

Prabowo Gibran's Local Language Campaign On The Tiktok Account Fillixpratama

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Abstract

This research analyzes the impact of the local language campaign conducted by Prabowo Gibran through the TikTok account @fillixpratama25, which demonstrates adaptation to digital trends and the preferences of young voters. Unlike previous studies that focused on political image and campaign strategies in other contexts, this research offers a new approach by emphasizing the use of local language on TikTok. The methodology used is a qualitative approach with a constructivist paradigm, utilizing field research methods. Data was collected through direct observation, document analysis, and interviews with relevant stakeholders. Critical discourse analysis by Teun A. van Dijk was used to understand how local language in this campaign builds or undermines social dominance and reflects power structures. The results of the study indicate that the use of local language and a relaxed communication style create emotional closeness with the audience, increase political awareness among young voters, and leverage the viral potential of TikTok to expand the reach of political messages. This campaign combines media ecology theory and social media campaign theory, highlighting how new media transforms the political communication environment and enables more direct interaction between politicians and the public. The conclusion shows that adaptive strategies in using social media with relevant local languages can strengthen the connection between candidates and voters, increase political awareness, and open new opportunities in political communication in the digital era.

Keywords: Campaign, Local Language, TikTok, Fillixpratama

Abstrak

Penelitian ini menganalisis dampak kampanye bahasa lokal yang dilakukan oleh Prabowo Gibran melalui akun TikTok @fillixpratama25, yang menunjukkan adaptasi terhadap tren digital dan preferensi pemilih muda. Berbeda dengan penelitian sebelumnya yang fokus pada citra politik dan strategi kampanye dalam konteks lain, penelitian ini menawarkan pendekatan baru dengan menekankan penggunaan bahasa lokal di TikTok. Metodologi yang digunakan adalah pendekatan kualitatif dengan paradigma konstruktivis, memanfaatkan metode penelitian lapangan. Data dikumpulkan melalui observasi langsung, analisis dokumen, dan wawancara dengan pemangku kepentingan terkait. Analisis wacana kritis oleh Teun A. van Dijk digunakan untuk memahami bagaimana bahasa lokal dalam kampanye ini membangun atau merongrong dominasi sosial dan mencerminkan struktur kekuasaan. Hasil penelitian menunjukkan bahwa penggunaan bahasa lokal dan gaya komunikasi santai menciptakan kedekatan emosional dengan audiens, meningkatkan kesadaran politik di kalangan pemilih muda, dan memanfaatkan potensi viralitas TikTok untuk memperluas jangkauan pesan politik. Kampanye ini menggabungkan teori ekologi media dan teori kampanye media sosial, yang menyoroiti bagaimana media baru mengubah lingkungan komunikasi politik dan memungkinkan interaksi lebih langsung antara politisi dan publik. Kesimpulan menunjukkan bahwa strategi adaptif dalam penggunaan media sosial dengan bahasa lokal yang relevan dapat memperkuat koneksi antara kandidat dan pemilih, meningkatkan kesadaran politik, dan membuka peluang baru dalam komunikasi politik di era digital.

Keywords: Kampanye, Bahasa Lokal, TikTok, Fillixpratama



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INTRODUCTION

The political transformation in Indonesia has shifted from conventional campaign methods to the digital era. Previously, political campaigns involved public orations and politicians parading around cities. However, with the development of digital media, campaign strategies have changed [1], [2]. Persuasive messages are directed at potential voters and disseminated massively through the virtual world. Thus, politics and technology have now become two interrelated elements that influence each other in the context of political campaigns [3].

In the context of political campaigns and social media, the definition of a campaign by Rogers and Story is widely accepted because it considers a campaign as a communication action encompassing the entire

process and phenomena of campaign practices in the field. Political campaigns on social media are believed to increase voter participation, especially first-time voters, due to the high prevalence of internet use among young age groups and their activity on social media [4], [5]. The use of social media as a campaign platform shows that the virtual space has become a complex arena for segmentation and the garnering of political support. The success of a campaign can be measured by the responses of social media users to specific issues. Social media has also changed the mechanisms of communication and interaction between individuals, deepening and broadening the relationships between citizens and leaders, political figures, and other institutions [6].

The advent of the internet has brought significant changes in communication culture. Kaul, through Triwicaksono & Nugroho, states that technological advancements have facilitated human interaction and the exchange of information in various fields of life, including economic, social, political, and cultural fields [7], [8], [9]. The implementation of virtual campaigns certainly requires several supporting factors to achieve its effectiveness. Effectiveness, derived from the English word 'effectiveness', the Old French word 'effectif', and the Latin word 'effectivus', means the achievement of goals or objectives; another definition of effectiveness is a measure that shows the extent to which a social system can achieve its goals [10], [11].

In an era where social media has become the main channel for information and interaction, it is important to understand how politics and technology interact with each other. This phenomenon is not only occurring in Indonesia but also worldwide. Various studies have highlighted the impact of this political transformation from social, political, and cultural perspectives [12], [13].

One interesting aspect is how social media has changed the paradigm of political participation, especially among the younger generation [14], [15]. This generation tends to be more connected to social media and technology than previous generations. Therefore, effective political campaign strategies must be able to reach and interact with audiences active on digital platforms [16]. Moreover, the phenomenon of political campaigns on social media has also raised new questions regarding the validity of information and the formation of public opinion. With so much content circulating in the virtual world, it is often difficult for voters to sift through accurate and true information. This poses a new challenge for politicians and political campaigns in ensuring their messages are well received and not misunderstood by the public.

Additionally, the role of influencers has become more dominant in political campaigns on social media [17]. They have a significant influence on their followers and are often used by candidates or political parties to extend the reach of their messages. However, this also raises ethical questions about transparency and independence in supporting a campaign. The advent of the internet also opens doors for more inclusive political participation [18]. Through social media, citizens can easily voice their opinions and convey their aspirations to political leaders. This changes the traditional dynamics between voters and leaders, where communication was more one-directional [19], [20].

However, while technology has brought many advances in digital democracy, there are still challenges that need to be addressed. One of them is the inequality of access to technology, which can leave some segments of society behind in the political process. This indicates that while adopting technology, it is important to ensure that no one is left behind in the journey towards a more inclusive and democratic political transformation [21], [22].

In this research, the context of the campaign goals of the Prabowo-Gibran pair is clearly depicted on the TikTok account @filixpratama. The campaign model carried out by Filix incorporates local slang to enhance interaction intensity. Words like "Mana Paten," "Lek-lek Awak," "Amanla itu," and "Inilah Presiden Kita Lek" become attractive points for deeper analysis.

The study titled "Prabowo Gibran's Local Language Campaign in Medan on TikTok Account Fillixpratama" explores how local language is used in political campaigns on social media, particularly TikTok. The reason for conducting this research is to understand how local language can be used as a strategic tool in political campaigns and how it can influence voters, especially in Medan. The urgency of this research lies in the importance of understanding political campaign strategies in the digital era and how local language can affect election outcomes. This research also holds novelty value as the focus on the use of local language in political campaigns on social media is a topic that has not been extensively studied, especially in the context of Indonesia.

LITERATURE REVIEW

Local language campaigns have become an increasingly popular communication strategy in political and social contexts [23]. The implementation of such campaigns can be seen across various social media platforms, including TikTok, which has become a key channel for reaching Generation Z. For example,

Prabowo and Gibran use the TikTok account @filixpratama to disseminate campaign content that is not only educational but also entertaining and responsive to issues relevant to young voters. This strategy highlights the importance of using social media and local language in influencing voter participation and election outcomes [24], [25].

TikTok as a social media platform has become an essential instrument in political campaigns, especially in reaching the young audience active on the platform. The study titled "Prabowo Gibran's Local Language Campaign on TikTok Account Fillixpratama" explores how TikTok is utilized for effective political campaigns by leveraging local language and culture, particularly to reach Generation Z. However, challenges such as the spread of political propaganda also need to be addressed in the use of TikTok for political campaigns [14], [26], [27].

Social media campaign theory, as proposed by Philip Kotler, can be applied in this context. Political campaigns that use local language and culture to reach Generation Z through TikTok can be viewed as products promoted through the platform. Evaluating Kotler's marketing principles can provide valuable insights into how such campaigns can become more effective [28].

Media Ecology Theory, developed by Neil Postman based on the thoughts of Marshall McLuhan, views media as an environment that influences how humans think, act, and understand the world. Media is considered an ecosystem that changes culture and social structure, shapes and is shaped by society (social mediation), brings changes in communication methods (technological change), interrelates and influences each other (interconnectedness), and creates an environment that affects behavior and perception (media environment) [29]. Prabowo Gibran's local language campaign on the TikTok account Fillixpratama demonstrates how new media like TikTok can transform the political communication landscape. By utilizing algorithms that promote interest-based content and TikTok's interactive features, this campaign can reach a wider audience, strengthen local cultural identity, and create closeness with the community. TikTok creates a more personal and dynamic communication environment, in line with the principles of Media Ecology Theory.

Previous studies also contribute significantly to understanding political campaigns in the digital era. For instance, research on political campaigns through social media and voter participation in the 2020 Sleman Regency Regional Election highlights a significant relationship between the perception of political campaigns and social media participation among first-time voters. This underscores the importance of understanding the impact of social media in the political process [30].

Thus, through various research and analysis, it can be understood that local language campaigns on social media, especially TikTok, play a significant role in shaping public opinion and influencing political participation, particularly among the younger generation. The research on Prabowo Gibran's local language campaign in Medan on the TikTok account fillixpratama shows significant differences from previous studies in terms of variables, theories, methodologies, and novelty. Unlike previous studies that emphasized the analysis of political image, campaign strategies, and political perceptions in different contexts, this research presents a new and fresh focus on local language campaigns on TikTok. Choosing the appropriate media campaign theory becomes crucial in analyzing this campaign, simultaneously creating its uniqueness. The methodology used in this research is a qualitative approach, a choice to respond to the complexity of social media like TikTok. The uniqueness of this research lies in its exploration of political campaigns on TikTok, a platform that is still rarely studied in this context. This becomes an analytical achievement in itself, different from previous research that might highlight uniqueness in terms of analytical methods, findings, or theoretical contributions.

RESEARCH METHODOLOGY

This study adopts a qualitative approach with a constructivist paradigm and employs field research methods. The qualitative approach refers to efforts to understand phenomena holistically, emphasizing context, meaning, and complex processes [31]. The constructivist paradigm, in the context of this research, emphasizes that knowledge is constructed through subjective interpretation and social interaction [32]. Field research methods are used to gain an in-depth understanding of the phenomenon under study, in this case, Prabowo Gibran's local language campaign in Medan through the TikTok account Fillixpratama [33], [34]. Primary data is obtained through direct observation of the content posted by the account on the TikTok platform. In addition, secondary data relevant to the research topic is obtained from sources such as books, articles, and related reports.

Data collection techniques used include document analysis, interviews with relevant stakeholders, direct observation of content posted on social media, and media analysis to understand the broader context of

the phenomenon being studied [35], [36]. Critical Discourse Analysis by Teun A. van Dijk examines the relationship between language, power, and ideology in a text, highlighting how texts are used to construct, reinforce, or undermine social dominance, and how power structures are reflected in language and discourse [37], [38]. In this study, this approach is applied to analyze the use of local language in political campaigns on TikTok, specifically through the TikTok account Fillixpratama that promotes Prabowo Gibran's local language campaign in Medan. The analysis focuses on linguistic strategies such as framing, representation, stereotyping, and identity construction in TikTok content to understand how language influences the audience and positions subjects within complex power relations. Furthermore, the study examines how power structures are reflected in the choice of language, narrative, and framing in TikTok content. Thus, this research provides insights into the role of local language in reinforcing or undermining social dominance and how power structures are reflected in political discourse in the digital age. To ensure the validity of the data, the triangulation method is used. Triangulation involves using multiple data sources, methods, or theories to confirm findings and ensure research validity. In the context of this study, triangulation is conducted by involving communication experts who provide additional perspectives and verify the interpretation of the data obtained [39].

RESULT AND DISCUSSION

LOCAL LANGUAGE CAMPAIGN ON TIKTOK: THE CASE OF PRABOWO GIBRAN ON THE TIKTOK ACCOUNT FILLIXPRATAMA25

Social media has transformed the way political communication takes place, providing a platform for politicians to interact directly with the public [40], [41]. TikTok, as one of the most popular social media platforms, especially among the younger generation, offers a unique format with short and interactive videos. These features allow political messages to be delivered in a more engaging and accessible manner. In this context, the use of local language becomes an important strategy to connect with the audience and strengthen cultural identity [42], [43], [44].

Prabowo Gibran, by utilizing the TikTok account Fillixpratama, conducts a campaign that highlights the use of local language. This approach not only serves to increase visibility among TikTok users but also aims to create an emotional closeness with the community who feel represented by their regional language. This approach aligns with media ecology theory and social media campaign theory, which emphasize that new media creates a communication environment that changes the way humans interact and understand the world.

Through the local language campaign on TikTok, Prabowo Gibran is able to reach a wider audience with a more personal and relevant message. This demonstrates how new media can be used to facilitate more effective and interactive political communication. Thus, this campaign is not just about conveying a political message but also about building stronger and more authentic relationships with the community.

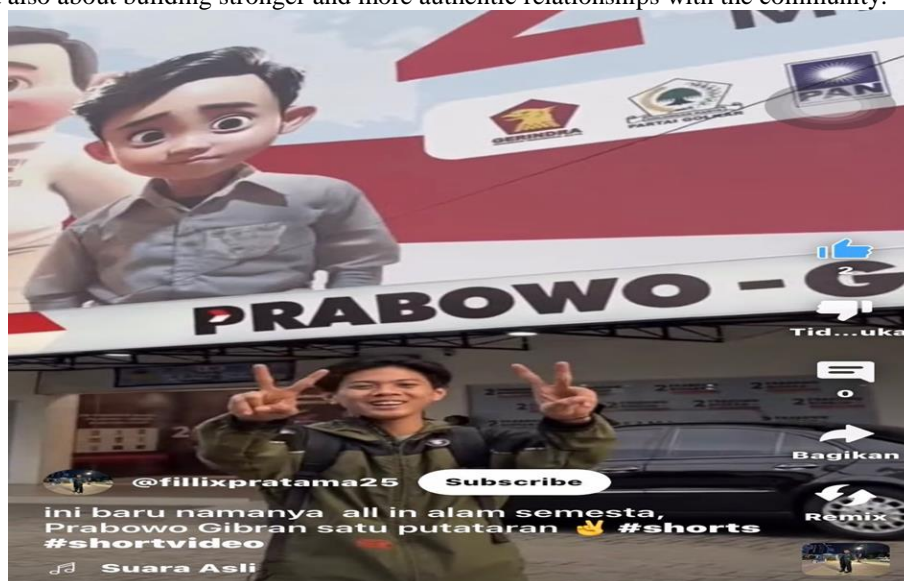


Figure 1. Campaign language style
Source: Fillixpratama25 TikTok account

Based on the above image, the campaign language style in Medan tends to be informal and populist, with memorable expressions. For instance, "all in alam semesta" reflects total support and loyalty from

supporters. This approach is suitable for a local audience that prefers personal and emotional messages. TikTok is also relevant as a social media platform, especially among young voters. The use of hashtags like #shortvideo and #shorts makes content easily discoverable and followable by other users.

In political campaigns in Medan, social media is often used to reach young voters. Casual everyday language and elements of popular culture, such as animations and hand symbols, are effective in attracting attention and creating an emotional connection. Posts like those uploaded by @fillixpratama25 on TikTok demonstrate a good understanding of how to communicate with a young audience in Medan. Political campaigns tailored to local culture and social media can create strong and memorable messages. The use of animated visuals, party symbols, and catchy slogans is a smart strategy to attract the attention of young voters in Medan.

The populist and informal political communication style seen in the Medan campaign can be analyzed through the lens of media ecology theory and social media campaign theory. Media ecology theory, as proposed by Marshall McLuhan, emphasizes how new media alter the communication environment and affect how messages are received and processed by the audience [45]. In the context of the campaign in Medan, the use of TikTok as a social media platform demonstrates an adaptation to new media that is more familiar to young voters. TikTok, with its algorithm that encourages virality, allows political messages to spread faster and wider, changing the dynamics of traditional campaigns that rely more on conventional mass media.

Social media campaign theory highlights the importance of content strategies tailored to the characteristics of the platform and the audience. The strategic use of hashtags like #shortvideo and #shorts increases content visibility on TikTok, while visual and symbolic approaches—such as animations of political figures and hand symbols—enhance user appeal and engagement [46]. This approach shows a deep understanding of the platform's algorithms and culture, as well as the ability to create messages that resonate with the target audience [47], [48]. In this context, expressions like "all in alam semesta" not only convey a message of total support but also build an emotional closeness with the audience, making the message more effective and memorable. Campaigns that effectively utilize social media can create deeper and more personal interactions, which are crucial in winning the support of young voters, as explained in the following table:

No	Campaign Element	Description	Practical Example
1	Social Media Platform	a) Using TikTok as the main platform to reach young audiences.	b) TikTok account Fillixpratama25
2	Local Language	a) Using everyday language that is populist and easily understood by the local community.	b) "All in alam semesta"
3	Visualization	a) Using animations of political figures to attract attention and convey messages visually.	b) Animations of Prabowo and Gibran in TikTok video content
4	Party Symbols	a) Displaying the symbols of political parties supporting the candidate to build credibility and coalition.	b) Logos of the Gerindra, Golkar, and PAN parties
5	Strategic Hashtags	a) Using hashtags that increase content visibility on the platform.	b) #shortvideo, #shorts
6	Emotional Slogan	a) Using slogans that build emotional closeness and total support.	b) "All in alam semesta"
7	Body Language	a) Using body language such as 'peace' or 'victory' hand signs to convey positive messages.	b) Hand poses with two fingers forming 'peace' or 'victory' signs
8	Viral Content	a) Utilizing TikTok's features and algorithms to make content go viral.	b) Short, engaging videos that are easy to share
9	Target Audience	a) Focusing on young voters who are active on social media.	b) Content that is relevant and appealing to young TikTok

			users
10	Personal Narrative	a) Delivering campaign messages in a personal and relatable way for the local audience.	b) "This is what all in alam semesta means, Prabowo Gibran one round" which invites emotional closeness
11	Popular Culture Elements	a) Incorporating elements of popular culture that are known and liked by the young audience.	b) Use of animations and hand symbols easily recognized by the younger generation
12	Audience Engagement	a) Encouraging active audience participation through comments, likes, and shares.	b) Using TikTok features such as comments and like buttons to increase interaction with the audience

Table 1. Elements of Campaign Language Style on Fillixpratama25's Tiktok Account

Political campaigns in the current digital era utilize various social media platforms to reach a wider and diverse audience. An effective example is the use of TikTok as the primary platform in Prabowo Gibran's campaign on the Fillixpratama25 TikTok account. TikTok, renowned for its large young user base, offers algorithms that facilitate rapid viral content dissemination. This enables campaign messages to reach and influence young voters, who are often challenging to reach through conventional media. The use of the Fillixpratama25 TikTok account demonstrates a deep understanding of the importance of selecting platforms tailored to the demographic of the target audience.

The use of populist local language in this campaign is also crucial. Everyday language used, such as the phrase "all in alam semesta," is not only easily understood but also reflects closeness with the local audience. This aligns with political communication theories emphasizing that messages conveyed should be relevant and resonate with the values and culture of the audience. Local language helps establish an emotional connection between candidates and voters, making campaign messages more resonant and memorable. This approach also reflects adept adaptation to the local cultural context, a key factor in the success of political campaigns.

Visualization in the form of animated political figures is also a smart strategy. Animations of Prabowo and Gibran in TikTok video content not only attract attention but also convey messages visually that are easily digestible for young audiences. This visualization is reinforced by the use of party symbols supporting the candidate, such as the logos of the Gerindra, Golkar, and PAN parties, which help build credibility and demonstrate a strong political coalition. This supports media ecology theory, stating that new media changes how information is conveyed and received, with strong visualization being a critical element in digital communication.

Finally, elements of popular culture and audience engagement through TikTok's interactive features, like comments, likes, and shares, also play a significant role in the success of this campaign. The use of easily recognizable hand symbols and attention-grabbing animations for the younger generation demonstrates adept adaptation to popular cultural trends. Encouraging active audience participation not only enhances interaction but also strengthens emotional closeness with the candidate. This reflects the importance of content strategies tailored to the characteristics of the platform and audience, as suggested by social media campaign theories. Thus, the local language campaign on TikTok by the Fillixpratama25 account illustrates how smart and adaptive use of social media can create strong and effective political messages.



Figure 2. Campaign language style

Source: Fillixpratama25 TikTok account

The image from the TikTok account Fillixpratama25 shows a user commenting on Prabowo Subianto's apology to another candidate regarding campaign mistakes. TikTok is utilized to reach young voters, leveraging algorithms that enable rapid viral spread of campaign messages. The use of everyday language such as "terharu kali tadi malem" reflects the Medan dialect, inviting closeness and authenticity. Formal visualization of Prabowo alongside a quote of his statement demonstrates professionalism and humility. Emojis depicting tears in the text add an emotional element, making the audience feel connected.

This grassroots and informal campaign is highly effective in Medan, where direct and straightforward language is highly valued. Prabowo's simplicity and openness in apologizing build public trust. Using everyday language makes the message more relatable and fosters a strong emotional connection. For a more relevant campaign, it is important to effectively utilize social media, adopt local dialects, convey emotional messages, and use engaging visualizations.

IMPACT OF PRABOWO GIBRAN'S LOCAL LANGUAGE CAMPAIGN ON TIKTOK FILLIXPRATAMA25

Political campaigns in the digital era through platforms like TikTok have introduced a new paradigm in political communication strategies, particularly through the use of informal local languages. This approach has significantly increased awareness among young voters, given that these platforms effectively reach a predominantly young audience [49], [50], [51]. The use of grassroots local languages also helps establish an emotional connection between candidates and voters, reminding that political representation stems from similar backgrounds [52], [53]. Furthermore, TikTok's potential for virality expands the reach of political messages, creating opportunities to influence first-time voters and broaden support bases. However, this strategy is not without risks of controversy, as some may perceive the use of local languages as unserious or patronizing towards voters. Therefore, while local language campaigns on TikTok mark political adaptations to digital trends and preferences of young voters, there needs to be a balance between entertaining approaches and building substantial political awareness.

Political campaigns in the digital era increasingly combine local languages and social media platforms to reach voters. A compelling example is the campaign conducted by Prabowo Gibran through the TikTok account @fillixpratama25. Here are several impacts of this campaign:

1. Increased Awareness among Young Voters
 Campaigns on TikTok create opportunities to reach young voters active on the platform. Local languages and a casual style make messages easier to digest and remember. Thus, this campaign helps increase awareness among young voters about specific candidates.
2. Personalization and Emotional Connection

Local languages create an emotional connection with voters. Familiar and grassroots expressions make voters feel closer to the candidate. In this case, Prabowo Gibran's everyday language on TikTok creates a personal impression and brings him closer to the audience.

3. Virality and Wide Reach

TikTok is known for its potential virality. Campaigns that use local languages and styles suitable for the platform can spread quickly. Posts from @fillixpratama25 using hashtags like #shortvideo and #shorts expand the reach of political messages.

4. Influence on First-Time Voters

Newly eligible young voters are often influenced by social media campaigns. Local languages and a relaxed style make messages more relevant to them. Campaigns on TikTok can influence the decisions of first-time voters.

5. Criticism and Controversy

Despite the positive impact of local language campaigns, there is a risk of controversy. Some may view it as an unserious strategy or as patronizing towards voters. Therefore, Prabowo Gibran must carefully choose words and ensure that the message respects voters.

6. Shift in Campaign Paradigm

TikTok campaigns reflect a paradigm shift in politics. Local languages and a more relaxed style replace formal rhetoric. This marks the adaptation of political campaigns to digital trends and the preferences of young voters.

In examining the impact of political campaigns that integrate local languages and social media platforms, particularly through the example of Prabowo Gibran's campaign on TikTok, it is evident that this approach has opened new doors in political communication strategies. The use of local languages, casual styles, and adaptation to platform features like TikTok has brought significant impact, especially in increasing awareness among young voters, strengthening emotional connections between candidates and voters, and expanding the reach of political messages through viral potential. However, it is essential to recognize that this strategy is not without the risk of controversy and criticism, given perceptions that the use of local languages may be seen as unserious in politics.

The conclusion of this analysis depicts that political campaigns in the digital era require continually adapting to trends and preferences of young voters. While Prabowo Gibran's campaign on TikTok demonstrates success in achieving specific goals, particularly in terms of voter awareness and emotional connection, it is crucial for political decision-makers to understand the complexities and risks involved in using local languages and more relaxed communication styles. Therefore, further research is needed to explore the long-term impacts of this paradigm shift in political campaigns on democratic processes and public political participation.

Political campaigns in the digital era have been a significant focus of research, especially in the context of using social media as the primary platform for communication between politicians and voters. In this study, we see how Prabowo Gibran's political campaign through the TikTok account @fillixpratama25 integrates the use of local languages and a relaxed communication style to achieve significant impact, especially among young voters. Through this discussion, we can refer to social media campaign theory and media ecology theory to better understand this phenomenon.

Social media campaign theory highlights the importance of content strategies tailored to platform characteristics and audiences. In the case of Prabowo Gibran's campaign, the use of TikTok as the primary platform demonstrates effective adaptation to trends and preferences of young voters. TikTok, with its algorithm that encourages virality, allows political messages to spread faster and wider, changing the dynamics of traditional campaigns that rely more on conventional mass media. Furthermore, the strategy of using strategic hashtags like #shortvideo and #shorts expands content visibility and strengthens interaction with TikTok users.

Media ecology theory, as proposed by Marshall McLuhan, highlights how new media create communication environments that change how humans interact and understand the world. In the context of this political campaign, the use of TikTok as the primary platform reflects a shift in political communication environments towards more interactive and accessible social media. The use of grassroots local languages in campaign content creates an emotional connection between the candidate and the voter, aligning with political communication theory that emphasizes the importance of messages that are relevant and aligned with the values and culture of the audience.

In the context of Prabowo Gibran's political campaign on TikTok, it is important to remember that the use of social media has significantly changed the political landscape. Social media campaign theory and media

ecology theory help us understand how such campaigns reflect effective adaptation to the evolving communication environment in the digital era. By using platforms like TikTok, politicians can reach a wider audience, especially among young voters who tend to be active online. The use of local languages and a relaxed communication style strengthens emotional connections with voters, while features like strategic hashtags expand the reach of political messages. This illustrates how social media not only serves as a tool for delivering political messages but also facilitates more direct interaction between politicians and the public, creating greater participation in the political process.

Thus, through the use of social media campaign theory and media ecology theory, we can understand how Prabowo Gibran's political campaign on TikTok @fillixpratama25 reflects effective adaptation to the evolving communication environment in the digital era. Smart and adaptive use of social media, as demonstrated in this campaign, is key to building emotional connections with voters and increasing political awareness among the younger generation.

CONCLUSION

Based on the analysis of the political campaign of Prabowo Gibran on TikTok, it can be concluded that the use of local language and casual communication styles has opened new doors in political communication strategies in the digital era. This campaign demonstrates effective adaptation to the evolving communication environment by leveraging social media platforms such as TikTok to reach a broader audience, especially young voters. Through the lens of social media campaign theory and media ecology theory, we can understand how strategic use of social media and local language creates emotional closeness between politicians and voters while expanding the reach of political messages through platform virality. Therefore, adaptive strategies in social media political campaigns are crucial in building strong connections with voters and increasing political awareness among the younger generation.

This conclusion underscores the importance of continually adapting to technological developments and communication trends in the political context. Successful political campaigns not only understand their audience well but also effectively utilize relevant social media platforms. In an era where social media is a primary channel for disseminating political messages, the use of local language and casual communication styles has opened new opportunities to expand political participation and build closer relationships between voters and politicians. Thus, smart and adaptive communication strategies, as seen in the Prabowo Gibran campaign on TikTok, are pivotal steps toward achieving political success in the ever-evolving digital age.

RECOMMENDATIONS

In evaluating the Prabowo Gibran political campaign on TikTok, it is important to highlight several recommendations applicable to political communication strategies in the digital era. Firstly, politicians and campaign teams need to conduct in-depth research on the behavior and preferences of their target audience on specific social media platforms, ensuring that their strategies align with user characteristics. Creativity in creating content is key, utilizing engaging elements such as animations and viral trends to highlight political messages. Relevant use of local language can strengthen emotional connections between politicians and voters, while caution should be exercised to avoid controversial language. Responsiveness to feedback from social media users allows for more effective strategy adjustments. It is also crucial to maintain transparency and openness in communicating with voters, alongside regular evaluation of campaign performance to make necessary adjustments. By implementing these recommendations, politicians can enhance their connections with voters and strengthen political awareness among the younger generation.

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