

Gerindra Party Admin Communication Strategy on Tiktok and X Social Media

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ABSTRACT

This study analyzes the communication strategies used by the Gerindra Party's social media administrators on TikTok and X (formerly Twitter) during the 2024 Indonesian presidential campaign. With the rise of digital platforms as tools for political engagement, the research explores how different approaches are tailored to the characteristics of each platform and their respective audiences. The study employs online observation to collect and analyze content and public interactions. Findings show that the party's strategy on TikTok emphasizes creative, audiovisual, and humorous content to attract younger audiences, while the X platform is used for informative posts, infographics, and real-time interactions. The comparative analysis reveals that both platforms serve similar political objectives but utilize distinct styles. These insights underline the importance of adapting digital political communication to platform-specific trends and audiences. The study provides practical recommendations for political actors aiming to enhance digital engagement in the public sphere.

Keywords: *Communication Strategy; Politics; TikTok; X; Gerindra Party Admin.*

INTRODUCTION

Social media is currently being utilized optimally by various groups. Social media is part of technological developments, where the latest technology will provide choices and opportunities to access various things and interact Mesthrie, (2011). According to McKay in the book *the Cambridge handbook of sociolinguistic*, young people will adapt quickly to instant messaging in communicating. This means that young people who are part of society will accept changes in the process of sending messages as part or feature offered by social media, where these changes are part of technological developments. The media can develop and adopt language styles and delivery methods that suit their targets.

Changes in communicating in the virtual world will continue to occur along with innovations from social media. So, it can be concluded that social media is a digital platform that provides space for users to share information, interact and build networks online. Several social media platforms, namely, Facebook, Instagram, X, Thread, TikTok, LinkedIn, and others. The use of social media is usually used for advertising, disseminating information and news, entertainment, and so on. Even now, social media has been used as a means of politics by providing information and other

political interests. In a decade, the use of social media has increased significantly in Indonesia. This use makes social media a strategic platform for communicating in a political context. Political parties and candidates will use social media as a means of conveying messages, building a good political image, and interacting directly with politics Budiyono, (2016). A study shows that in 2023, there will be 167 million social media users in Indonesia, with more than 153 million people aged 18 years Adnan & Mona, (2024). This is certainly the reason why social media has become an important means of political activity, because the majority of voters are people who have the potential to be active on social media networks.

The political communication strategy through social media allows for more personal interactions, meaning there is direct interaction between politicians and the public. The characteristics of interaction on social media are different from conventional media. It is possible that politicians do not just provide information, but receive feedback directly *real-time* Adnan & Mona, (2024). This gives politicians the opportunity to adjust their messages and communication strategies based on public response, thereby increasing the effectiveness of political communications. Apart from that, social media has become the main tool to attract the attention of the younger generation, especially Gen Z and millennials. Research has shown that platforms like YouTube are used as a primary means for political campaigns to reach this demographic. Generation Z has different characteristics compared to previous generations such as Generation Y and Millennials. They are a generation that grew up with digital technology, easy internet access, and smart devices Y. F. Wulandari & , Maret Puri Rahastine, Heri Afianto , Yan Bastian, (2023) Therefore, communicating with Gen Z requires a different approach. From their point of view, communication is not just the exchange of messages, but also a form of self-expression, freedom of expression and creativity. Therefore, a deep understanding of social media trends and audience preferences is essential for a successful political communications strategy in the digital era.

Social media political communication strategies utilize various elements, including the use of persuasive, informative and evocative language, tailored to the characteristics of the platform and audience. The emerging nature of digital media, such as the internet. In this context, how platforms can influence the quality and quantity of political communication and raise various questions that cast doubt on a process Hia & Siahaan, (2019). Digital media will provide a space for deeper interaction between politicians and the public. Previous research conducted by Wahyuningsih, Unde, and Akbar shows that effective political communication via social media not only conveys messages but also increases audience participation Wahyuningsih et al., (2023). Other research shows that the interactive nature of social media allows real-time audience responses, giving politicians the opportunity to adapt their strategies to the needs of their communities Masrifah Cahyani, (2020). However, the use of social media in political communication has its own challenges. According to a study, there is a big challenge, namely creating messages that not only attract the attention of the audience but also maintain the ethics of political communication

Alam, (2021). This research has explored internet, social media and political trends in today's society as an important part of the development of a nation's civilization Noorikhsan et al., (2023). In this context, social media uses algorithms to determine the content viewed by users. This trend presents challenges in politics because algorithms can amplify biases and limit the diversity of perspectives, which can ultimately negatively influence people's political perceptions.

Other relevant research explores the reasons why this communication strategy was chosen when dealing with the theme of rejection in "38" Musyaffa & Ahmadi, (2023). The choice of strategy is often based on a variety of considerations, including risk analysis, understanding your audience, and long-term communications goals. By identifying and understanding the analysis, planning and implementation processes and the reasons behind these communication strategies, this research provides deeper insight into problem management in the social media era, especially in the context of the digital communication crisis.

In formulating a strategy, a force is needed that can have a psychological and social influence from within and outside the individual or group, so a communicator is needed who can exert influence through the messages or information provided. Political strategy and communication are an integral part of decisions regarding actions that will be carried out to achieve political goals in the future. Political communication strategies are steps that are usually taken to build good communication and are related to the creation, dissemination, reception and impacts of information about politics Wahyuningsih et al., (2023). Political communication strategies need to consider their goals and objectives in order to achieve the formation of a political image that leads public opinion and the large number of masses who are interested in and provide support for a particular political group. Communication strategies in politics are considered the key to success in a political party in attracting attention, gaining support and winning elections. This means that communication strategies in politics need to be considered when carrying out a campaign or effort to gain votes and support from the public. The form of communication provided aims to build a positive image among the community.

A previous study has identified key factors that determine the success or failure of communication strategies in the digital era Syarief, (2017). This understanding not only aims to provide a theoretical contribution to public opinion research, but also to provide practical guidance for communicators to be able to manage public debate on social media more strategically and effectively. Other research shows the use of Twitter in increasing students' political awareness Rivaldy et al., (2021). This shows the role of social media Twitter as a means of increasing students' insight into political life. There are many different reasons why people decide to get involved in politics. This is a great opportunity for citizens to engage in politics and bring about major changes in society Saud et al., (2020). In line with the use of social media in politics, a study conducted by Purnomo et al. aims to describe and analyze political communication patterns through the TikTok application Purnomo et al., (2022). This communication pattern includes

how political messages are designed, communicated and received by the audience. TikTok offers a different approach than other social media platforms.

Social media has now become a strategic tool for political communication, allowing political parties to reach the public more effectively and directly. TikTok and X (formerly Twitter) are two platforms that are often used to communicate political messages, build an image, and engage the public in real-time. In the context of the Gerindra Party, as a political party that is currently in its golden era, it has implemented a communication strategy through these two platforms that not only reflects adaptation to technological developments, but also how to formulate messages that suit the characteristics of each platform and its audience. This strategy also faces unique challenges.

The aim of this research is to identify and analyze the communication strategies of Gerindra Party social media managers on TikTok and X. This study aims to identify and compare the communication strategies applied by the Gerindra Party's social media administrators on TikTok and X. Specifically, the research focuses on the use of language, message framing, and audience interaction approaches that shape public perception and engagement. The findings are expected to contribute to the understanding of digital political communication practices and provide strategic insight for political institutions in navigating social media platforms.

METHOD

This research uses a qualitative descriptive approach aimed at understanding the communication strategies employed by the Gerindra Party's social media administrators on TikTok and X (formerly Twitter). The data collection method used in this research is observation carried out frequently to obtain data from research data sources. This online observation is used to obtain verbal data by documenting and recording things needed as research data. In accordance with the data collection method, the research procedure for obtaining data is to track Gerindra Party content on TikTok and X social media to gain maximum understanding of the data relevant to the research problem. The next step is to track the Gerindra Party social media admin's response to public comments and responses to make it easier for researchers to find the necessary data so that it can be collected optimally.

Data Type

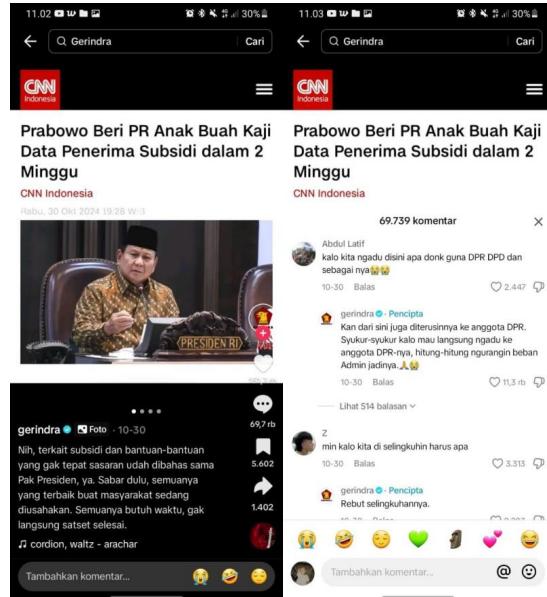
Research data was obtained from the social media accounts of TikTok and X Gerindra Party. The research data is a form of content and social media admin responses to public responses. The response that society gives is not only about politics but is related to the reality of everyday life.

Primary Mode of Data Collection

The primary method of data collection is non-participant online observation. Researchers systematically monitored and documented interactions on the official TikTok and X accounts of the Gerindra Party during the period from October to December 2024. The data included content uploads, user comments, and admin

responses. This process aimed to capture patterns of language use, tone, interaction strategies, and response timing.

Figure 1. Gerindra party admin interaction on the TikTok platform



Source: <https://www.tiktok.com/@partaigerindra? t=8rrD7tg08f4& r=1>

Figure 2. Gerindra party admin interaction on platform



Source: <https://x.com/Gerindra/status/1860967089768701991?t=PfVfLOVWQoNxR5KZriNnEg&s=19>

This data is some examples of data that will be researched on social media TikTok and X Gerindra Party. Primary data were obtained directly from social media platforms (TikTok and X) in the form of video content, comment threads, and replies.

Secondary data were gathered through literature review from relevant books, academic journals, and previous studies related to digital political communication and social media strategy.

Secondary Mode of Data Collection

Secondary data that supports this research was obtained through literature study from books, articles and journals related to social media, communication strategies and political parties.

Data Analysis

Data were analyzed using content analysis techniques. Researchers categorized the communication strategies based on four indicators: informative, persuasive, redundancy, and canalization. Each piece of content was reviewed to identify how messages were framed, the frequency of repetition, the use of hashtags, emotive language, and responsiveness to audience engagement.

FINDINGS AND DISCUSSION

This research found patterns of communication strategies carried out by the Gerindra Party admin on social media TikTok and X.

Gerindra Party Admin Communication Strategy on TikTok

TikTok is currently a platform that is widely used for content in conveying information through a creative audio-visual approach. Communication via social media has become an unavoidable trend. In the context of this research, the Gerindra Party uses TikTok as a means of political communication with the public, especially young audiences. Of course, the Gerindra Party admin, also known as 'Mindra', needs to pay attention to political communication strategies via TikTok social media.

The Gerindra Party's communication strategy on TikTok primarily utilizes audiovisual creativity to appeal to younger demographics, especially Generation Z. The admin frequently uses informal, humorous language and emojis to establish relatability. For instance, in responding to a comment from a rival supporter, the admin wrote, *"That's true. Prabowo-Gibran number 2, Ganjar-Mahfud number 3."* Such responses represent a persuasive communication style, aiming to reduce political tension while subtly reaffirming party preferences. These strategies include:

Table 1. Gerindra Party admin communication strategy on TikTok account

Strategy	Data	Explanation
Informative	The Gerindra Party Admin provided an explanation regarding the party's work program through a video uploaded on TikTok.	The video is presented in the form of an anima or simple narrative that is easy for young audiences to understand and accept.
Persuasive	Invite admin to support and vote for the Gerindra Party through popular hashtags and challenges.	Hashtags such as #ForwardTogether to increase awareness and participation of TikTok users in party campaigns.
Redundancy	Repeat information related to the party's political agenda in various audio-visual forms.	This strategy aims to strengthen the message and increase the likelihood that the message will be remembered by the

canalization	Present content that focuses on current issues, such as economics, education and social issues that are relevant to the TikTok audience.	audience. This strategy allows admins to take advantage of emerging trends on TikTok to reach a wider audience.
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This aligns with Wulandari et al., who argue that Generation Z responds more positively to expressive and less formal digital communication M. P. Wulandari et al., (2022). Additionally, the use of repetition (redundancy) and trending hashtags such as #MajuBersama demonstrates an integrated political branding effort, echoing Masrifah Cahyani on message reinforcement in digital spaces Masrifah Cahyani, (2020). Admins also apply canalization, by aligning content themes with current societal issues (such as subsidies or education) thereby increasing perceived relevance.

These strategies reflect an understanding of TikTok as a trend-based, emotionally driven platform, where concise narratives and relatability boost engagement. However, while the strategy fosters high visibility, further evaluation is needed to measure its long-term persuasive impact on political opinion formation.

The Gerindra Party admin's communication strategy on TikTok shows that a combination of informative, persuasive, redundancy and channelization approaches can reach and engage audiences effectively, especially young audiences. By providing interesting and relevant information and utilizing popular trends and formats, political parties can spread their messages, increase awareness and encourage election participation. This approach not only increases the party's visibility but also creates a stronger connection with potential voters.

Gerindra Party Admin Communication Strategy on X

On platform X (formerly Twitter), the Gerindra Party adopts a more formal and responsive communication strategy aimed at diverse audiences, including professionals and political observers. The admin frequently posts informative infographics accompanied by article links to explain party programs and policies. This informative approach reinforces transparency and aligns with Wahyuningsih, who emphasize that informative content increases public trust in political messaging Wahyuningsih et al., (2023).

Unlike TikTok, interaction on X occurs in real-time and often centers on political criticism. The Gerindra admin responds swiftly using assertive and sometimes sarcastic tones, as seen in comments like, "Handphone udah canggih, susah amat cuma cari informasi doang aja." This direct interaction style demonstrates a real-time engagement strategy, which is essential for shaping public debate in fast-moving online discourse Syarief, (2017).

Table 2. Gerindra Party admin communication strategy in account X

Strategy	Data	Explanation
Informative	The Gerindra Party admin shared infographics regarding the party's performance and the policies it supports.	Uploaded infographics include links to articles or documents for further information.

Persuasive	Use emotive words like “Together we can” to build enthusiasm and engagement.	This strategy aims to create an emotional connection with the audience.
Real-Time Interaction	Respond quickly to questions and comments from audiences on account X.	The Gerindra Party Admin will immediately respond based on current issues to show activity and participation in public debate.
canalization	Discussions that focus on current political issues, such as elections, policies, and so on.	This strategy allows the admin to create an image of the party as a political figure who is adaptive and responsive to important issues.

The communication strategy implemented by the Gerindra Party admin on social media X shows that the approach to information, persuasion, *real-time interaction*, and canalization can effectively increase the involvement and image of political parties in the eyes of the public. By sharing informative infographics and providing links to more detailed information, stakeholders can help their audience better understand their achievements and strategies. Using emotional language builds strong emotional connections, and responding quickly to comments and questions shows a party's commitment to participating in public debate. Focusing on relevant national policy issues strengthens the party's image as a responsive organization that takes the interests of local communities into account, thereby helping to increase voter trust and support.

Figure 3. Gerindra Party



admin motivation in X

Source:

<https://x.com/Gerindra/status/1869910262037569937?t=eiXdneHLX6r45UR3XR2Nw&s=19>

As one example, the Gerindra Party admin inserted a motivational message with the aim of building a positive emotional atmosphere with the audience. Overall, the communication strategy on X emphasizes authority, responsiveness, and issue-based content framing, which complements the informal and trend-driven approach used on TikTok. The combination of both platforms allows the party to engage a broader audience spectrum while tailoring message style and tone.

The comparison of political communication strategies carried out by the Gerindra Party admin via social media TikTok and X is presented in the following table.

Table 3. Comparison of Gerindra Party admin strategies on TikTok and X

Aspect	TikTok	X
Primary audience	The younger generation, generation Z	Various ages, including professionals and political observers
Content format	Audio-visual based content	Short texts, infographics and images
Speed of interaction	Interaction is not always done quickly and is more based on video comments	Interact and respond quickly, directly via reply or <i>retweet</i>
Focus strategy	Using the latest trends, such as <i>challenge</i> and hashtags	Building an image as a party that is informative and responsive to national political issues.

Figure 4. Comparison of TikTok and X Gerindra Party account bios



The interaction patterns found are as follows.

Table 4. Gerindra Party admin interaction patterns

Aspect	Findings	Analysis
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Response	Admin responds to audience comments.	Increasing public or audience involvement by showing commitment to two-way communication.
Use of humor	Often adds an element of humor in responding to audience comments.	Able to lighten the atmosphere, providing space for more relaxed political discussions.
Mention of character names	Admin mentions the names of figures directly, such as Prabowo-Gibran.	Emphasize the position of political parties and increase the public's memory of political candidates or figures.

Audience responses to Gerindra admin uploads are generally positive, shown by the high number of interactions such as *likes*, comment and share.

Figure 5. Number of responses to Gerindra Party TikTok account posts

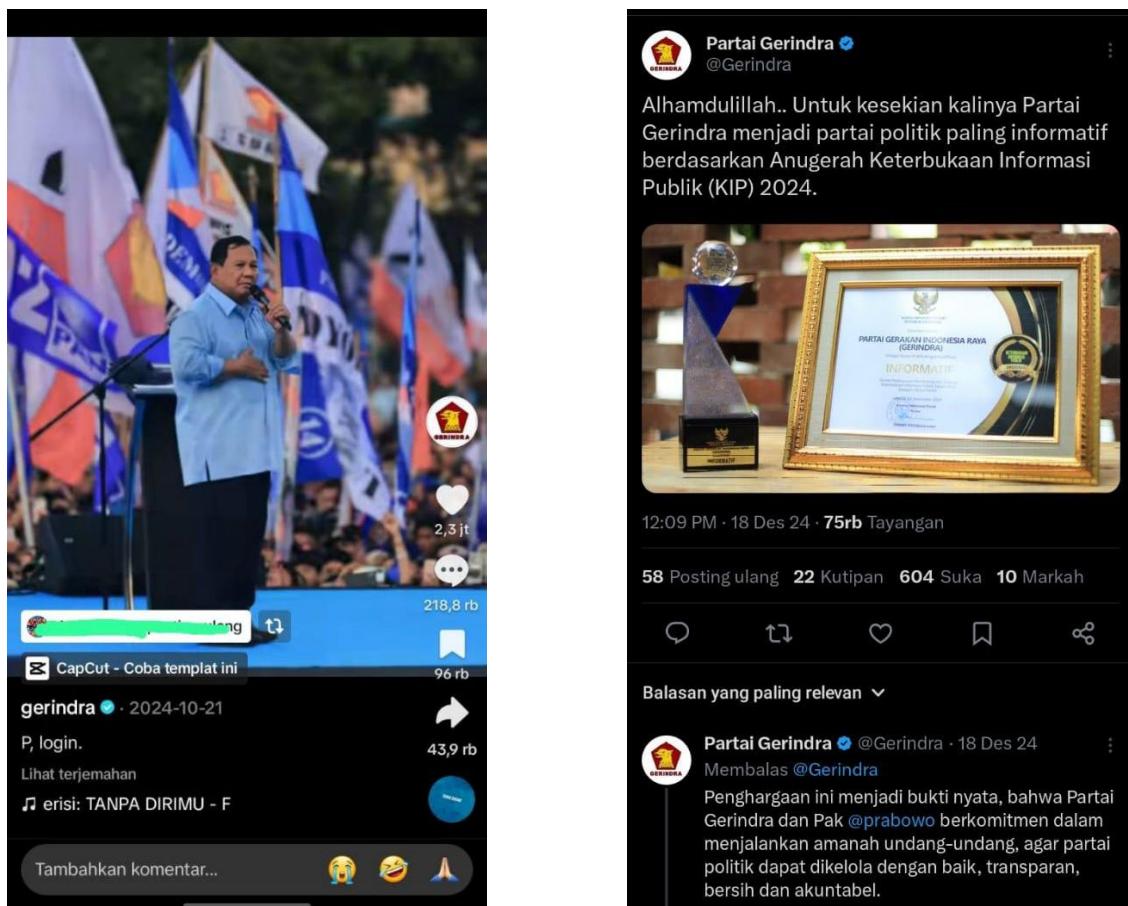


Table 5. Audience response to the Gerindra Party TikTok account post

Upload	Impressions	Likes	Comment	Shared	Score
TikTok: 21-10-2024 “P, login.”	23.6 million	2.3 million	218.8 thousand	43.9 thousand	96 thousand
X:	75 thousand	602	10	-	10

18-12-2024

"Alhamdulillah... for the umpteenth time the Gerindra Party has become the most informative political party..."

The high level of interaction shows the effectiveness of the admin's communication strategy. However, further analysis is needed regarding the type of content that audiences like most.

Based on the analysis above, it can be concluded that the use of TikTok and TikTok's strategy prioritizes creativity and visual elements, while X's strategy focuses on conveying information concisely and interactively. Combining these two approaches allows political parties to effectively reach different target groups. However, implementing this communications strategy presents several challenges, including ensuring message consistency across platforms and dealing with negative audience reactions. Therefore, ongoing evaluation is needed to improve the quality of political communication on social media.

CONCLUSION

The communication strategy implemented by the Gerindra Party leadership on social media TikTok and X (formerly Twitter) has succeeded in attracting quite a lot of interest from the public, especially the younger generation. By adopting different approaches on each platform, such as utilizing creative audiovisual content on TikTok and providing accurate and interactive information on X, the Party is able to effectively reach and influence public opinion. These strategies demonstrate an adaptive model of political communication in the digital era, where content must align with platform characteristics and audience behaviour. The combination of persuasive, informative, real-time, and canalization techniques supports effective political messaging, audience interaction, and brand positioning. Challenges remain in maintaining consistency in messaging and overcoming negative reactions, but these communication strategies need to be continually evaluated to improve the quality of interactions and community support.

The findings of this study carry several practical and theoretical implications for political communication in the digital era. For political practitioners, particularly party administrators and campaign teams, the results highlight the necessity of developing platform-specific communication strategies. Political messages must be adapted not only in terms of content but also in tone, format, and interaction style to align with the unique characteristics of each platform and the behavioral tendencies of its users. The combination of informal, audiovisual-based engagement on TikTok and informative, responsive interaction on X proves effective in reaching different voter segments, especially the younger generation who dominate digital spaces.

From an academic perspective, this research provides a foundation for further studies on cross-platform political discourse and audience engagement. It also opens up discussions on ethical considerations and the potential long-term effects of platform-driven political branding. In sum, the study contributes to a deeper understanding of how digital media reshape political communication practices and public engagement in contemporary democracies.

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