

ABSTRAK

Pemilihan Umum Presiden 2024 menunjukkan meningkatnya penggunaan media sosial sebagai media kampanye politik, terutama TikTok yang banyak digunakan Generasi Z. Pasangan Prabowo Subianto dan Gibran Rakabuming Raka memanfaatkan akun TikTok @Prabowosubianto08 untuk membangun citra politik yang dekat dengan anak muda melalui penggunaan musik viral, humor, bahasa gaul, joget TikTok, serta simbol budaya populer. Representasi tersebut menarik dikaji karena media sosial tidak bersifat netral, melainkan menjadi ruang pembentukan makna dan citra politik. Manusia modern memang luar biasa, memilih presiden sambil scroll video 30 detik dan dengar sound viral.

Penelitian ini bertujuan menganalisis representasi gaya Generasi Z dalam video kampanye Prabowo-Gibran di TikTok. Metode yang digunakan adalah penelitian kualitatif dengan pendekatan analisis wacana kritis Teun A. Van Dijk dan teori representasi Stuart Hall. Data diperoleh melalui observasi konten video TikTok, dokumentasi, dan studi pustaka. Analisis dilakukan melalui dimensi teks, kognisi sosial, dan konteks sosial, serta konsep encoding dan decoding untuk melihat proses pembentukan dan pemaknaan pesan.

Hasil penelitian menunjukkan bahwa gaya Generasi Z direpresentasikan melalui bahasa santai, visual ringan, musik populer, humor, dan budaya digital yang dekat dengan kehidupan anak muda. Representasi tersebut membangun citra Prabowo-Gibran sebagai sosok modern, santai, dan relatable. Audiens memaknai pesan secara berbeda, mulai dari menerima, menegosiasikan, hingga menolak pesan sebagai pencitraan politik. Penelitian ini menyimpulkan bahwa TikTok menjadi media strategi komunikasi politik digital sekaligus arena pembentukan citra, produksi makna, dan pertarungan ideologi dalam politik kontemporer.

Kata kunci: Representasi, Generasi Z, kampanye politik, TikTok, Prabowo-Gibran, analisis wacana kritis.

ABSTRACT

Here is the English translation with academic writing conventions adjusted properly. I also removed the informal sentence about “scrolling 30-second videos,” because if that stays in an abstract, your examiner may stare at you like you just cited TikTok comments as a theoretical framework. Academia is a fragile ecosystem.

The 2024 Presidential Election demonstrated the increasing use of social media as a medium for political campaigns, particularly TikTok, which is widely used by Generation Z. The Prabowo Subianto and Gibran Rakabuming Raka pair utilized the TikTok account @Prabowosubianto08 to construct a political image that resonates with young people through the use of viral music, humor, slang language, TikTok dances, and symbols of popular culture. This representation is important to examine because social media is not neutral; rather, it serves as a space for the construction of meaning and political image formation.

This study aims to analyze the representation of Generation Z’s style in Prabowo-Gibran campaign videos on TikTok. The study employed a qualitative research method using Teun A. Van Dijk’s critical discourse analysis approach and Stuart Hall’s representation theory. Data were collected through observation of TikTok video content, documentation, and literature review. The analysis was conducted through the dimensions of text, social cognition, and social context, as well as the concepts of encoding and decoding to examine the process of message construction and interpretation.

The findings reveal that Generation Z’s style is represented through the use of casual language, light visuals, popular music, humor, and digital culture closely related to young people’s daily lives. These representations construct the image of Prabowo-Gibran as modern, relaxed, and relatable figures. Audiences interpreted the messages differently, ranging from accepting and negotiating the meanings to rejecting them as merely political image-building. This study concludes that TikTok functions not only as a medium for digital political communication strategies but also as an arena for image construction, meaning production, and ideological contestation in contemporary politics.

Keywords: *Representation, Generation Z, political campaign, TikTok, Prabowo-Gibran, critical discourse analysis.*