

Tiktok Effect Toward the Indonesia President Election 2024 (Using Key Opinion Customer (KOC) and Cultural Opinion Leader (COL) Toward Z Generation)

Solomon Darren Wang^{1*}, Budhi Susilo²

¹ Student of Guangxi Overseas Chinese School, China

² Universitas Proklamasi 45, Yogyakarta

Corresponding Author: Solomon Darren Wang wangd2395@gmail.com

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ABSTRACT

This study explores the impact of TikTok on the 2024 Indonesian Presidential Election, focusing on the influence of Key Opinion Customers (KOC) and Cultural Opinion Leaders (COL) within the Z Generation. The research aims to analyze how TikTok, as a social media platform, affects the opinions and preferences of the Z Generation in the context of the upcoming presidential election. The findings are expected to provide insights into the role of TikTok and influential figures in shaping political perceptions among the younger generation. This study contributes valuable insights into the dynamic intersection of social media, politics, and generational preferences, offering recommendations for political parties navigating the challenges and opportunities presented by platforms like TikTok in future election campaigns.

INTRODUCTION

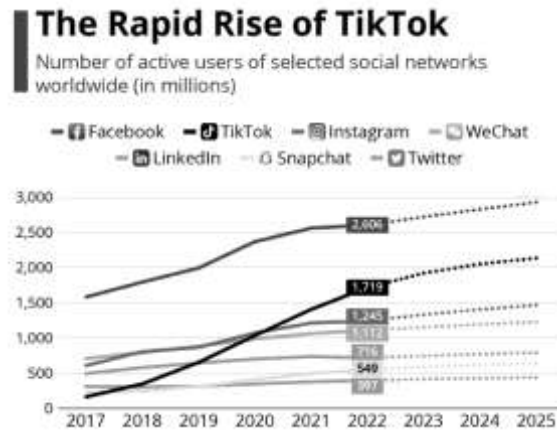
Today, more people in the world own a TikTok than own a television set. The dynamics of advertising and sales have also changed, with content creators becoming their own shops in the world of social media commerce. 92% of TikTok users say they reacted after seeing a product on the platform.

Much like various other social media platforms, TikTok and other apps of Chinese origin have encountered controversy. For instance, TikTok faced a ban in India in mid-2020 due to concerns about its impact on the country's sovereignty, amid escalated tensions between India and China. Similarly, Bangladesh also imposed a ban on TikTok, and Indonesia briefly prohibited the app, citing issues of "pornography, inappropriate content, and blasphemy." The Indonesian ban was lifted a week later after TikTok committed to removing inappropriate content and establishing a local office for content monitoring.

In February 2019, TikTok settled allegations in the U.S. by paying a \$5.7 million fine for unlawfully collecting personal information from children, marking the largest civil fine in child privacy cases obtained by the Federal Trade Commission (FTC).

Starting in July 2020, then-President Donald Trump targeted TikTok, threatening to ban it from the U.S., citing concerns that the Chinese Communist Party could exploit user data for espionage. He advocated for the sale of TikTok's U.S. operations to American parties to address this perceived threat. Despite bipartisan concerns in Washington regarding personal information use by social media companies, Trump announced in September 2020 that the issue was resolved. A deal was struck to separate TikTok's U.S. operations from its Chinese owner ByteDance, forming a new company called TikTok Global. Oracle and Walmart were set to acquire 12.5% and 7.5% stakes, respectively, with Oracle becoming the cloud provider. However, legal challenges delayed the deal, and its fate remained uncertain under the Biden administration as of February 10, 2021, according to White House Spokesperson Jen Psaki, who denied any new policy established by President Biden regarding the app.

With the growth of social media, especially the TikTok platform, as one of the media widely used by Z Generation and Alpha Generation, there is great potential to influence voter opinions and preferences. Looking ahead, the 2024 Indonesian Presidential Election is very significant, and utilizing a marketing approach through Key Opinion Customers (KOC) and Cultural Opinion Leaders (COL) on TikTok can be an effective strategy in building support and understanding voter behavior patterns of both generations.



Source: Statista Advertising & Media Outlook
 Figure 1. Estimations as of June 2022. Projections from 2023 until 2025.



(source: <https://ginee.com/id/insights/pengguna-tiktok/>)
 Figure 2. Demographics of TikTok users in Indonesia.



(source: <https://ginee.com/id/insights/pengguna-tiktok/>)
 Figure 3. From TikTok user data in Indonesia in 2021, the majority of TikTok users in Indonesia are from Jakarta, accounting for a total of 22%.

THEORETICAL REVIEW

Media Influencer

By now, you're likely acquainted with KOL marketing, where KOL stands for Key Opinion Leaders. These influencers, collaborating frequently with luxury brands, have amassed sizable audiences. However, a downside is emerging from

this success. Both brands and consumers are expressing dissatisfaction with "influencer fatigue," indicating a waning enthusiasm for influencer marketing.

Moreover, these Key Opinion Leaders find themselves entangled in scandals involving unethical practices by agencies, such as purchasing followers and clicks, as well as concealed sponsorships. Young Chinese individuals are no longer impressed or intrigued by these internet celebrities, who often lack authenticity. Once a source of remarkable success in China, KOLs are swiftly losing their appeal in the realm of influencer marketing. The future appears to favor KOCs (Key Opinion Customers) and COLs (Cultural Opinion Leaders).

Key Opinion Customer's (KOC) And Cultural Opinion Leader

The rise of KOC marketing stands out as a significant trend in the Chinese market to keep an eye on this year. Increasingly, brands are choosing these consumer-influencers over the more traditional Chinese KOLs.

KOCs, or Key Opinion Consumers, are individuals who have gained a following through their consistent and extensive product reviews. In essence, these are consumers who express their opinions and affinity for a brand or product online. Any consumer has the potential to become a KOC. Much like brand advocates, they possess a platform and an audience to whom they share both positive and negative opinions. These key opinion consumers have evolved into genuine experts in the evaluation and critique of products and services. Since they are not directly compensated by brands for promoting their products, their reviews are considered more trustworthy. The credibility of their reviews inspires greater trust from their readers.

The Great Benefits of KOC Marketing

1. Precise

With smaller audience sizes, it's essential to deploy them thoughtfully to target specific consumers and diverse objectives. While KOLs offer extensive exposure, KOCs adopt a more focused approach.

2. Credible

KOC marketing is especially valuable for businesses lacking authority and credibility in their industry. Operating on a more personal level, KOCs comprehend the needs and expectations of fellow consumers as end users themselves. Consequently, their reviews and opinions hold significant value for both consumers and brands, with trust being their primary asset.

3. Cost-effective

While engaging an experienced KOL can quickly become costly, KOC marketing doesn't demand substantial external or financial resources. Brands don't financially compensate KOCs; instead, the exchange is based on providing products to regular customers of the brand or individuals who have shown interest in the products or services.

4. Online Reputation

The authentic opinions and reviews from these KOCs create a trustworthy online presence for your brand. This, in turn, contributes to establishing a robust and positive online reputation.

Cultural Opinion Leaders

Cultural Opinion Leaders represent genuine cultural trailblazers in China. They play a crucial role in the 'Guochao' movement, encouraging consumers to embrace products labeled as 'Made in China,' which are no longer associated with subpar quality. These leaders actively promote and support domestic brands while also showing a preference for international brands that genuinely understand and celebrate Chinese culture. They appreciate a form of communication that avoids relying on stereotypes. Unlike those seeking superficial fame, Cultural Opinion Leaders derive their credibility from their cultural expertise in a specific subject or field. In China, brands now engage COLs not only in their influencer marketing strategies but also in the development of their products.

The benefits of COL marketing:

1. Youth

COLs predominantly belong to Generation Z, born between 1997 and 2010. As 'digital natives' and avid users of social media, they primarily appeal to the young and dynamic 'Gen Z' segment of the population.

2. Creativity

COLs emphasize their uniqueness, avoiding imitation of international trends but actively participating in their development and definition. They showcase creativity and authenticity to captivate their audiences.

3. Precision

COLs prioritize the creation and involvement in niche subcultures and communities. They express their individuality by aligning themselves with subcultures and communities, actively promoting their formation and membership. Essentially, they represent niche markets.

4. Credibility

COLs are renowned for their authenticity. They confidently express their preferences and choices, not shying away from vulnerability in various aspects of their lives. Consequently, their opinions carry significant credibility, and their audiences place considerable trust in them. To determine the most suitable strategy for your business, explore our dedicated page on influencer marketing.

Z Generation And Alfa Generation

The marketing world is evolving again with the arrival of Z Generation and Alpha Generation A. Marketers will need to innovate and embrace technology in order to serve both of these generations. In *Marketing 5.0 Technology for Humanity* (2011), Kotler and his colleagues call it a human-centred marketing revolution.

According to Kotler, these two generations have a positive impact in two main directions. First, they bring positive change to humanity and improve the quality of humanity itself. Secondly, they encourage technological advancements to continue developing.

To put it differently, the marketing 5.0 concept encompasses the fusion of marketing 3.0, which underscores human values, and marketing 4.0, which

centers on technology. This amalgamation gives rise to the idea of marketing for humanity, wherein technology is extensively employed to enhance the well-being of individuals and their surroundings.

METHODOLOGY

This research approach employs qualitative descriptive analysis to deeply comprehend the studied phenomenon, offering detailed and contextual insights. The process encompasses data collection, reviewing relevant literature, observation, document analysis, and organizing the gathered information. The outcomes of the analysis are conveyed through a narrative or story, illustrating key findings, interconnections between categories, and interpretations of the examined phenomenon. This analytical method is commonly applied in social research, anthropology, qualitative psychology, and cultural studies.

RESULTS

One of the presidential candidates for the Republic of Indonesia in 2024 is Prabowo Subianto, who was 72 years old at that time. He spent the campaign period reaching out to young voters in the world's largest Muslim democracy, where half of the population, or 52%, is under the age of 40. Prabowo successfully transformed his image into a charming figure, creating a new perception for the 52% of young voters with his jumping dance technique, making the campaign enjoyable and positive. Prabowo's creative team utilized modern campaigns with videos that attracted millions of viewers on social media.

TikTok has 125 million users in Indonesia and has become the second-largest source of political information in the country after television, according to Indonesian political indicators. Fen Habib, a social media campaign activist for Prabowo, stated that Prabowo's funny dance became viral as it was introduced and even performed by Prabowo himself, and the public loved it. It seems that people nowadays prefer a cheerful campaign model involving dance.

Prabowo's rivals, such as Anis Baswedan and Ganjar Panowo, also increased their presence on this platform by answering questions during live broadcasts or sharing videos of their meetings with voters. However, experts say that TikTok is also filled with problematic content attempting to manipulate young voters.

The youth targeted for this rebranding may not fully understand the historical and political context within Prabowo's political ecosystem. This aligns with the narrative built on TikTok, such as questioning why Prabowo has never been imprisoned if he genuinely violated human rights. Manipulated images and deep fake videos of the candidates have also circulated widely. TikTok states on its website that its policy is to remove dangerous false information and collaborate with fact-checkers to label or dispute it. Political ads and fundraising are prohibited.

This strategy has proven successful, with Prabowo Subianto leading in polls since October. However, he also faces accusations from his past in the 1990s when he led the suppression of opposition to the dictatorship ruling Indonesia, with critics accusing him of ordering abductions, torture, and extrajudicial executions. Nevertheless, it seems that the younger generation supports Prabowo

as the frontrunner, not only rediscovering him as a gentle figure with the popular president's son as his running mate but also because of his stability.

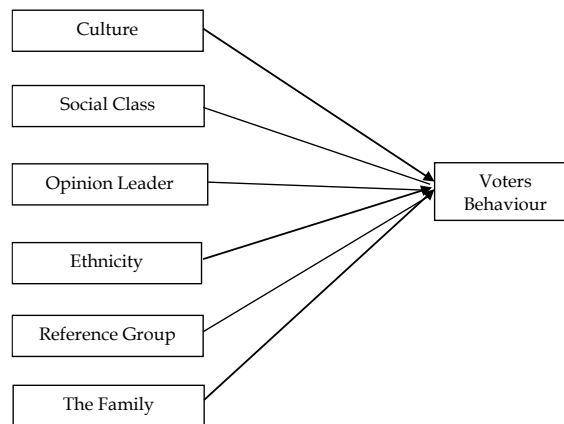


Figure. 4 Voters Behaviour Variable

DISCUSSION

Prabowo has nominated himself for the fifth time in the presidential election, and he is the leading candidate, reaching a high figure of 40% in electability polls before the election.

To win in a single round, a candidate needs more than just a majority of votes. Furthermore, the election law states that Prabowo needs to obtain at least 20% of the minimum votes in half of the provinces. Indonesia has 38 provinces, so the winning candidate needs to get at least 20% of the vote in 20 provinces. This is to ensure that the elected president receives support not only from densely populated areas in Java but also from various regions.

In addition to recognizing the potential benefits, it is essential to acknowledge the obstacles that can arise when implementing TikTok campaigns, impacting the sustainability and overall success of a political party's efforts. While TikTok offers a chance to connect with a diverse audience, the ease of access to these platforms poses a challenge for political parties involved in national or local elections. This challenge revolves around the readiness of candidates to effectively engage with the public, given the extensive reach and accessibility of TikTok. Consequently, thoughtful consideration and strategic planning are imperative to navigate these challenges and ensure the longevity of the campaign.

A key challenge in utilizing TikTok is the need to stay current with rapidly evolving social media trends, demanding increased effort and energy to maintain momentum. Additionally, relying solely on digital platforms may exclude some target audiences without internet access, necessitating the incorporation of alternative media for a comprehensive campaign strategy.

In Indonesia, limited internet access emerges as a significant challenge hindering TikTok's use as a campaign platform. Unequal connectivity across regions impacts candidates' vote consistency, as social media's potential to reach diverse socioeconomic backgrounds is compromised by internet accessibility issues. The prevalence of fake news further compounds challenges. To counter this, individuals must critically evaluate information on TikTok to avoid

misinformation. Politicians should prioritize information literacy, providing accurate and authentic information without manipulation.

The immediacy of presenting political content on TikTok also poses risks, requiring political organizations to anticipate smear campaigns. Diligent monitoring of social media accounts is vital to guard against "black campaigns" or malicious operations aiming to undermine opponents. In Indonesia, a "black campaign" involves hoaxes or misinformation and may encompass election-related misconduct, ethical code violations, disputes, or criminal activities. Vigilance and proactive measures are essential to mitigate these risks and uphold campaign integrity.

The objective of a "black campaign" is to tarnish specific candidates by spreading insults and false information, intending to damage their reputation and chances of success. An illustrative example is the 2019 presidential-vice president election, where numerous violations stemmed from misinformation, such as rumors linking presidential candidate number 1 to the return of the PKI and colonization in Indonesia.

CONCLUSIONS AND RECOMMENDATIONS

There are several compelling reasons why TikTok is powerful for campaigning to the Z generation. Firstly, TikTok gained popularity among the younger generation in Indonesia, especially during the Covid-19 pandemic. Secondly, TikTok's unique features and algorithm facilitate a broad reach. Thirdly, there is alignment between the party Chairman's direction and the strong desire of human resources to utilize TikTok as a social media platform. Fourthly, it expands Golkar's efforts to democratize the campaign through social media. Fifthly, Golkar aims to pioneer among political parties in using TikTok as a political campaign medium.

The utilization of TikTok as a campaign platform by the presidential candidate encompasses various aspects. It starts with the initial stage where the social media team focuses on audience acquisition, even if the content is not fully directed yet. The goal of using TikTok by the presidential candidate is to increase popularity, acceptability, and ultimately enhance the electability of Party cadres in the upcoming 2024 elections. Another crucial aspect is human resource management within the social media team, involving the formation of specialized teams. Planning the target audience and message is equally vital in using TikTok as a social media platform. The primary target audience for Golkar in utilizing TikTok is the younger generation.

Concerning message planning, activities such as designing content pillars and monitoring content are carried out. Packaging and shaping the content, along with incorporating key messages, are carefully considered by the social media team. Audience interaction is also emphasized to foster a two-way communication approach in political campaigns.

FURTHER STUDY

Every rose has its thorn, and this proverb aptly characterizes the essence of this research. While the subject is currently novel, it is anticipated to become obsolete within the next five or ten years. To address this inevitability, readers

can enhance its relevance by employing a combination of qualitative methods involving.

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