

ANALYSIS OF POLITICAL BRANDING OF THE GERINDRA PARTY THROUGH TIKTOK SOCIAL MEDIA TOWARDS GENERATION Z IN JAKARTA: CASE STUDY OF THE 2024 ELECTION CAMPAIGN

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Abstract. The presence of social media is now a new space in politics, which allows politicians like Gerindra party to communicate more closely with the public, especially Generation Z who dominate the use of digital platforms. Through TikTok, Gerindra Party seeks to change its old image that is considered rigid with a more modern and attractive branding strategy, while preparing for the 2024 Election where young voters account for 55% - 60% of the total vote. This research wants to identify how Gerindra Party uses social media to build its political branding towards Gen-Z in Jakarta in the 2024 election. This research uses a qualitative method that emphasizes descriptive research and uses analysis. With a theoretical foundation that serves as a conceptual framework to direct research according to field facts. This method allows researchers to obtain accurate findings by using Bruce Newman's political branding theory to produce an in-depth understanding of the context and dynamics of the research studied. This research underscores that social media is an effective tool for modern political campaigns and consistent branding and can increase the trust of youth voters. The results of this study explain that Gerindra Party has successfully built its political branding on TikTok social media. With the popularity gained, Gerindra Party also experienced an increase in electability during the 2024 Election. The uniqueness in the communication style used also received a good response from the public on social media.

Keywords: Gerindra Party, Political Branding, TikTok Social Media

I. INTRODUCTION

This research was conducted to examine the political branding of Gerindra Party on TikTok social media towards Gen-Z in Jakarta in the 2024 Election. The revolution in communication is now experiencing major changes to interact and share information with each other. This rapid growth has created various new media platforms that significantly increase the speed and efficiency of digital communication. Today, the dissemination of messages and information can happen very quickly and reach a wide audience in a matter of seconds. This phenomenon is reflected in the rapid growth of social media users. By early 2021, the number of social media users worldwide had reached nearly 4.2 billion. This growth continues at an incredible pace every day (We Are Social, 2021) [1]. The development of communication affects many aspects, one of the sectors that has a major impact is the political sector. Political competition is increasingly fierce in an effort to gain voter support, especially as each political party applies their unique strategies to answer public aspirations. In order to maintain their existence, political parties now take various approaches to achieve power, including attracting sympathy from those who may not be fully in line with their party's ideological principles. Alongside this phenomenon, political parties are now utilizing more powerful means to convey their ideas,

campaign, and mobilize support through digital platforms. Political figures, political parties, and activists now have direct channels to reach their constituents, spread campaign messages, and organize political movements virtually, especially during the 2024 election period. The importance of communication in politics today has reached unprecedented levels. In fact, it can be said that digital communication has become an essential part of many political activities today. Along with the evolution of technology, the world's population also continues to grow and give birth to various generations with unique characteristics. Starting from the Baby Boomers generation (1946-1960) to the generation that plays a fundamental role today, Generation Z or commonly called Gen-Z (1997-2012) (Kemenkeu, 2024) [2].

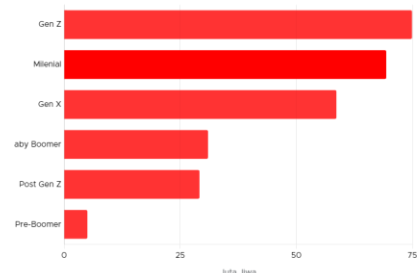


Figure 1. BPS Survey 2023 Number of Generation Z in Indonesia

The role of Gen-Z in today's social and political context cannot be ignored. As a generation that is highly tech-savvy and active on social media, Gen-Z has great potential to vote in the 2024 elections. The way they consume information, interact with social issues, and express political views through digital platforms has changed the dynamics of political communication as a whole. A deep understanding of the characteristics of Gen-Z is also crucial for anyone who wants to be an effective political communicator in this digital era. Likewise, political stakeholders need to adapt to the ways of communicating that suit this generation, utilize the digital platforms they use, and embrace their values in order to meaningfully connect with this increasingly influential demographic group (Firamadhina & Krisnani, 2021) [3]. The context of Jakarta as the center of national politics provides complex geographic and demographic dimensions. As an area with the highest concentration of Gen-Z, Jakarta is an ideal arena to understand the dynamics of digital personal branding. Gerindra Party strategically utilizes these demographic characteristics to construct a political identity that is responsive, contemporary, and based on youth aesthetics. In today's digital era, political parties have begun to design creative approaches to introduce their identity to the younger generation through social media platforms. The concept of "brand" basically refers to the unique characteristics that distinguish certain entities, be it individuals, products, or organizations. In the context of communication, branding efforts aim to build and maintain a strong image and create a certain perception in the eyes of the public (Andriana, 2021) [4]. The TikTok account @partaigerindra is a space for branding experimentation that is considered interesting and different from other parties. With 6 million followers, they managed to create a personal narrative with creativity and uniqueness in their communication style. Each content is designed to build closeness with the audience, such as presenting Prabowo not only as a potential leader but also as a relatable individual for the younger generation. Gerindra Party shows an innovative model in the construction of personal branding through the central figure of Prabowo Subianto. Prabowo's leadership is not simply presented as a conventional political figure, but rather repackaged into a dynamic personality that is close to Gen-Z. Through the TikTok platform, Prabowo's image has been transformed from a rigid military figure to one that is adaptive, humorous, and has a personal connection with young voters.

Gerindra's branding strategy goes beyond traditional approaches by capitalizing on viral moments such as videos of Prabowo dancing. These contents are not only entertaining but systematically change the formal perception and distance between political figures and their constituents. Many people who previously did not care about politics are now interested, thanks to a lighter and easier-to-understand communication style. As a result, more open political discussion spaces have emerged and more Gen-Z are involved in the digital realm. Gerindra's political branding as the party of young people has successfully changed netizens expectations of political communication as a whole. Now many people want a similar style from other parties and political figures by creating new

standards of interaction on digital platforms (Ichwanusafa & Aji, 2024) [5].

The increase in electability experienced by Gerindra Party as a result of the campaign in the 2024 election on TikTok illustrates the importance of political branding that every political party must have. This shows that political parties that are able to adapt to digital trends and understand the dynamics of social media have a competitive advantage in attracting the support of first-time voters. This success also shows Gerindra Party deep understanding of the characteristics of Gen-Z in Jakarta in consuming political information. Instead of using a formal and rigid traditional political communication approach, Gerindra Party chose to adopt a more relaxed, interactive, and even self-deprecating communication style at certain moments (Ardian Lukman et al., 2024) [6].



Figure 2. Chart Politic Indonesia 2024

This strategy proved effective in erasing the perception that politics is a serious and unreachable domain for young people. Even after the election was held, Gerindra party continued to strive to maintain its vote support to remain consistent in the next election. With the formation of political branding on TikTok, Gerindra Party continues to incorporate its political messages through various political activities to build voter trust by communicating its vision, mission, ideology, or long-held political beliefs. Therefore, this research aims to analyse how Gerindra Party's political branding strategy on TikTok social media towards Gen-Z in Jakarta in the 2024 Election. The significance of the research lies in its potential to provide an understanding of how personal branding becomes a strategic instrument in political communication. With the approach taken by Gerindra Party, this research makes a substantial contribution to the academic discourse on social media, personal branding, and political participation of the younger generation. Through this research, it will explain how political parties can adapt to the dynamic digital space, transforming traditional communication models into more modern, personalized ones. This research goes deeper to examine how democracy in Indonesia is fundamentally changing due to the influence of digital technology.

II. RESEARCH METODE

In considering the issues discussed, the researcher chose to use qualitative methods as the main methodology.

This method refers to a process that produces descriptive data, which is generally in the form of narratives or descriptions, sourced from the discourse or actions of observed research subjects. The qualitative approach is based on phenomenology and emphasizes the exploration of meaning in the research process (Magister et al., 2023) [7]. The information gathered through this approach will be the basis for drawing comprehensive conclusions. This research adopts a descriptive qualitative approach, aiming to present a detailed and in-depth description of the object of study based on the data obtained (Ardiansyah et al., 2023) [8]. This research uses data collection techniques such as in-depth interviews, documentation studies, and literature studies. The main objective of this research is to present a comprehensive picture of how Gerindra Party's political branding on TikTok social media towards Gen-Z in Jakarta in the 2024 Election. In this study, the interview technique was utilized to explore in depth the responses or perceptions of direct sources related to the Gerindra Party's TikTok social media.

Furthermore, researchers use political branding theory by Bruce Newman which will be explained directly through three aspects, namely Personal Political Brand, Political Communication, and Social Media Branding. (Newman, 2016) [9]. This theory refers to the efforts of political figures in utilizing various approaches to increase public support and strengthen their position. Political Branding allows politicians and political parties to build close relationships and form a distinctive image in the eyes of the public (Mulyani, 2021) [10]. Through the in-depth interview process, researchers can collect factual information which is then analysed using the political branding theoretical framework according to Bruce Newman's perspective to get research conclusions.

III. RESULT AND DISCUSSION

Gerindra Party was founded with a strong spirit of nationalism, motivated to improve the welfare of the people. The founders agreed to form a party with the vision of realizing an independent, united, democratic, just, prosperous, cultured and religious Indonesian society in accordance with the spirit of Pancasila and the 1945 Constitution. Amid the development of digital technology in the industrial revolution 4.0, social media has become very strategic in shaping public perceptions of political entities. Mass media plays a key function in representing the identity of an organization or political figure. With massive and unlimited information reach, the media is able to significantly influence public opinion. Consequently, political parties are required to design smart and selective communication strategies, in order to build positive political branding and gain legitimacy from the community. Choosing the right communication content has a huge impact on shaping public perceptions and assessments of the existence and credibility of a political party. In the 2024 election, Gerindra Party developed an innovative strategic approach to attract constituent sympathy and support. Gerindra Party tried a unique branding strategy by asserting itself as a representation of the grassroots. Through a

combination of direct field approaches and utilization of mass media channels, Gerindra Party specifically targeted the young voter demographic, especially Jakarta-based Gen-Z.

Gerindra's branding strategy is not only to prioritize a pro-people image, but also to build a firm personal branding. Gerindra Party believes that the Indonesian people expect leadership that has firmness in managing the country's domestic dynamics. The TikTok social media platform is one of the strategic communication channels utilized by Gerindra Party. Through this platform, they utilize digital interaction capabilities that allow users to quickly express opinions and responses. Gerindra Party uses its TikTok account to communicate its political branding that emphasizes firm leadership, but also listens to the aspirations of the people (Dedi Mulyadi et al., 2024) [11]. Throughout its development, Gerindra Party's TikTok account has experienced considerable growth in followers. In 2024, the number of followers of Gerindra Party's TikTok has reached 6 million, signaling their success in attracting the attention and interest of the younger generation through social media platforms. Gerindra Party undertook a strategic transformation to respond to Gen-Z characteristics and preferences. This strategy includes optimizing digital communication, strengthening engagement on social media platforms favored by young people, and adjusting political messages to be more responsive and meaningful. Gerindra Party's approach aims to build authentic connectivity with the younger generation, with full awareness that this generation is a significant potential voting force in Indonesia's political landscape. Gerindra Party strives to be a party that is responsive, progressive, and understands the characteristics of Gen-Z. The main focus of the change in communication style lies in the social media approach, especially on the TikTok platform, namely by changing the style of political communication. Gerindra Party tries to create its digital content by adopting a more relaxed and contemporary language, emphasizing an informal language style, and close to youth culture. The use of memes and humorous visual material is their effective strategy to respond and interact with the public, as well as to build a more dynamic and less rigid political branding. Based on the 2024 Election Voter Potential Population Data, the young age group between 17-39 years old is estimated to be the majority of voters, with the percentage reaching the range of 55-60%. Political parties are faced with the challenge of designing their campaign approach. Communication strategies, media selection, and message substance must be adjusted to attract and accommodate this dynamic and critical young voter demographic. By understanding the characteristics of Gen-Z, it can be successful in gaining support in the 2024 election. Gerindra Party's official TikTok account @partaigerindra shows the creation of unique communication by using a relaxed and responsive language style. The communication strategy carried out shows the ability of the Gerindra Party to utilize social media as a means of interacting with the public. Gerindra Party openly responds to various questions, even those outside the political context, with a friendly and communicative attitude. This reflects the party's efforts to get

closer to its public, especially the younger generation, through a less rigid and more personalized communication approach.

Based on an interview with the Head of the Gerindra Party Secretariat, it is known that the characteristics of Gen-Z are a challenge for party strategy. This young generation has a very flexible nature, with the ability to think critically and access extensive information through digital platforms. The diversity of viewpoints and the ease with which they absorb information, especially through social media such as TikTok, creates new challenges in politics. These young voters tend to have perceptions that change quickly according to the information they receive, requiring a highly adaptive political communication approach. Gerindra Party realizes that building and maintaining a positive image among Gen-Z requires a dynamic and credible communication strategy. Gerindra Party seeks to create a narrative that can attract the attention and trust of this highly critical and mobile generation, with the aim of gaining support at the momentum of the 2024 election. Gerindra Party focuses on understanding the characteristics of Gen-Z, listening to their aspirations, and developing relevant political messages on various digital platforms. Gerindra Party's TikTok account is not just a channel for delivering political information, but has become an interactive dialog platform that allows the public to engage directly with the party. This strategy allows Gerindra Party to build its branding as a political party that not only focuses on formal issues, but is also sensitive to current social dynamics. Gerindra Party effectively bridges the gap between political institutions and constituents, demonstrating their ability to not only listen, but also respond to the needs and expectations of the community. Based on the results of interviews with followers of the Gerindra Party TikTok account, respondents revealed that the uniqueness of the Gerindra Party in presenting content is one of the factors for their engagement with the Gerindra Party TikTok social media account. The visual and communication uniqueness built by Gerindra Party has succeeded in creating deep interest for its followers. This shows that digital communication strategies are not just about delivering messages, but also the ability to build meaningful personal connections with target audiences. The individual experiences of these respondents prove that social media can be a space for political interaction, where immediacy and creativity are needed to attract the interest and participation of the public, especially Gen-Z. Gerindra Party shows its political sensitivity by actively responding to comments posted on social media. In addition to keeping up with the times, political parties should also strive to build direct communication with the public through digital platforms (Simamora, 2024) [12].

In addition, based on the results of an interview with the Chief Coordinator of the Gerindra Party Online Media Team, the dissemination of content in the community is indeed focused on the TikTok platform. According to Gerindra Party, the main indicator to measure the effectiveness of content lies in the number of views achieved. The views feature on TikTok is an important benchmark in assessing the success of Gerindra Party's branding efforts, especially in influencing Gen-Z perceptions. The party's

ability to create interesting and relevant content is also known without the help of third parties. Gerindra Party considers that more young people like to play TikTok social media than other social media. Therefore, the Gerindra Party Online Media Team takes advantage of this opportunity to be active on social media and follow existing trends. The results of this research analysis are focused on the political branding theory packaged by Bruce Newman, namely:

1. **Personal Political Brand (Bruce Newman, 2016)** examines the political brand applied in practice. By explaining that personal political identity systematically highlights the uniqueness and authenticity of a political figure. This is reflected through various elements, including aspects of the candidate's physical appearance, the communication style applied, and the selection of communication tools, both digital and conventional. Gerindra Party implemented political branding through its TikTok account by systematically exposing the figure of Prabowo Subianto. From the research results, Gerindra Party attempted to build its political branding by displaying various activities of the presidential candidate, which aimed to build connections and attract the attention of young voters. This strategy is used to gain Gen-Z support by showcasing the personal and dynamic side of the leadership figure, while forming a positive image that is closer to the characteristics of the young voter audience.



Figure 3. Content on TikTok @partaigerindra

Personal political brands it is an effort to build a positive image and attract sympathy from young people so that they can provide support during the 2024 elections. The content created by Gerindra Party does not only focus on its political figures, but the editing, song selection, and others make it unique compared to other parties.

This strategy is designed to encourage the participation and involvement of the younger generation in the 2024 elections, with an innovative and communicative approach. These efforts not only aim to increase visibility, but also build connections and encourage young voters interest in the programs offered by political parties, thus creating more political participation. This is

also reinforced from an interview by a member of the Gerindra Party Online Media Team who stated that Gerindra Party does not directly display content that invites people to vote, but uses a subtle strategy by displaying Prabowo's characteristics as a candidate in the 2024 Election which were previously unknown to the public.



Figure 4. Content on TikTok @partaigerindra

2. **Political communication Bruce Newman**, in this context, Gerindra Party's political communication is focused on building interactions between communities, parties, politicians, and supporters to create persuasive political narratives. Through the TikTok platform, Gerindra Party transforms traditional political communication into a more dynamic digital medium, enabling the delivery of messages in a more transparent, consistent manner, and encouraging active participation from various circles of society, especially Gen-Z.



Figure 5. Reply to comments on TikTok @partaigerindra

These viral commentaries have successfully bridged the gap between political institutions and the general public. Many people who previously didn't care about politics are now interested, thanks to the lighter and easier-to-understand communication style. As a result, more open spaces for political discussions have emerged and more Gen-Z are involved in the digital realm. Gerindra's political branding as the party of youth has successfully changed netizens' expectations of political communication as a whole. In this way, Gerindra Party is trying to build its political branding as a party that is responsive, progressive, and has a deep understanding of the needs and expectations of the nation's next generation. From the results of an interview with one of the Gerindra Party followers, the respondent felt that Gerindra Party dared to get out of its comfort zone and try new things. According to him, this is what is needed by political parties in Indonesia today. The way political messages are packaged really needs to be considered so that many people are interested in following political developments in Indonesia. This opinion is very relevant to the current condition of Indonesian politics. Political parties do need to adopt a more modern and attractive communication approach, considering that Indonesian people, especially the younger generation, are increasingly critical and selective in receiving political information.

Meanwhile, in an interview with a member of the Gerindra Party's social media and Public Information Division, the Gerindra Party did design a unique political communication. This strategy combines a relaxed and informal communication style while maintaining formal language when conveying political information. The goal is to form a consistent party branding and communication stability to attract public attention, especially critical and diverse social media users. Beyond simply disseminating information, this strategy can also increase credibility, and expand support in a more holistic way. Gerindra Party chose progressive political communication with the creation of digital content strategically targeted at the Gen-Z demographic. Through the TikTok platform, Gerindra Party shows concern and commitment to the dynamics and aspirations of the younger generation. Therefore, Gerindra Party presents content that is not only informative but also meaningful and has added value to Gen-Z.

3. **Branding social media Bruce Newman**, Gerindra Party has demonstrated its success in building positive branding on TikTok. Through message consistency, a striking visual identity, and responsive interaction patterns, Gerindra Party has managed to build a good connection with its target audience. The effectiveness of the strategy can be seen from the high participation and support shown by netizens through comments on their social media, which indirectly affects people's perceptions and preferences for the party and its presidential candidate in the 2024 election.

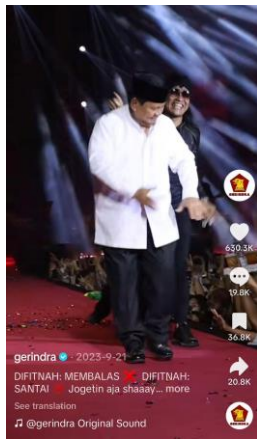


Figure 6. Content on TikTok @partaigerindra

Gerindra Party proves that modern political branding requires adaptability, understanding social context, and creating meaningful content for constituents, especially the critical and digitally active Gen-Z. By building a consistent image, attractive visuals, and dynamic interactions on the TikTok platform, Gerindra Party has successfully implemented Bruce Newman's political branding theory through a comprehensive digital approach. As Gerindra Party is not only adjusting to social media trends, but also reshaping people's perception of political institutions through a more transparent approach.



Figure 7. Content on TikTok @partaigerindra

Through posts on TikTok, Gerindra Party developed an interactive communication strategy by inviting Gen-Z to play an active role in political dynamics. This strategy successfully builds participation that encourages direct involvement, and opens up space for dialog. In this way, Gerindra Party has also succeeded in strengthening its political credibility and appeal among the younger generation. From the results of interviews with the Head of the Gerindra Party Secretariat, the political communication strategy built through TikTok is indeed

made lighter and easier to digest. Gerindra Party deliberately designed political content with simple and less formal language, avoiding in-depth discussions of complex state issues that could potentially bore the audience. The main goal is to democratize political understanding by packaging complex political information into lighter and more interesting material, without intending to draw Gen-Z into political debates. Gerindra Party hopes to build political awareness among young people, and encourage political participation in a more fun way.

Referring to the concept of social media used in this study, according to Kottler and Keller, social media is a medium that allows users to share a variety of content. Social media acts as a forum for interaction between individuals in the virtual world, where they can create, disseminate, and exchange ideas through virtual communication. In fact, social media is often used as a means to conduct political communication or disseminate campaigns, both by political figures and political party organizations (Kartini et al., 2020) [13]. This research is in line with the concept of social media, seen through the effectiveness of political branding on the Gerindra Party's TikTok social media today. The metric of success is not simply measured by the quantity of followers, but the quality of engagement built through a series of indicators such as the volume of likes, the intensity of comments, and the ability to create trending topics. The higher the level of participation and active user response to the content presented, the stronger the representation and credibility of the political brand of the political party.

Gerindra Party has implemented a comprehensive social media branding strategy through the TikTok platform. With 67 million likes as of December 2024, the account proves the effectiveness of their digital approach. Consistency in producing daily content demonstrates the party's commitment to continuously connect and interact with audiences, especially the younger generation. In accordance with Bruce Newman's theory, this strategy does not merely aim to gather followers, but to build an ecosystem of active participation in the digital realm. Through a dynamic and sustainable approach, Gerindra Party has succeeded in creating an interaction space that allows young voters to engage directly, while building a responsive and contemporary image.

The creation of the political branding of Gerindra party is also in line with the concept of political parties in this research. A political party is an organization formed by a group of activists with the aim of gaining power in the government. In an effort to gain votes, every political party needs to pay attention to the way they convey their political messages to the public. Political parties have an important function as a forum for people to participate in the management of the country (Jurdi, 2020) [14]. Meanwhile, Edmund Burke views political parties as an institution consisting of a group of people with the aim of fighting for the interests of the nation collectively, based on agreed principles and mutual agreements (Tandung et al., 2023) [15]. Through political parties, people's aspirations can be voiced

and conveyed effectively. The significance of political parties can be seen from their great influence on the condition and direction of a nation's development.

Gerindra Party competes with other parties to gain public support in various ways such as inviting public figures or creating attractive communication strategies. Political parties are basically a forum for the community to take part in running the government. This implementation has been carried out by the Gerindra Party in its TikTok account. The way the Gerindra Party admin responds to the public shows a responsive and open attitude, where they pay serious attention to every input and complaint submitted by the public through social media. The Gerindra Party also seeks to build a close and transparent relationship with constituents, so that people feel heard and their aspirations are considered. This method can increase public trust in the party's performance and commitment in fighting for the people's interests (Suryawati, 2021) [16].

The success of Gerindra Party's branding is also supported through interviews with political observers from Indonesia Political Review who revealed the effectiveness of Gerindra Party's branding strategy on digital platforms. By building innovative communication, Gerindra Party has succeeded in becoming a party that is considered more interactive with the younger generation compared to other political parties. TikTok has become a very influential social media in Indonesia's political communication dynamics, where Gerindra Party quickly utilized the platform to create a more open, informal dialogue space, and involve the active participation of Gen-Z. Gerindra's official TikTok account is more than just an information medium that provides political messages or campaign content, but an interactive space that encourages the exchange of ideas and critical dialog.

In addition, through interviews with political observers, it was also revealed that the branding strategy carried out by the Gerindra Party proved to be influential in increasing the party's electability in the 2024 elections. Through a digital campaign on the TikTok platform, Gerindra Party managed to place itself in third place with a significant vote gain and made Prabowo get the most support votes in the 2024 election. The success of Gerindra Party's political branding is a benchmark for other parties to be more creative and adaptive in utilizing technology and social media to reach voters, especially the younger generation who are very active on digital platforms. Gerindra Party is not only focused on winning elections, but also showing a new way of campaigning in the digital era. With this, Gerindra Party is creating a new campaign model that does not only rely on conventional methods, but through technology to be more responsive, transparent, and close to the community.

Gerindra Party's success can be seen in its ability to build a digital community that cares about national strategic issues. According to political observers from Indonesia Political Review, Gerindra Party took the right step in building its political branding on social media, whose main target is young voters or Gen-Z. This political branding is considered to be sustainable with new ideas that have not previously been shown either from the Gerindra Party or

Prabowo Subianto as the Chairman of the Gerindra Party. This strategy is also considered to be emulated by other political parties in order to build closer interaction with the community.

The increase in Gerindra Party's electability shows that its branding and political communication strategies do not simply focus on short-term achievements, but rather build credible and sustainable support. By applying a responsive approach, Gerindra Party succeeded in creating a closer connection with the public, in line with the concept of political branding developed by Bruce Newman. Adaptive modern communication strategies allow Gerindra Party to demonstrate their sensitivity to public aspirations and needs, thus not only increasing electability numbers, but also building positive perceptions as a political force that understands current social changes. This political branding strategy is able to significantly change the way people perceive and accept a political party (Pemilih Pemula Di Samarinda Hutauruk et al., 2024) [17].

Gerindra's branding reflects a positive response to the ongoing demographic and digital landscape in Indonesia. Gerindra Party has undertaken a strategic transformation in its political communication approach, adopting a lighter, more humorous and adaptive style in line with contemporary social media trends. Through an innovative digital communication approach, the party managed to create a political narrative that was not only informative but also entertaining, driving a significant increase in followers on the TikTok platform. This strategy allowed Gerindra to build a deeper emotional connection with the younger generation, capitalizing on the fast and responsive dynamics of digital interaction. By transforming traditional political communication into a lighter and more accessible form, the party not only attracts attention, but also builds an inclusive and engaging political participation ecosystem in the digital era.

IV. CONCLUSIONS

Based on research conducted by the author, it can be concluded that Gerindra Party has successfully built its political branding on TikTok social media towards Gen-Z in Jakarta in the 2024 election. The qualitative approach in this study resulted in the discovery that Gerindra Party successfully used the TikTok social media platform as an effort to build a positive and attractive image, especially the target to attract the attention of Generation Z. Political Branding of the Gerindra Party is in line with Bruce Newman's conceptual framework of political branding, which views the process of forming political branding as a strategic effort to build perceptions, manage images, and influence public preferences. This research shows that effective communication strategies on social media, especially TikTok, are able to build emotional closeness between politicians and the public. This means that Gerindra Party has succeeded in bridging the distance between candidates and voters through social media content created. The political branding created by Gerindra Party also received a positive response from the public, especially Gen-Z. This can be seen from the increase

in popularity and electability of the party in the 2024 Election. The adaptation of Gerindra Party's language style on the TikTok platform, which significantly changed the perception of Gen-Z, indirectly became vote support. By modifying a more relaxed way of communicating, and using informal language, Gerindra Party managed to encourage a change from being rigid to being more positive and listening more often to the aspirations of the community through the comment section. This research successfully revealed that TikTok is not just a platform for publication, but a strategic tool that can be used in digital campaigns. Overall, it can be concluded that Gerindra Party has successfully built its political branding by communicating with voters, especially the younger generation. This innovative approach utilizing the TikTok platform allows the party to transform its traditional image into a dynamic, responsive and relevant political entity. This significant change in communication style has made people who were previously apathetic or uninterested in politics now more open and engaged. This shows that modern political branding requires high adaptability, a deep understanding of audience characteristics, and a willingness to continue to evolve according to evolving social and technological dynamics. Based on the interview with the Chief Coordinator of the Gerindra Party Online Media Team, it can be concluded that the content political branding strategy on TikTok has proven to be very effective in attracting the attention of netizens. The social media team managed to package the content by presenting simple yet interesting content, by utilizing trends that are currently popular on the platform. In fact, Gerindra Party experienced significant growth in the number of followers on TikTok within a short campaign period. More than just increasing the number of followers, this strategy succeeded in changing Prabowo Subianto's image into a figure closer to the public by appearing more humorous

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