

THE INFLUENCE OF 'JOGET GEMOY' M ON THE ELECTABILITY OF PRABOWO-GIBRAN IN GENERATION Z

Kayla MARTIZA^{1*}, Eni Kardi WIYATI², and Bramayanti KRISMASAKTI³

¹⁻³*Universitas Prof. Dr. Moestopo (Beragama), Jakarta Pusat, Indonesia*

**kaylamartiza66@gmail.com*

ABSTRACT

This study aims to measure the "Influence of 'Joget Gemoy' Content on the Tiktok Platform on Prabowo - Gibran's Electability in the 2024 General Election". The theoretical basis in this study is the New Theory. This type of research is quantitative research. The sampling technique in this study is the Stratified Random Sampling Technique (Stage Sample) with 380 respondents involving students from Trisakti University Jakarta at the Faculty of Economics and Business. The data collection method in this study used a Questionnaire which was then processed using the SPSS 25 application. The findings reveal how viral content on social media, especially TikTok, can influence voter perceptions and decisions, with a primary focus on the younger generation or Generation Z. The use of the Tiktok Platform media is attractive to Gen Z. In line with the important role of social media, especially Tik Tok in political campaigns, it is an effective means of introducing candidates, allowing them to convey messages quickly, widely, and efficiently. This is in line with the fact that the 'Joget Gemoy' content on TikTok has a strong and significant influence on Prabowo - Gibran's electability in the 2024 Election.

Keywords: electability, joget gemoy, tiktok

INTRODUCTION

The advancement of information and communication technology in the digital era has brought significant changes to various aspects of life, including the world of politics. This digital transformation changes the way people interact, obtain information, and participate in the political process. The internet and social media are now the main platforms for people to express themselves, convey their aspirations, and engage in politics more widely and effectively. The use of social media allows people to participate in political discussions, organize social movements, and influence public policy more directly. The latest data shows that there are 5.44 billion internet users worldwide, indicating how rapidly communication technology is developing. With increasingly easy internet access, the global community now has greater opportunities to engage in politics, both locally and internationally. This shows that technology not only facilitates communication, but also strengthens democracy by giving voice to more people around the world (Data Reportal, 2024). Social media now plays an important role in political campaigns, offering a platform that allows candidates to interact directly with voters. Youtube, Facebook, and TikTok are effective means of introducing candidates, allowing them to convey messages quickly, widely, and efficiently. With social media, candidates are no longer completely dependent on traditional media such as brochures or television advertisements, but can directly reach a wider audience and get instant feedback from the public (Nandy, 2021). The existence of social media also changes the dynamics of political campaigns, where candidates can respond to issues in real time and manage their public image more personally. In the context of the General Election (Pemilu), which is a manifestation of people's sovereignty, the use of social media is very important in influencing the election results. The 2024 Election, which will be held on February 14, is predicted to be greatly influenced by social media strategies, especially with the involvement of three pairs of presidential and vice presidential candidates, including the Prabowo Subianto - Gibran Rakabuming R. The rapid development of communication technology and increasing internet access have strengthened the role of social media in the democratic process, allowing people to be more actively involved and cast their votes more diversely. That way, social media is not only a campaign tool, but also a public space where various ideas and opinions meet, influencing the direction of the country's politics (Fatimah, 2018). Generation Z, which includes young voters, has become a very significant group in the upcoming elections due to their large numbers and strong influence in the democratic process. Based on the latest data from the General Elections Commission (KPU RI), 56% of the total Permanent Voters List (DPT) are young voters, consisting of Generation Z and Millennials (Tirto.id, 2023). This indicates that more than half of the voters who will determine the direction of the nation's future are young age groups, who have different views and aspirations from previous generations. This generation is known as active users of social media, with a report from the Indonesian Internet Service Providers Association (APJII, 2024) showing that 94.16% of young people in Indonesia regularly access the internet, and 84.47% of them use social media as their main platform to communicate, share information, and form opinions. With this very high level of engagement, social media, especially platforms like TikTok, has become a very effective campaign tool and has great potential in

attracting the attention and influencing the opinions of young voters (Data Indonesia, 2023). The presence of social media allows political parties and candidates to communicate directly with young voters, understand their needs and desires, and deliver campaign messages in a more creative and attractive way for this group. In addition, the use of social media also allows for the rapid and widespread dissemination of information, which can influence the perceptions and decisions of young voters in choosing candidates who they consider most representative of their aspirations.

TikTok, as a social media platform that emphasizes short video content, has grown into a highly influential global phenomenon (Cindy Mutia Annur, 2023). In Indonesia, the number of TikTok users has reached around 106.51 million people, making it one of the most popular platforms, especially among the younger generation (Databoks, 2023). TikTok's popularity is not only limited to entertainment, but also has great potential to influence public perception, including in the political realm. Creative and interesting content on TikTok has a great chance of going viral, which in turn can be used as a tool to shape public opinion towards political candidates. For example, the 'Joget Gemoy' trend popularized by the Prabowo-Gibran candidate pair is a real example of how a campaign strategy that utilizes social media can have a significant impact on increasing the popularity and electability of candidates. This trend reflects the efforts of the Prabowo-Gibran pair to build an image that is closer and more relevant to the young public, through a dynamic, fresh, and entertaining approach. With a high level of user engagement, social media such as TikTok has become a very effective campaign tool (Adji G Rinepta, 2023). The platform's ability to attract attention and influence the opinions of young voters makes it one of the most potential instruments in modern political communication strategies. The success of a campaign depends not only on the message delivered, but also on the ability to adapt to trends and cultures that are developing among the younger generation. TikTok, with its easily accessible and entertainment-based format, provides political candidates with a unique opportunity to engage with young voters in a more personal and interactive way (CNN Indonesia, 2020).

Students as representatives of Generation Z played a role in the success of the 2024 Election. The involvement of students as the hope of the younger generation has great potential in shaping the direction of change for the future of the country. As active agents of change, students contribute to the formation of public opinion, fight for relevant issues, and provide encouragement in influencing the results of the general election. Universities have a great responsibility to equip students with knowledge and skills so that students can participate actively and responsibly in the 2024 general election. As was done by Trisakti University (Jakarta) in collaboration with the Center for Anti-Corruption Studies (Ankor) by holding a National Webinar with the theme "2024 Election with Integrity". Through this webinar, it is hoped that it will be able to produce ideas and concepts for organizing elections with integrity, namely that the administration of the state must be free from Corruption and Nepotism (Trisakti.ac.id, 2021). Trisakti University is a private university in Indonesia that was founded on November 29, 1965. During its journey, Trisakti University experienced various events, one of which was the May 12, 1998 Tragedy which resulted in the deaths of four Trisakti University students. The deaths of the four students triggered the Indonesian student movement in overthrowing the New Order and were seen as the beginning of the revival of the Indonesian Reformation Era. Since then, Trisakti University has been known as the Campus of Reform Heroes. Support from all levels of society will be the main key to the success of prospective candidates to gain a high level of electability. Based on these things, this study aims to analyze the influence of the 'Joget Gemoy' content on TikTok on the electability of the presidential candidate pair Prabowo Subianto - Gibran Rakabuming R., in the 2024 Election. This study examines how viral content on TikTok can influence Generation Z's perceptions and support for candidates, and identifies factors that contribute to the effectiveness of this campaign strategy in the context of the general election.

METHOD

This research methodology uses an explanatory quantitative research type that aims to test the relationship and influence between the "Joget Gemoy" content on the TikTok platform on the electability of the Prabowo-Gibran pair in the 2024 General Election for Generation Z. This type of explanatory research is used because it allows researchers to understand and explain the phenomena studied through statistical analysis, as well as to identify patterns of relationships between the variables studied and test the hypotheses that have been formulated. The research procedure begins with determining the population and sample, where the research population is students of the Faculty of Economics and Business, Trisakti University, Jakarta, class of 2019-2023, who are representatives of Generation Z. The sample was taken using the Stratified Random Sampling technique with the help of the Slovin formula, so that 380 respondents were obtained (Sugiyono, 2017). Data were collected through an online questionnaire with a Likert scale to measure the attitudes, opinions, and views of respondents towards the "Joget Gemoy" content on TikTok and the electability of the Prabowo-Gibran pair. Before the analysis, instrument validity and reliability tests were conducted to ensure accuracy and consistency, where the validity test measures the accuracy of the instrument and the

reliability test uses alpha cronbach to measure internal consistency (Ajat Rukajat, 2018). The collected data were then analyzed using SPSS (Statistical Product and Service Solutions) through a simple linear regression test, t-test, and coefficient of determination test to test the formulated hypothesis. A simple linear regression test was used to determine the effect of the independent variable (the "Joget Gemoy" content on TikTok) on the dependent variable (Prabowo-Gibran electability). The t-test was conducted to determine whether the effect was significant, with the null hypothesis (H0) rejected if the calculated t was greater than the t table (Sugiyono, 2017). In addition, the coefficient of determination (R²) test was used to measure the extent to which the independent variable can explain the dependent variable, where an R² value approaching 1 indicates that the independent variable provides significant information in predicting the dependent variable.

RESULTS AND DISCUSSION

The results of this study indicate that the majority of respondents are aged 21 years and over, with a higher proportion of women, and most of them often consume 'Joget Gemoy' content on TikTok. The validity test conducted confirmed that all question items in the questionnaire were valid, while the reliability test showed a very high Cronbach's Alpha value, namely 0.974 for variable X ('Joget Gemoy' content) and 0.953 for variable Y (Prabowo-Gibran electability). The data analysis conducted showed a significant positive relationship between the frequency of viewing 'Joget Gemoy' content and Prabowo-Gibran's electability. The regression coefficient obtained was 0.45 and a significance value of less than 0.05 strengthens this finding. These results indicate that exposure to this TikTok content has a significant impact on respondents' perceptions of the presidential candidate, and the research instrument used has proven to be reliable for further study. The majority of respondents reported that 'Joget Gemoy' content often appears on their TikTok homepage. The data shows that 49.5% of respondents strongly agree that this content often appears on their homepage, while 39.5% consider that this video is one of the first to appear when they open the application. TikTok has also proven to be an important source of information related to the 2024 Election. As many as 47.4% of respondents strongly agree that they use this platform to search for information related to the election, and 46.8% actively interact with political content through actions such as liking, commenting, or sharing posts. In addition, most respondents admitted to often seeing content related to the presidential candidate pairs on TikTok. They also showed high interest in the 'Joget Gemoy' content, with 43.4% of respondents watching the video to the end, and 41.1% watching it repeatedly. The majority of respondents gave a positive view of the Prabowo-Gibran pair in the context of the 2024 general election, especially regarding the impact of the 'Joget Gemoy' content on the TikTok platform. As many as 49.7% of respondents strongly agreed that they often hear or see other people talking about the Prabowo-Gibran pair, and 49.2% felt that Prabowo's reputation seemed more positive, relaxed, and fun. Furthermore, 48.4% of respondents strongly agreed that the 'Joget Gemoy' content had changed the public's view of Prabowo, and 52.4% believed that the content had increased the pair's popularity. The majority of respondents also agreed that Prabowo-Gibran utilized mass media effectively (51.1%) and were often seen on social media (44.7%). In addition, 43.4% of respondents felt that the 'Joget Gemoy' content created a positive view of the pair and they liked the content from their supporting accounts (46.6%). Finally, 47.4% of respondents considered Prabowo-Gibran to manage campaign messages creatively, and 46.3% believed that their campaign strategy was effective and efficient. These findings suggest that digital marketing strategies, particularly through viral content such as 'Joget Gemoy,' have a significant impact on the perception and electability of the Prabowo-Gibran pair among Generation Z.

The results of the study show that the 'Joget Gemoy' content on the TikTok platform has a significant and positive influence on Prabowo-Gibran's electability in the 2024 General Election, especially among Generation Z.

Table 1. Model Summary

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.719	.718	12.371

Sumber: Primary Data Data SPSS, 2024

Based on the results of the simple linear regression test presented in Table 1. Model Summary, the correlation coefficient (R) value is 0.848, indicating a very strong relationship between the two variables. The determination coefficient (R²) value of 71.9% indicates that this content can explain most of the variation in candidate electability, while the remaining 28.1% is influenced by other factors not studied.

Tabel 2. *Coefficients*

COEFFICIENTS					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12.380	3.002		4.124	.000
1 Conten 'Joget Gemoy' at Platform Tiktok	1.070	.034	.848	31.071	.000

Sumber: Primary Data Data SPSS, 2024

Table 2. Coefficients shows that the regression coefficient for the ‘Joget Gemoy’ Content variable is 1.070 with a standardized coefficient (Beta) of 0.848, indicating a strong and positive relationship with Prabowo-Gibran’s electability. The t-test shows a calculated t value of 31.071, which is much larger than the t-table value of 1.966, with a significance of 0.000, which is smaller than the significance level of 0.05. So the simple linear regression formula is:

$$Y = \alpha + \beta X$$

$$Y = 12,380 + 1,070X$$

Based on the constant value (12.380) and the regression coefficient (1.070), the equation $Y = 12.380 + 1.070X$ shows that every one-unit increase in the 'Joget Gemoy' Content variable on TikTok (X) will increase Prabowo-Gibran's Electability (Y) by 1.070 units, confirming the significant influence of the content.

This finding confirms that the influence of the 'Joget Gemoy' Content on the electability of candidates is statistically significant. This finding confirms that viral content on social media such as TikTok has a major impact on shaping political opinion among the younger generation and opens up opportunities for further research on the role of digital content in politics and elections.

Based on the results of the analysis that has been carried out, several crucial findings were found regarding the influence of the 'Joget Gemoy' content on the TikTok platform on the electability of the Prabowo-Gibran candidate pair in the 2024 General Election. These findings reveal how viral content on social media, especially TikTok, can influence voter perceptions and decisions, with a primary focus on the younger generation or Generation Z. Through this platform, the influence of videos containing dance or other entertainment content has a significant impact on political image, which in turn can influence voter support for candidates. This study provides valuable insights into the dynamics of social media and its role in shaping public opinion and campaign strategies that can be utilized to gain votes in the general election. The results of the T-test analysis displayed in the Coefficient Table reveal that the 'Joget Gemoy' content has a significant impact on the electability of the Prabowo-Gibran candidate pair. The t-value of 31.071 obtained far exceeds the threshold value of 1.966, while the significance value of 0.000 is much smaller than 0.05. This finding shows a strong and significant relationship between the content of 'Joget Gemoy' and the level of support given to Prabowo-Gibran. The coefficient (B) of 1.070 indicates that every one unit increase in the content of 'Joget Gemoy' has the potential to increase the electability of the candidate pair by 1.070 units. In other words, this content plays a very important role in strengthening the popularity and increasing the electability of candidates in the election. The results of the determination coefficient test (R Square) revealed that 71.9% of the variation in Prabowo-Gibran's electability can be explained by the influence of the 'Joget Gemoy' content. This finding indicates that the content has a significant contribution to changes in the level of support for the candidate. In contrast, 28.1% of the variation in electability is influenced by other factors not examined in this study. In addition, the correlation coefficient (R) value of 0.848 confirms the existence of a very strong relationship between TikTok content and candidate electability, which shows how significant the influence of social media is on public perception.

The explanation of this finding can be linked to the New Media Theory, which emphasizes the characteristics of flexibility and interactivity in digital media. TikTok, as one of the leading social media platforms, provides a space for highly dynamic two-way communication through various user interaction features, such as comments, likes, and shares. These features not only enable but also accelerate the spread of political content, such as the ‘Joget Gemoy’ phenomenon, so that it can reach a wide audience and effectively influence their perceptions and preferences. This finding is in line with the results of previous research conducted by Putra et al., 2020, where they found that vlogs had a significant influence on the image and electability of Joko Widodo in the 2019 Presidential Election. The study

showed that interesting and relevant vlog content can influence voters' assessments, as well as increase their interest and support for a candidate. This study makes a significant contribution to deepening the understanding of the role of social media, especially TikTok, in influencing political electability. By revealing that viral content such as 'Joget Gemoy' can have a significant impact on voter support, these findings offer valuable strategic insights for political campaign planners looking to harness the power of social media to amplify their political messages. Furthermore, this study also highlights the importance of understanding how younger generations, especially Generation Z, interact with and respond to political content on today's popular social media platforms, which in turn could influence the dynamics and outcomes of future elections.

CONCLUSION

The 'Joget Gemoy' content on the TikTok platform has a significant influence on the electability of the Prabowo-Gibran pair in the 2024 General Election, especially among Generation Z. This study successfully identified that creative and entertaining viral content, such as 'Joget Gemoy', can positively influence public perception of presidential candidates. The results of the analysis show a strong and positive relationship between the frequency of viewing the content and the increasing electability of Prabowo-Gibran, as evidenced by the coefficient of determination (R^2) value of 71.9%. This finding confirms that digital marketing strategies through social media, especially TikTok, are very effective in shaping political opinions and increasing support from young voters. To further maximize the use of social media as a campaign medium, it is recommended for content creators to encourage their followers to improve the quality of content that will motivate followers to activate notifications so they don't miss the latest content. The use of TikTok features such as live streaming and Stories can be used to remind followers directly, which will help increase engagement and awareness. On the other hand, the campaign team can facilitate content creation by supporters by holding competitions or challenges that encourage creativity. Providing guidance and supporting materials such as templates, slogans, and campaign hashtags will make it easier for supporters to create content that is in line with the campaign message.

REFERENCES

- Adji G Rinepta. (2023, December). *Kampanye Lewat TikTok, Anies Baswedan: Saya Ingin Menghormati Rakyat*. <https://www.detik.com/jogja/berita/d-7117754/kampanye-lewat-tiktok-anies-baswedan-saya-ingin-menghormati-rakyat>
- Ajat Rukajat. (2018). *Pendekatan Penelitian Kuantitatif: Quantitative Research Approach* (Vol. 1). Deepublish.
- APJII. (2024, February). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang#:~:text=Terhitung%20sejak%202018%2C%20penetrasi%20internet,78%2C19%25%20di%202023.>
- Cindy Mutia Annur. (2023, November). *Indonesia Punya Pengguna TikTok Terbanyak ke-2 di Dunia*. <https://databoks.katadata.co.id/datapublish/2023/11/22/indonesia-punya-pengguna-tiktok-terbanyak-ke-2-di-dunia>
- CNN Indonesia. (2020, December 29). *Kisah Kejayaan TikTok di 2020*. Cnnindonesia.Com. <https://www.cnnindonesia.com/teknologi/20201210145006-185-580569/kisah-kejayaan-tiktok-di-2020>
- Data Indonesia. (2023). *TikTok Jadi Medsos Utama Gen Z untuk Cari Informasi pada 2022*. <https://dataindonesia.id/gaya-hidup/detail/tiktok-jadi-medsos-utama-gen-z-untuk-cari-informasi-pada-2022>
- Data Reportal. (2024, April). *Digital Around The World*. <https://datareportal.com/global-digital-overview>
- Erlina F. Santika. (2023, September). *Kelompok Anak Muda Jadi Pengguna Terbesar TikTok, Usia Berapa Mereka?* <https://databoks.katadata.co.id/datapublish/2023/09/27/kelompok-anak-muda-jadi-pengguna-terbesar-tiktok-usia-berapa-mereka>
- Fatimah, S. (2018). *Kampanye sebagai Komunikasi Politik: Esensi dan Strategi dalam Pemilu*. 1(1). <https://doi.org/10.32699/resolusi.v1i1.154>
- Mochammad Fajar Nur. (2023, October). *Perubahan Sikap Prabowo di Pilpres 2024, dari Galak jadi Humoris*. https://tirto.id/perubahan-sikap-prabowo-di-pilpres-2024-dari-galak-jadi-humoris-gRxw#google_vignette
- Nandy. (2021). *Pengertian Media Sosial, Sejarah, Fungsi, Jenis, Manfaat, dan Perkembangannya*. Gramedia.Com.
- Putra, A. M., Islami, A. J., Andika, D., & Rosit, M. (2020). The Influence of Vlog toward the Political Image and Elektability of Joko Widodo in President Election (Pilpres) 2019 (Survey of Postgraduate Students of

- Mercu Buana University, Jakarta). *Saudi Journal of Humanities and Social Sciences*, 05(02), 100–107. <https://doi.org/10.36348/sjhss.2020.v05i02.008>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Vol. 25). Alfabeta.
- Trisakti.ac.id. (2021, December 12). *Pemilu 2024 yang Berintegritas*. <https://trisakti.ac.id/news/pemilu-2024-yang-beintegritas/>