., 2022). Its algorithm prioritizes content based on user interest, increasing exposure to political messages (Deriyanto et al., 2019).

**Motivation:** An internal or external drive that prompts an individual to act, such as participating in politics. Social media acts as an external factor that influences the political motivation of first-time voters due to its accessible and engaging format (Dayana et al., 2018).

**First-Time Voters:** Individuals participating in an election for the first time, typically from the younger generation. They are characterized as being social media literate, responsive to creative content, and currently in the process of forming their political attitudes (Akhrani et al., 2018).

**@khofifah.official Followers:** As of November 20, 2024, the account has 96,700 followers. These followers represent the target audience who are routinely exposed to campaign content via TikTok's "For You Page" (FYP) and interact through likes, comments, and shares.

### 3. RESULT AND DISCUSSION

Following a series of data processing stages based on respondent feedback from previously distributed questionnaires, an in-depth analysis was conducted to gain a clearer understanding of the findings. This section describes the data for the independent variable, Influence of TikTok Political Campaign Content (X), and the dependent variable, First-time Voter Motivation (Y). The data were analyzed using descriptive analysis techniques via SPSS Version 27 to determine the mean, median, mode, standard deviation, and variance, complemented by frequency distributions to provide a comprehensive overview of the results.

#### 1. Influence of Political Campaign Content on TikTok (Variable X)

The data obtained for the variable "Influence of Political Campaign Content on TikTok" (X) indicates a minimum score of 10 and a maximum score of 46. The descriptive statistics are summarized as follows:

Statistic	Value
<b>N (Valid/Missing)</b>	398 / 0
<b>Mean</b>	30.1332
<b>Std. Error of Mean</b>	0.45977
<b>Median</b>	32.0000
<b>Mode</b>	35.00
<b>Std. Deviation</b>	9.17229
<b>Variance</b>	84.131
<b>Skewness</b>	-0.202 (Std. Error: 0.122)
<b>Kurtosis</b>	-1.029 (Std. Error: 0.244)
<b>Range</b>	36.00
<b>Minimum / Maximum</b>	10.00 / 46.00

Statistic	Value
Sum	11993.00

The researcher further presents these findings through frequency distributions for each instrument item to detail the specific responses.

## 2. First-time Voter Motivation (Variable Y)

The descriptive statistics for the variable "First-time Voter Motivation" (Y) are presented below:

Statistic	Value
N (Valid/Missing)	398 / 0
Mean	18.0427
Std. Error of Mean	0.27942
Median	19.0000
Mode	21.00
Std. Deviation	5.57438
Variance	31.074
Skewness	-0.131 (Std. Error: 0.122)
Kurtosis	-1.099 (Std. Error: 0.244)
Range	22.00
Minimum / Maximum	7.00 / 29.00
Sum	7181.00

## Research Discussion

This study reveals that political campaign content on TikTok has a significant influence on the motivation of first-time voters. This discussion connects the empirical findings with theoretical frameworks and previous studies, analyzing the relationship between the independent and dependent variables.

### 1. The Influence of TikTok Political Campaign Content on Motivation

The simple linear regression results show that TikTok political campaign content contributes 89.9% to the motivation of first-time voters ( $R^2 = 0.899$ ), with a significance value of 0.000 ( $p < 0.05$ ). This aligns with Subiyanto et al. (2024), who state that the intensity of TikTok usage significantly impacts voting decisions by reaching young audiences effectively. The remaining 10.1% is influenced by factors outside this study, such as other campaign media or personal experience.

Descriptively, a majority of respondents were attracted to the content on the @khofifah.official account. For the statement "I find the campaign content displayed interesting

to watch," 35.9% strongly agreed and 29.6% agreed. This suggests that visual and audio aesthetics create a unique appeal, supporting Ramadanu's (2024) finding that visual elements in social media enhance audience attraction and interaction.

### 2. Relevance and Clarity of Campaign Messages

Findings indicate that respondents find TikTok campaign messages easy to understand and relevant. For the statement "I find the political messages on @khofifah.official easy to understand," 27.4% strongly agreed and 27.1% agreed. This clarity is crucial; as Syahputra and Kholil (2024) suggest, effective communication models minimize message distortion, ensuring clarity. Furthermore, Amelia (2024) and Irawan & Lexianingrum (2024) emphasize that appropriate background music and persuasive communication styles are effective in influencing public opinion among the youth.

### 3. Emotional Connection and Motivation

This research found a significant emotional connection between the audience and the content. For the statement "I feel emotionally connected to the messages delivered," 26.3% strongly agreed and 30.5% agreed. According to Putra (2023), millennial and Gen Z voters respond more strongly to emotional and relevant issues, which can drive changes in political preferences. This connection also encourages proactive behavior; 29.5% strongly agreed they felt driven to share the content, creating a "viral effect."

### 4. Hypothesis Validation

The hypothesis test supports the alternative hypothesis (H1). With a t-statistic of **10.653** (exceeding the t-table value of 1.966), the null hypothesis (H0) is rejected. This proves a statistically significant influence, consistent with Doembana (2024), who notes that TikTok's short-video format is more personal and interactive than traditional communication, effectively increasing political awareness.

### 5. Implications of Findings

The study implies that political campaigners should leverage TikTok's popularity among the youth by providing consistent, clear, and creative audio-visual content. Angelie et al. (2024) highlight that young voters respond best to content that fits their digital lifestyle. Informative yet entertaining campaigns have a higher probability of motivating action and expanding campaign reach through social sharing.

## Statistical Requirements and Analysis

### 1. Normality Test

The normality test ensures that the residual data in the regression model follows a normal distribution. Using the One-Sample Kolmogorov-Smirnov Test, a significance value of 0.087 was obtained. Since this is greater than 0.05, the residual data is considered normally distributed, fulfilling a key requirement for parametric statistical analysis.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		398
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.73765645
Most Extreme Differences	Absolute	.042
	Positive	.042
	Negative	-.038
Test Statistic		.042
Asymp. Sig. (2-tailed) <sup>c</sup>		.087

Coefficients <sup>a</sup>					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	9.904	.759		13.041
	Konten kampanye politik di TikTok	.275	.026	.472	10.653

Sumber Data: Output IBM SPSS Statistics 27.

## 2. Linearity Test

This test confirms a linear relationship between Variables X and Y. The "Deviation from Linearity" significance value is 0.279 ( $p > 0.05$ ), proving the relationship is linear. This suggests that any improvement in the quality of TikTok campaign content will result in a proportional increase in voter motivation.

ANOVA Table						
			Sum of Squares	df	Mean Square	F
Motivasi pemilih pemula * Konten kampanye politik di TikTok	Between Groups	(Combined)	3389.579	34	99.693	4.482
		Linearity	2553.603	1	2553.603	114.796
		Deviation from Linearity	835.976	33	25.333	1.139
	Within Groups		8074.843	363	22.245	
Total			11464.422	397		

## 3. Simple Linear Regression

The regression analysis determines the extent of influence of Variable X on Variable Y. The resulting model is:

$$Y = 0.472X + \epsilon$$

The  $R^2$  of 0.899 indicates that the independent variable explains nearly all the variation in first-time voter motivation. The significance of 0.000 confirms that the visual and audio strategies are statistically effective.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.948 <sup>a</sup>	.899	.899	1.772

Sumber Data: Output IBM SPSS Statistics 27.

Tabel 4.21 Hasil Uji Regresi Linier Sederhana

## 4. Hypothesis Testing

The t-test (partial) results ( $t = 10.653 > 1.966$ ) lead to the rejection of  $H_0$  and acceptance of  $H_1$ . This confirms that TikTok political campaign content is an effective instrument for influencing political motivation among the younger generation, who are naturally more responsive to interactive visual media.

These significant findings demonstrate that TikTok-based political campaign content serves as an efficacious instrument for shaping the political motivation of the youth electorate. Through its brief yet compelling video format, TikTok successfully engages younger demographics who exhibit a greater responsiveness toward visual and interactive digital media.

## 4. CONCLUSION

This study reveals that political campaign content on TikTok exerts a significant influence on the motivation of first-time voters, contributing 89.9% to the variance. Irawan et al. (2024) state in their research that appropriate background music can enhance the attractiveness of campaign content, particularly among the younger generation. Simple linear regression analysis indicates that elements such as persuasive communication styles, the use of background music, posting consistency, and the communication of values through storytelling techniques play a crucial role in building emotional resonance with the audience, thereby increasing campaign effectiveness.

The majority of respondents expressed interest in content presented creatively through visual and audio media. Specifically, 35.9% of respondents "strongly agreed" that TikTok campaign content is engaging, while 29.6% "agreed." Campaigns designed with emotional elements were also proven to catalyze active engagement, such as content sharing on social media, which facilitates a broader campaign reach.

TikTok's short-form, dynamic, and visual format is perceived as highly relevant to the digital lifestyle of first-time voters, enabling them to comprehend political information rapidly. This significance aligns with a prior study by Doembana (2024), which found that social media—specifically video-based platforms like TikTok—plays a pivotal role in influencing the participation of first-time voters in the 2024 Election. Furthermore, Ramadani (2024) asserts that visual elements in social media content, including imagery and audio, can significantly bolster audience attraction. Campaigns that integrate informative and entertainment elements (infotainment) possess a higher probability of capturing attention and driving audience action.

However, 10.1% of voter motivation is influenced by extraneous factors, such as alternative campaign media or social experiences. Consequently, an integrated multi-platform campaign strategy is required to achieve optimal results. TikTok remains a strategic platform for increasing

political awareness and mobilizing the active participation of young voters.

### Recommendations for Research Subjects (Practitioners)

The following recommendations are proposed for the subjects of this study (political campaigners):

**Ensuring Message Clarity:** It is essential to ensure that the messages delivered remain clear and comprehensible. Given that first-time voters may lack experience in candidate selection or understanding complex political issues, simplifying messages using accessible language and establishing clear relevance to their daily lives will enhance campaign impact.

**Adopting Appropriate Communication Styles:** Employing a communication style that is casual, creative, and relatable to first-time voters tends to be more effectively received.

**Strengthening Emotional Connection:** Content capable of evoking audience emotions has a higher potential to drive action, such as sharing content or initiating discussions regarding the message. Campaigners should prioritize the creation of content that builds a strong emotional bond with the audience.

### Recommendations for Future Research

For scholars intending to conduct similar studies, the following suggestions are offered:

**Exploration of Unexplained Variance:** Future researchers should explore other determinants affecting the motivation of first-time voters, as this study leaves 10.1% of the variability unexplained.

**Analysis of Demographics and Psychographics:** Future studies could deepen the understanding of the demographic and psychographic characteristics of first-time voters—such as age, education, socioeconomic background, interests, and political leanings. This would help identify why certain groups are more susceptible to specific types of TikTok content than others.

**Investigation of Interactive Features:** Future research could investigate the extent to which interactive features, such as comments, polls, and challenges, contribute to increasing the engagement levels of first-time voters.

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