

## ANALYZING TIKTOK CONTENT MARKETING IN 2024 PRESIDENTIAL ELECTION ON GEN-Z IN MANADO

### ANALISIS PEMASARAN KONTEN TIKTOK DALAM PEMILIHAN PRESIDEN 2024 PADA GEN-Z DI MANADO

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**Abstract:** This research aims to analyzing TikTok content marketing in the 2024 Presidential Election, focusing on Gen-Z in Manado. Using qualitative research methods, the study investigates how various content strategies impact voter engagement and decision-making. The findings reveal that effective content strategies, such as consistent posting frequency, engaging content styles, and meaningful user interaction, play pivotal roles in shaping audience engagement and perceptions. Follower growth serves as an important indicator of a candidate's popularity and credibility, yet it is not the sole determinant of voting decisions among Gen-Z. Engagement metrics like likes, shares, comments, and user interaction provide valuable insights into the effectiveness of the candidates' digital marketing efforts. Ultimately, successful TikTok content marketing requires a deep understanding of Gen-Z's preferences and behaviors, enabling candidates to create messages that resonate and influence this demographic. By utilizing these strategies, candidates can enhance their visibility and appeal, and potentially influencing the voting decisions of Gen-Z in Manado.

**Keyword:** Content Marketing, Digital Marketing Strategies, Political Campaigns

**Abstrak:** Penelitian ini bertujuan untuk menganalisis pemasaran konten TikTok pada Pemilihan Presiden 2024, dengan fokus pada Gen-Z di Manado. Dengan menggunakan metode penelitian kualitatif, penelitian ini menyelidiki bagaimana berbagai strategi konten memengaruhi keterlibatan dan pengambilan keputusan pemilih. Temuan menunjukkan bahwa strategi konten yang efektif, seperti frekuensi posting yang konsisten, gaya konten yang menarik, dan interaksi pengguna yang bermakna, memainkan peran penting dalam membentuk keterlibatan dan persepsi audiens. Pertumbuhan pengikut berfungsi sebagai indikator penting dari popularitas dan kredibilitas seorang kandidat, namun hal tersebut bukanlah satu-satunya penentu keputusan memilih di antara Gen-Z. Metrik keterlibatan seperti like, share, komentar, dan interaksi pengguna memberikan wawasan yang berharga tentang efektivitas upaya pemasaran digital para kandidat. Dengan demikian, pemasaran konten TikTok yang sukses membutuhkan pemahaman yang mendalam tentang preferensi dan perilaku Gen-Z, yang memungkinkan para kandidat untuk membuat pesan yang beresonansi dan memengaruhi demografi ini. Dengan menggunakan strategi ini, para kandidat dapat meningkatkan visibilitas dan daya tarik mereka, dan berpotensi mempengaruhi keputusan memilih Gen-Z di Manado.

**Kata Kunci:** Pemasaran Konten, Strategi Pemasaran Digital, Kampanye Politik

### INTRODUCTION

#### Research Background

Content marketing is a strategic approach that focus on creating and distributing valuable, relevant, and consistent content to attract and engage audience, and gain profitable customers. Content marketing can be applied in political campaigns, such as presidential elections, to effectively convey the candidate's vision and mission to voters through various digital platforms, such as social media. Through strategic content creation and distribution, political candidates can spread their policies, values, and vision to a wide audience, thereby fostering transparency and trust. Content marketing can also build communication with voters, allowing candidates to address concerns, misunderstandings, and adjust their messaging based on real-time feedback.

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Indonesia is heading into a crucial political year with the 2024 elections for President, Regional Heads, and Legislative Members. The presidential race is getting a lot of attention, especially on social media (Firdaus et al, 2024). The rise of social media platforms has transformed the landscape of political campaigns, particularly in engaging younger voters. The popular mobile application TikTok, first launched in September 2016, completely changed how users interact with video content.

The rise of social media platforms has transformed the landscape of political campaigns, particularly in With a large user base consists primarily of Gen Z and Millennials, TikTok has grown to be an important tool for sharing videos and entertainment (Gisha and Malinda, 2023). Among those platforms, TikTok has emerged as a powerful tool for content marketing due to its widespread popularity and influence among Generation Z. With its short-form video format and algorithm-driven content discovery, TikTok offers a unique avenue for political messaging, mobilization, and voter engagement. Generation Z represents the third largest voting demographic in the 2024 presidential election. Their participation is expected to bring fresh perspectives and priorities to the political landscape, potentially shaping election outcomes and future policy directions.

By presenting engaging, informative, and creative content, politicians can encourage Gen Z to vote in the general election. Recognizing Gen Z's extensive use of social media, political actors view these platforms as simple, affordable, and effective forums for political communication. Through social media, they can disseminate political programs and run campaigns targeted at achieving their political goals. Hamid et al (2022) defines political communication as any kind of message or symbol interchange that has a major influence that is predetermined or has affected the political system. This research is important as it explores how digital strategies are reshaping political engagement among younger voters.

## Research Objective

Based on the problem that have been sated previously, the objective of this study is to identify what type of TikTok content marketing is the most effective in raising awareness among Gen Z voters in Manado about the presidential candidates in 2024 presidential election.

## LITERATURE REVIEW

### Content Marketing

Content marketing is a strategic approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately driving profitable customer action (Pulizzi, 2014). This method differs from traditional marketing, which often relies on interruptive advertising. Instead, content marketing aims to build trust and rapport by delivering useful information that addresses the needs and interests of the target audience (Holliman and Rowley, 2014). Content marketing has been identified as a component of digital inbound marketing, with a purpose of "attracting potential customers, retaining existing ones, and transforming aspirational consumers into advocates by developing various forms of content that prospects consider valuable and will use the created content in order to access a website to learn more or come into contact with a marketing offer" (Opreana and Vinerean, 2015).

### Gen-Z Political Preferences

According to Schwieger and Ladwig (2018) generation Z, defined as individuals born between 1996 and 2012. This generation excels at multitasking, engaging in both real and virtual activities. Recent theoretical studies on Gen-Z political preferences highlight the unique characteristics and influences shaping the political attitudes and behaviors of this generation. Hargittai and Jennrich (2016) demonstrate that social media platforms play a critical role in shaping the political opinions of Gen-Z. These platforms are not only sources of information but also spaces for political

activism and discussion. The interactive nature of social media allows Gen-Z to engage with political content actively, participate in online movements, and amplify their voices on issues they care about. This engagement is often driven by a preference for authenticity and transparency, with Gen-Z favoring political figures and organizations that demonstrate these qualities. Twenge (2017) highlights that Gen-Z is the most diverse generation in terms of race, ethnicity, and gender identity, and this diversity shapes their political attitudes. They are more likely to support policies that promote equality and protect the rights of marginalized groups. This commitment to diversity is also reflected in their preference for political leaders who champion inclusive policies and represent diverse backgrounds.

### Previous Research

Yaghtin, Safarzadeh, and Zand (2020) identified the key factors in planning digital content marketing (DCM) strategy in line with the corporate's main marketing objectives in the B2B sector. In order to identify the different content types and their corresponding marketing goals, content analysis method was used to analyze the content of Instagram pages of 24 top-ranked corporates from three different industries. SPSS version 22 was used to investigate the significant difference levels and the mean ranks of identified content types. The findings uncovered the twelve content types which are commonly published by the corporates in line with their main marketing goals in the B2B sector. Furthermore, the results revealed the most valuable content types from the B2B audiences' viewpoint and the most efficient content types in persuading audiences to participate in conversations.

Pant and Negi (2014) aimed to throw some light on the importance of political marketing, non-traditional media and elements involved in it. Campaigns now rely on political marketing for success in elections, without the marketing tactics they employ; their messaging would not be distributed to the voting public. As the population is becoming Hi-tech the communication medium have to become hi-tech. Google + Hangouts, facebook, twitter, youtube are modern social paths to connect with the masses. The political branding strategy framed in a way to revolve around these modern mediums would yield maximum benefits for the political parties.

Moir (2023) investigated the use of TikTok for political campaigning in Canada: the case of Jagmeet Singh. Through qualitative content analysis of his videos and news media coverage of Singh's activity on TikTok, this article questions how his TikTok profile thematically engages with social democratic politics within the context of the permanent campaign. Attention is directed toward how Singh employs TikTok's features to establish his brand of left-wing populism and advocate against systematic social inequality to appeal to TikTok's youthful demographic.

## RESEARCH METHOD

### Research Approach

This research uses a qualitative, descriptive methodology. Quantification is widely employed in qualitative research, but statistical methods of analysis are not regarded as crucial. Denzin and Lincoln (1995) define qualitative research as the study and collection of a wide range of empirical materials, such as case studies, personal experiences, introspective, life story, interviews, observational, historical, interactional, and visual texts, that describe routine and problematic moments and meanings in people's lives.

### Population, Sample and Sampling Technique

A population is a collection of experimental results or individuals. Population is a broad category of things or topics with specified amounts and features that researcher employ to investigate and draw conclusions (Sugiyono, 2020). Because qualitative research is based on a specific case in a specific social situation, and the results are transferred to another place in a similar social situation to the case being studied, the term 'population' is not used; instead, it is referred to as 'social situation'. The target of this research is Gen-Z that already affected by TikTok content related to the 2024 presidential election. The sample will include people from generation z who have been exposed to Tiktok content marketing in the 2024 presidential election. Margono (2004) states that sampling techniques are a way to determine the number of samples that will be used as the actual data source after the sample size. The sample will consist 15 Gen-Z individuals of Manado citizens who have actively engaged with political campaign materials through various media channels, including social media platforms like Tiktok content marketing. The selection criteria will ensure that participants are part of the Gen-Z demographic and familiar with the city's sociopolitical landscape.

### Data Collection Technique

Data collection technique are crucial in impact evaluation because they provide useful information for understanding the process that leads to the observed results. In this section, data collection techniques are separated into primary and secondary data.

### Data Analysis Method

This qualitative data analysis provides detailed descriptions of the process from data collection to conclusions.

- Data collection include obtaining information from a variety of sources, such as books and websites, as well as conducting interviews with informants to gain deeper insights.
- Data reduction entails choosing, simplifying, and modifying data to make it easier to manage and interpret.
- Data display facilitates qualitative research by organizing and visualizing material, allowing for linkages and explanations that align with existing hypotheses.
- Drawing and verifying. Conclusions are made by determining what the identified themes and patterns are and how they help to answer the research question. Verification requires reviewing and rechecking the data to ensure that the initial findings are acceptable, supportable, and valid.

## RESULT AND DISCUSSION

### Posting Frequency

Kotler and Keller (2016) have shown that consistent posting frequency positively affects audience engagement, and companies use strategic planning to optimize their posting schedules. Kaplan and Haenlein (2016) understand posting frequency as a crucial factor in maintaining audience interest and interaction. Frequent and regular posting informs potential customers about a company's activities, values, and updates, helping to build a continuous connection with the audience. The timing and frequency of posts influence the consumer decision-making process (Chen and Bryer, 2016). While there are various strategies to determine the optimal posting frequency, it requires a deep understanding of audience behavior and significant effort to maintain consistency. The best practices are followed by those who can manage to post frequently and consistently while delivering valuable content to their audience in a timely manner. In the context of analyzing TikTok content marketing during the 2024 Presidential Election on Gen-Z in Manado, consistent posting frequency plays a pivotal role in shaping audience engagement and interaction. By strategically planning their posting schedules, presidential candidates can maintain and even boost interest among Gen-Z voters.

Regular and frequent posts help inform potential voters about the candidates' policies, values, and campaign activities, thereby building a continuous and strong connection with the audience. The timing and frequency of these posts can significantly influence the decision-making process of Gen-Z voters, as they remain updated and engaged with the latest campaign developments. Effective TikTok marketing requires a deep understanding of the behavior and preferences of Gen-Z in Manado. The best practices involve managing to post frequently and consistently while delivering valuable and relevant content, ensuring that the campaign messages are timely and resonate well with this demographic. This strategic approach can enhance the visibility and appeal of the candidates, ultimately influencing the voting decisions of Gen-Z in Manado.

In the context of the 2024 Presidential Election content marketing on TikTok, the indicator "posting frequency" is closely related to several key aspects: frequently seeing content, content impact, and forming opinions. A higher posting frequency ensures that Gen-Z voters in Manado frequently encounter the candidates' content, which increases the visibility and familiarity of the candidates. This constant exposure can significantly impact the audience by reinforcing the campaign messages and shaping their perceptions. Consistent and frequent posts allow candidates to maintain a continuous presence in the digital space, thereby creating opportunities to influence and form opinions over time. By regularly updating their content, candidates can keep their audience engaged and informed about their policies, values, and campaign activities, ultimately driving the formation of opinions that are favorable towards them. This strategic approach to content marketing leverages the power of frequent exposure to build a strong and lasting connection with Gen-Z voters, enhancing the overall effectiveness of the campaign on TikTok.

### Engagement Metrics

Engagement metrics refer to the various measures used to quantify the interactions between users and content on digital platforms. According to Lipsman et al. (2016), engagement metrics encompass actions such as likes, shares, comments, and clicks, which reflect the level of audience interaction with content. They are critical

for understanding the effectiveness of online marketing efforts and user behavior. Peters et al. (2013) define engagement metrics as indicators of user involvement, which help marketers assess the reach and impact of their content. These metrics provide insights into user preferences and the overall success of marketing campaigns. Engagement metrics are crucial for analyzing TikTok content marketing in the context of the 2024 Presidential Election, particularly when focusing on Gen-Z in Manado. These metrics, which include likes, shares, comments, and clicks, provide valuable insights into how this demographic interacts with political content on TikTok.

By examining these interactions, researchers can gauge the effectiveness of candidates' marketing efforts in reaching and influencing Gen-Z voters. Understanding these metrics helps identify which types of content resonate most with young voters, allowing for a more strategic approach to content creation and dissemination. Furthermore, engagement metrics reveal user preferences and behaviors, enabling a deeper understanding of how TikTok content shapes public perception and voting intentions among Gen-Z in Manado. This analysis is vital for assessing the impact of social media marketing on political engagement and decision-making within this influential demographic. The indicators of engagement metrics, such as engaging with content and increasing awareness, are directly related to the effectiveness of TikTok content marketing in the 2024 Presidential Election. Engaging with content, which includes actions like likes, comments, shares, and clicks, signifies the level of interest and interaction from the audience.

For the 2024 Presidential candidates, high engagement rates on TikTok content indicate that their messages are resonating with Gen-Z voters in Manado. This engagement not only reflects the immediate interaction but also contributes to increased awareness. As users interact with content, they become more informed about the candidates' policies, personalities, and campaign messages. This heightened awareness is crucial in influencing voting decisions, as Gen-Z voters are more likely to support candidates they feel connected to and well-informed about. Therefore, analyzing engagement metrics helps in understanding how well the TikTok content marketing strategies are performing in terms of engaging the audience and raising awareness among Gen-Z voters in the 2024 Presidential Election.

### **Content Style**

Handley and Chapman (2012) emphasize that content style involves the strategic use of language and visual components to engage and inform the audience. It includes the choice of words, sentence structure, imagery, and overall presentation, which collectively influence how the message is perceived and retained by the audience. In the term of analyzing TikTok content marketing in the 2024 Presidential Election on Gen-Z in Manado, the concept of content style is particularly relevant. The strategic use of language and visual components on TikTok can significantly impact how Gen-Z perceives and engages with political content. By carefully choosing words, structuring sentences effectively, and incorporating compelling imagery and presentations, presidential candidates can create content that resonates with this demographic.

The way messages are crafted and delivered on TikTok can influence how Gen-Z retains information about the candidates and their policies. Engaging and informative content, tailored to the preferences and values of Gen-Z, can enhance the effectiveness of TikTok as a marketing tool, potentially swaying voting decisions and increasing political awareness among young voters in Manado. Content style effectiveness is a crucial indicator in the context of 2024 Presidential Election content marketing on TikTok. The effectiveness of content style determines how well the chosen language, visual elements, and overall presentation engage and influence the target audience, in this case, Gen-Z in Manado. Effective content style can make political messages more relatable and memorable, increasing the likelihood that young voters will understand and retain key information about the candidates and their platforms. By leveraging an engaging content style, candidates can enhance their visibility and appeal on TikTok, ultimately fostering a stronger connection with Gen-Z voters and potentially impacting their voting decisions. This highlights the importance of not only what is communicated but also how it is communicated in the digital age, where attention spans are short, and visual engagement is paramount.

### **User Interaction**

According to Benyon (2014), user interaction as the manner in which users communicate and interact with digital systems, emphasizing the importance of designing intuitive and responsive interfaces. He notes that successful user interaction design requires a deep understanding of users' needs and behaviors to create seamless and effective experiences. Johnson (2020) highlights that user interaction includes both the observable actions taken by users and the underlying cognitive processes involved. This involves understanding users' mental models, navigation strategies, and the overall usability of the interface. By analyzing user interactions, designers can create more intuitive and user-friendly systems. User interaction is important when examining TikTok content marketing in the context of Manado's Gen-Z presidential election in 2024.

Understanding how Gen-Z communicates and interacts with TikTok content helps in designing effective and engaging campaigns. By focusing on intuitive and responsive interfaces, political marketers can create content that resonates with the target audience's needs and behaviors. This involves not only observing the actions taken by users, such as likes, shares, and comments, but also delving into their cognitive processes, including their mental models and navigation strategies. By analyzing these interactions, campaign designers can refine their strategies to make the content more intuitive and user-friendly, ensuring that it effectively captures the attention and engagement of Gen-Z. This approach can help in creating seamless and impactful experiences that enhance the visibility and influence of presidential candidates on TikTok, ultimately shaping the voting decisions of Gen-Z in Manado. By analyzing user interaction metrics such as views, likes, shares, and comments, campaign teams can determine which content strategies are most successful in capturing the attention and interest of young voters.

### **Followers Growth**

Kietzmann et al. (2011) describe followers growth as an indicator of a brand's popularity and credibility on social media platforms. A steady increase in followers suggests successful content strategies, audience engagement, and the potential for greater brand visibility and influence. Boyd and Ellison (2007) emphasize that followers growth is not only a quantitative measure but also a qualitative one, as it often indicates the strength of the relationship between the content creator and their audience. Effective strategies to enhance followers growth include regular and relevant content posting, interaction with followers, and leveraging trending topics. A steady increase in followers can be seen as an indicator of a candidate's popularity and credibility among Gen-Z voters. This demographic is particularly active on social media platforms like TikTok, where they engage with content that resonates with their interests and values. Candidates who successfully grow their followers are likely implementing effective content strategies that include regular and relevant postings, actively interacting with their audience, and leveraging trending topics to capture attention.

These strategies not only help in attracting new followers but also in retaining existing ones, thereby strengthening the relationship between the candidate and their audience. By examining the followers growth of the candidates, we can gauge how well they are reaching and influencing Gen-Z voters in Manado, providing insights into their overall digital marketing effectiveness and potential impact on the election. However, it is essential to recognize that followers growth may not be the only factor influencing Gen-Z's decision to choose a candidate. Other aspects, such as the authenticity of the content, alignment with the candidate's values, and the overall campaign strategy, also play significant roles in shaping voter decisions. The amount of followers on TikTok is a crucial metric for the 2024 presidential election content marketing. Gaining more followers is a sign of a candidate's rising legitimacy and popularity, particularly with Gen-Z voters who use social media extensively. This expansion is a result of successful tactics including using attractive subjects, actively engaging the audience, and publishing useful information on a regular basis. Although the number of followers a politician has is a useful indicator of their reach and impact, it's crucial to remember that Gen-Z voters may make their choices based on other factors.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

1. This analysis shows that humorous and creative information are most effective in attracting Gen Z's interest in presidential candidates in the 2024 election in Manado. Content with humorous elements not only attracts their attention but also increases engagement through likes, shares and comments. A creative approach to presenting political information would help make the message more interesting and memorable, and increase resonance with young audiences. In the middle of overload information and intense competition on social media, the use of creative and humorous elements is an important strategy in campaigns to influence Gen Z, who are known to be more responsive to entertaining and innovative content. As result, utilising this style of content is key to gaining Gen Z's attention and support in the context of the presidential election, especially in Manado.

### **Recommendations**

1. Political candidates should adopt a strategic TikTok content marketing approach to engage Gen-Z voters in Manado. This involves consistent posting of relevant and engaging content that aligns with young voters' values, and active interaction by responding to comments, participating in trends, and using popular hashtags. Authenticity and transparency are crucial, as Gen-Z values genuine messages. Additionally, leveraging data

analytics to track engagement metrics will help refine strategies to better meet audience preferences. By focusing on these tactics, candidates can build a strong online presence, connect deeply with Gen-Z voters, and potentially influence their voting decisions in the 2024 Presidential Election.

2. Next researchers should delve deeper into the specific elements of TikTok content that most effectively influence Gen-Z voter behavior. Investigating the impact of different content styles, such as humor, educational posts, and emotional appeals, could provide valuable insights into what resonates most with young voters. Researchers could also explore the role of influencers and endorsements in shaping political opinions and engagement among Gen-Z.

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