.................................................................................................................................................................

# DIGITAL STORYTELLING AS POLITICAL IMAGE CONSTRUCTION IN THE 2024 PRESIDENTIAL ELECTION CAMPAIGN: CASE STUDY OF THE TIKTOK ACCOUNT @GIBRAN_RAKABUMING

**By**
**Radians Krisna Febriandy[1], Prabu Revolusi[2]**
[1,2]Paramadina University, Jakarta, Indonesia, 12790
Email: [1]radians.febriandy@students.pramadina.ac.id, [2]prabu.revolusi@paramadina.ac.id

| Article Info | ABSTRACT (10 PT) |
|---|---|
| | This research discusses the use of digital storytelling as a political image on Gibran Rakabuming Raka's TikTok account in the 2024 presidential election. The research uses a qualitative approach with the content analysis method. The research focuses only on the TikTok account @gibran_rakabuming, as of April 4, 2024, which has 3.3 million followers, 41.2 million likes, and 782 video uploads. This research was then categorized into nine (9) types of political image quantification videos based on research by Muksin et al (2023). The results showed that there were two (2) most video categories during the 2024 presidential election campaign period, namely art, music & sports and close to the community. Keywords: Digital storytelling; Political Image; Social Media; 2024 Presidential Election Campaign; TikTok. *Digital storytelling; Political Image; Social Media; 2024 Presidential Election Campaign; TikTok* |

*Corresponding Author:*
Radians Krisna Febriandy
Paramadina University, Jakarta, Indonesia, 12790
Email: radians.febriandy@students.pramadina.ac.id

## 1. INTRODUCTION

Digital storytelling is an effective communication technique that combines narrative and digital media content to convey information to the audience (Rizvić, 2018). Through the use of multimedia elements such as text, images, audio, and video, digital storytelling allows the audience to have a more engaging and interactive experience. Digital storytelling has been used in many fields, such as marketing, education, journalism, and social media campaigns. It has changed the way stories are shared and consumed by exploiting the potential of technology. (Musfira et al., 2022).

The evolution of digital storytelling is not new. (Kavoori, Lashley, & Creech, 2017). Dana Atchley first used the term digital talk in the 1980s when he experimented with the use of multimedia in talk shows. In 1994, Atchley, Joe Lambert, and Nina Mullen founded San Francisco Digital Media which later became the Center for Digital Storytelling. (CDS). CDS serves as an early catalyst behind the phenomenon of digital storytelling and continues in that capacity. (Seyfi & Soydas, 2017).

In the 2016 Austrian presidential election, Alexander Van der Bellen became the focus of his strategy of using the Instagram platform as a successful political image medium. Strategic selection and presentation of visual images on digital platforms can be regarded as an important factor in delivering storytelling as a political image. (Liebhart & Bernhardt, 2017). Similarly, in the 2022 Philippine presidential election, Ferdinand Marcos Jr., the son of the late Philippine dictator, succeeded in regaining power in the Philippines. This campaign started at least ten years earlier. By setting up hundreds of campaign videos, then they uploaded them to YouTube and then posted them back on the

.................................................................................................................................................................

*192*

**International Journal of Social Science (IJSS)**
**Vol. 4 Issue.2 August 2024, pp: 191-204**
**ISSN: 2798-3463 (Printed) | 2798-4079 (Online)**

Facebook page. The impact of millions of people in the Philippines is convinced that the stories of the Marcos family's tremendous greed are not true and the slander is unfair. The social media campaign aims to transform Marcos Sr's political image into an era of prosperity, crime-free and freedom. Not as an era of military emergencies, human rights violations, corruption, theft of state money, and the threshold of the nation's collapse. (Kuncahyono, 2022).

Storytelling has become a common strategy used by political candidates to shape political images and messages. Politicians often use storytelling to communicate clear ideas and policies that can be applied to voters, personalize issues and help candidates understand them. The media plays an important role in helping political candidates tell these stories, compress, contextualize, and mediate the narrative. (Hunt, 2015).

Social media is closely related to storytelling, one of which is TikTok. The platform is mainly used to make short dance videos, lip-sync, comedy, and other talents. Users can upload videos that normally run for 15 seconds before being repeated. They can also link clips to create videos up to 60 seconds. Videos combine samples of music, filters, quick clips, stickers, and other creative add-ons that allow users to maximize short durations (Weimann and Masri, 2020).

TikTok is becoming increasingly popular among Indonesians. TikTok became the most downloaded application in Indonesia by 2023, according to Business of Apps app research company. Over the past year, the platform known as "short video" and owned by ByteDance, has been downloaded as many as 67.4 million times in Indonesia. This puts Indonesia in second place in the world with 112.97 million TikTok users, with the majority in the age group 18-24. It's no surprise that presidential candidates and vice presidents spend huge sums of money on advertising on social media platforms that come from this bamboo tirai country. (Rmol.id).

When the Covid-19 outbreak, for example, TikTok was also used in the media campaigns to prevent the spread of COVID-19. TikTok was very helpful to the government in providing education ranging from hand-laundering culture, trying to stay at home, health protocol issues and other things that at that time people became more educated and understood the real conditions. This can happen because TikTok has a very accurate processing algorithm to deliver videos that match the preferences and needs of its users. (Suryani et al., 2021).

Which makes TikTok more elected by political candidates, because TikToks are not just distributing content and commenting on it. Unlike Facebook and X (Twitter), where users exchange news articles in the form of URLs and present their political opinions through comments or viewer. " simple, up to a piece of text that serves as a fact checkpoint. Some users even hit the original video text to "correct" other users about a topic and display opposite arguments. Therefore, it is no coincidence that TikTok has become one of the most widely used political campaign instruments. (Medina Serrano et al., 2020).

The TikTok which is now a tool of political campaign, can no longer be separated. Given one of the media's effectiveness of political campaigns to the younger generation today through social media, TikTok enables direct interaction between voters and political candidates. (Iman, 2024). However, it should be noted that TikTok has a sophisticated algorithm that allows a political candidate's video and content to be distributed to users according to what they like. Thus, the FYP (Front Your Page) on each TikTok account will not be the same as the other person, depending on their interests and preferences. In other words, it is unique to each user. (Kominfo, 2022). TikTok can promote content similar to this feature, which allows political opportunists to create interesting audio-visual content to encourage political narrative. However, this model can also enhance the information bubble and affect the user's perspective. (Muksin et al., 2023). The use of TikTok as a political communication strategy in the 2024 campaign in Indonesia demonstrates the effectiveness of UGC (User Generated Content) in mobilizing support and shaping public opinion. TikTok is not only a tool to increase popularity, but also an effective platform in building an image and influencing public opinion. (Revolusi, 2024).

The Association of Internet Service Organizers of Indonesia (APJII) announced that the number of Internet users of Indonesia in 2024 will reach 221,563,479 people out of the total population of 278,696,200 people of Indonesia by 2023. Based on gender, Indonesian internet penetration contributes to 50.7% of men and 49.1% of women, while in terms of age, the majority of people who surf the Internet are Gen Z (born 1997-2012) with 34.40%. (APJII, 2024).

Social media has a significant influence on public choices due to the amount of use. Generally, about a third of people say that the information they obtain from social media affects their decisions, even changes their decisions. (Sakti, 2023). A number of political parties, vice-presidents, and calegs have been very unwavering in their campaign for the 2024 presidential election. Using social media as a tool to communicate with the public has become a custom for a number of figures and politicians (Sahal, 2023), including one of the figures that became the focus of this research is Gibran Rakabuming Raka.

In the midst of widening digital political dynamics, the social media account of Vice President-Candidate No. 2 Gibran Rakabuming Raka on TikTok shows a significant increase in the number of followers in a very short time. By the beginning of January 2024, the new Gibran had only 550,000 followers, but by February of the same year, the number of followers increased to 1.6 million. (Wartaekonomi.co.id, 2024). TikTok account @gibran_rakabuming

*193*

...................................................................................................................................................................

appears to have 3.3 million followers, earned 41.2 million likes, and uploaded as many as 782 videos, this data was obtained using the tikTok Money Calculator as of April 4, 2024.

On January 16-22, 2024, Emprit Drone Analysis revealed that the couple of candidates number two, Prabowo Subianto-Gibran Rakabuming Raka, had the largest number of interactions on TikTok social media. The Prabovo-Gibrant group dominated in terms of total interaction on tikTok, reflecting the very high level of user engagement with their content. This is evidenced by the very large number of interactions as well as the incredibly high levels of interaction compared to the other two groups. Interaction itself is a combination of the number of posts, likes, comments, favourites, shares, and views. Here's the interaction details of Prabowo-Gibran, Posts 500, Likes 22.755.605, Comments 1.164.397, Shares 445.117, Total Views 351.692.446, and the total involvement of 376.058.065 or if combined gets about 47 percent, bigger than the other two candidates. (CNNIndonesia.com, 2024). Even though they have been declared the winners of the election on March 20, 2024 by the KPU, this pair remains an attraction in itself to be used as research subjects. Especially on Gibran Rakabuming Raka who was very controversial in his nomination process.

In direct elections, such as presidential elections or district heads, storytelling approaches are very effective to use (Muksin et al., 2023). So this research aims to find out and analyze the category or type of video. The Association of Internet Service Organizers of Indonesia (APJII) announced that the number of Internet users of Indonesia in 2024 will reach 221,563,479 people out of the total population of 278,696,200 people of Indonesia by 2023.

## 2.   RESEARCH METHOD

The study used a qualitative approach with a content analysis method. This study was conducted to examine video uploads on Gibran Rakabuming Raka's TikTok account, related to the narrative of political image built during the 2024 presidential election campaign period. The focus of this study was only on the TikTok account @gibran_rakabuming starting from video uploads from January 6 to February 10, 2024. The research data sources used were based on primary and secondary data. The primary data source of the study was taken from video uploads of the account and interviews with the admin team of the TikTok account @gibran_rakabuming, while the secondary data of the study was taken from books, journals, websites, and other supporting reference sources.

During the campaign period, the author found 40 video uploads. The uploaded videos provide a visual presentation of politics that is summarized into selected political images and narrated to provide attribution of meaning. Among the visual images displayed are commonly found motifs such as formal speeches, official meetings, close relationships with citizens, and other displays (Liebhart & Bernhardt, 2017).

Analysis according to Kriyantono (2015), consists of data interpretation and the relationship between factors causing the phenomenon. Analysis is carried out further to better understand the content of media messages and relate them to the social and real-life context when the message was created to understand the meaning of the data. Qualitative content analysis is carried out because all messages come from the social and cultural results of society.

From the video uploaded by Gibran Rakabuming Raka, the author uses an approach from the research results of Muksin et al (2023) which categorizes at least nine (9) types of political image quantification on TikTok in Gibran Rakabuming Raka's political campaign process, namely:

1.   Close to the community: a visual image showing Gibran with the community, shown by being friendly and warm.
2.   Art, music, & sports: a visual image showing Gibran supporting art, music and sports practitioners.
3.   Aspiration & dialogue: a visual image that shows the dialogue process with the community to receive input and complaints.
4.   Diversity: a visual image that shows Gibran involved in cultural activities.
5.   Celebrities: visual images showing Gibran together with celebrities.
6.   Social empathy: a visual image showing Gibran giving a feeling of empathy to society.
7.   Spiritual: visual images showing Gibran carrying out spiritual activities, such as listening to studies, going on pilgrimages, or meeting religious figures.
8.   Motivation: a visual image showing Gibran giving advice or motivation to the community.
9.   Political view: a visual image that shows Gibran's political views, usually conveyed in speeches or dialogues.

The next step is to carry out descriptive analysis by examining digital storytelling elements in uploads that contain the most types of videos. Each video upload is correlated with data available on TikTok, such as the number of views, likes, comments, favorites and shares. Furthermore, each video is narrated according to data obtained from interviews with the TikTok account admin team @gibran_rakabuming.

## 3.   RESULTS AND ANALYSIS (10 PT)

...................................................................................................................................................................

*194*

**International Journal of Social Science (IJSS)**
**Vol. 4 Issue.2 August 2024, pp: 191-204**
**ISSN: 2798-3463 (Printed) | 2798-4079 (Online)**

.................................................................................................................................................

It is known that TikTok account @gibran_rakabuming is updated periodically during the campaign life with video uploads organized based on daily campaign events. Gibran Rakabuming Raka, who also served as Mayor Solo for the period 2021-2024, has become a fairly active state official in using social media.



**Figure 1. Gibran Rakabuming Raka's TikTok profile**
Source: TikTok account @gibran_rakabuming

Based on observations, Gibran rakabumin Raka has 3.3 million followers and only follows one person on TikTok @gibran_rakabumings account. Gibran has at least posted 782 videos to TikTok accounts since his first account was created. Of all the videos, the author focused on the period of the 2024 presidential campaign, starting from January 6 to February 10, 2024, found as many as 40 videos that were primary data on this study. From the video found it was then categorized into nine (9) types of video quantification of political images based on research by Muksin et al. (2023).
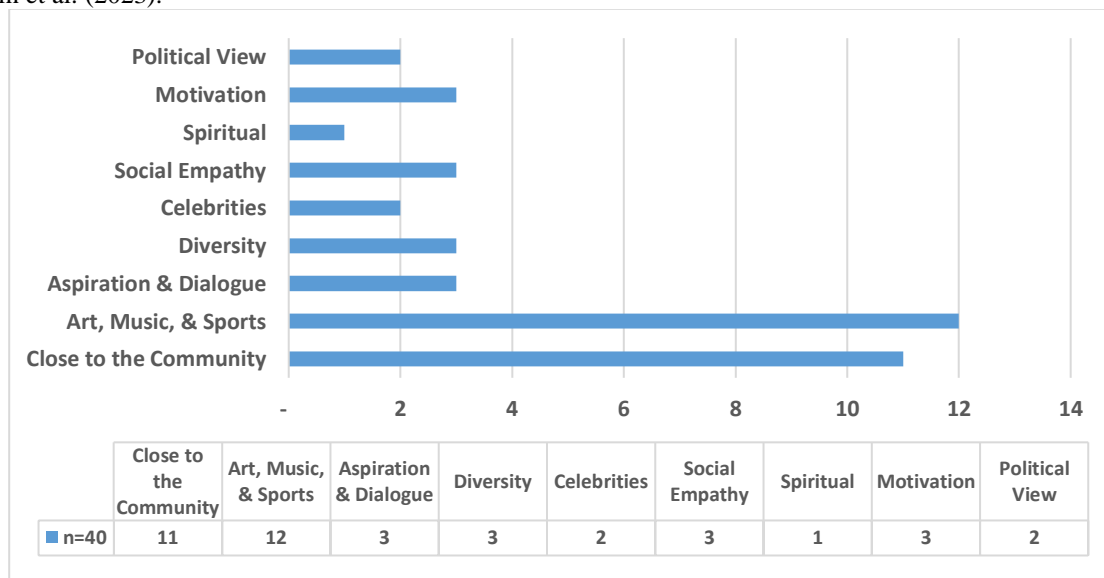


| | Close to the Community | Art, Music, & Sports | Aspiration & Dialogue | Diversity | Celebrities | Social Empathy | Spiritual | Motivation | Political View |
|---|---|---|---|---|---|---|---|---|---|
| ■ n=40 | 11 | 12 | 3 | 3 | 2 | 3 | 1 | 3 | 2 |

**Figure 2. Graph of Quantification of Gibran Rakabuming Raka's Political Image**
Source: Processed by researchers, 2024

The above image forms the basis for authors to carry out content analysis using nine (9) types of political image quantification on TikTok account @gibran_rakaboming. The author describes everything from the most video category to the least video category.

**Art, Music, & Sports**

In this category there were twelve (12) videos (n=12) with 49 million views, 4.1 million likes, 105 thousand comments, 162 thousand favorites, and 43 thousand shares. The visual picture shown is Gibran supporting artists, music and sports. There's a lot of activities that Gibran does in this category, ranging from making futsal matches with the community, making AI animations, making music concerts and much more that explains Gibran's strong support for the category. As you know, these events are very much attracted by the young people who will surely be very

.................................................................................................................................................

....................................................................................................................................................

attractive especially if the events are packed very well. The author focuses on three (3) videos specifically on this category that get the most views.

The first video titled "Fun Match Futsal" became the most viewed video, with 12 million views, 1.5 million likes, 34 thousand comments, 70 thousand favorites, and 18.5 thousand shares. According to the admin team of TikTok Gibran's account, this activity provides an overview of promoting the importance of welcoming the 2024 elections in an innovative, fun, and peaceful way. Besides, the event is a response to the contemporary style of entertainment known as "Sportainment". Gibran wanted to show that the event was more than just a futsal match and a campaign. He stated that the activity was part of Gibran's commitment to supporting futsal sports in Indonesia, as seen in the video description "Campaign with happiness doesn't make a mistake. Two (2) Match Fun Futsal here. Still bumping move on."



**Figure 3. Sports category video**
Source: TikTok account @gibran_rakabuming

The next video, titled "Gibran's AI Animation" became the second most viewed video in this category, with 6.1 million views, 588 thousand likes, 18.7 thousand comments, 27 thousand favorites, and 9.6 thousand shares. According to the admin team of the TikTok Gibran account, the video was made by artificial intelligence technology (AI) containing a video clip of Gibran driving a Vespa, and given an AI sound similar to Gibran. In his description Gibran wrote, "Maybe yes, I don't have the recording, but it sounds exactly like this, thank you. Good work." The video gives the picture that Gibran is focused on himself, not compared to anyone else, wants to be a better version of himself, and free from any pressure to happiness.



**Figure 4. Art category video**
Source: TikTok account @gibran_rakabuming

....................................................................................................................................................

*196*

**International Journal of Social Science (IJSS)**
**Vol. 4 Issue.2 August 2024, pp: 191-204**
**ISSN: 2798-3463 (Printed) | 2798-4079 (Online)**

...................................................................................................................................................

The next video with the Prabowo-Gibran videotron title "Gemoy" became the third video that was viewed quite a lot, getting 6 million views, 620 thousand likes, 21.8 thousand comments, 17.3 thousand favorites and 3.5 thousand shares. According to Gibran's TikTok account admin team, this video, which was also made by artificial intelligence (AI) and is only 16 seconds long, gives an idea of how cute and funny Gibran is, giving an attractive impression to the public. The word "Gemoy" became a new identity in Gibran's political campaign, assisted by AI generative technology which allows a person's visual character to change depending on the self-image they want to form. This change in campaign style will be inevitable, the author believes that in the future, political candidates will increasingly campaign using AI technology on a massive scale. In the video description there is not much writing, only the word "wow". This became one of Gibran's trademarks when campaigning in providing a political image that had never been done before.



**Figure 5. Art category video**
Source: TikTok account @gibran_rakabuming

**Close to The Community**

In this category we found eleven (11) videos (n=11) with 82 million views, 7.2 million likes, 143 thousand comments, 283 thousand favorites, and 84 thousand shares. In this category a lot of Gibran campaign activities by visiting several areas, such as Bali, Kendal, Sidoarjo, Wonogiri, Bandung and other places. The focus of this activity is to greet the general public, to see the uniqueness of each region, and to pray for mercy to the community. Although it does not reach the entire region of Indonesia, the range of views obtained from this category of videos is quite a lot. There are two videos that were specifically the author's attention, the first one with 42 million views and the second one with 13.5 million views.

The first video, titled The Shoe Down Campaign, got the biggest views of all videos ever uploaded, with 42 million views, 4 million likes, 48,2 thousand comments, 138 thousand favorites and 23 thousand shares. According to the admin team of TikTok Gibran's account, the video once again, in its uniqueness, gives a picture of the crazy election action, taking off his shoes suddenly to the people attending the campaign and becoming a warm discussion in the public. Seen in his description, "Who puts my shoes, takes care of baek baek yes. Local has it.", Gibran wanted to describe that he gives full support to the local product, which the shoes he wears are branded "Aerostreet" originally made by the children of Klaten.

...................................................................................................................................................

.......................................................................................................................................................



**Figure 6. Close to the community category video**
Source: TikTok account @gibran_rakabuming

The next video, entitled "People's Party for Indonesia Maju" that got 13.5 million views, 2.2 million likes, 67 thousand comments, 109 thousand favorites, and 49.6 thousand shares. According to the admin team of TikTok Gibran account, the video as the closing of the campaign on pilpres 2024, the event was held in Gelora Bung Karno (GBK) on Saturday 10 February 2024, attended by many national figures, artists, public figures who fully support the candidate couple Prabowo-Gibran. (GBK). The animosity of this community is proof that Gibran as one of the strong candidates deserves to be in the presidency of 2024.



**Figure 7. Close to the community category video**
Source: TikTok account @gibran_rakabuming

**Aspiration & Dialogue**
In this category we found three (3) videos (n=3) with a total of 3,2 million views, 117 thousand likes, 3 thousand comments, 4,3 thousand favorites and 885 shares. The visual picture I want to show is that Gibran is engaged in a process of dialogue with the public to receive input and complaints. Gibran who was not only a state official, he

.......................................................................................................................................................

*198*

**International Journal of Social Science (IJSS)**
**Vol. 4 Issue.2 August 2024, pp: 191-204**
**ISSN: 2798-3463 (Printed) | 2798-4079 (Online)**

also came up with a background as an entrepreneur. The activities are focused on opening up a two-way communication space with the community, with the theme of creative economy being one of the main issues in every activity.



**Figure 8. Videos in the aspiration & dialogue category**
Source: TikTok account @gibran_rakabuming

The video above, entitled Campaign in Pekalongan and Tegal, received 1.2 million views, 55.4 thousand likes, 1.7 thousand comments, 1.9 thousand favorites and 413 shares. In almost every campaign, according to Gibran's TikTok account admin team, Gibran took the time to visit places where MSMEs do business. The blusukan style, which is also President Jokowi's trademark, is also attached to Gibran with a more unique style. It can be seen in the video description that it says "Today in Pekalongan and Tegal Regency. Apart from looking for seblak, I also dialogue with residents regarding many things. Regarding the creative economy, batik, fishermen, copper craftsmen, coffee entrepreneurs, etc.", Gibran wants these MSME businesses to be "classified" in the future, there are approximately 60 million MSMEs in Indonesia, as the largest contributor to state income, the government's role is to It is very important to support all existing MSMEs.

**Diversity**

In this category, three (3) videos were found (n=3) with 8.8 million views, 710 thousand likes, 19.7 thousand comments, 26 thousand favorites and 6 thousand shares. The visual image that we want to show is that Gibran is always involved in cultural activities. Gibran, who was born in the city of Solo, is closely related to Javanese culture. His attention to culture was a special attraction, especially when he served as Mayor of Solo. Various cultural developments, one of which is Pura Mangkunegaran Solo, which is the epicenter of culture in Solo and an attraction for foreign tourists. His ambition to make Solo a center of Javanese culture needs to be appreciated, if not his own people who appreciate his culture, then who else. Apart from preserving and caring for culture, the inclusive impact of culture is to increase the level of tourism.



**Figure 9. Diversity category video**
Source: TikTok account @gibran_rakabuming

....................................................................................................................................................

The video above entitled "Greetings from Papua" received 4.1 million views, 445 thousand likes, 11 thousand comments, 14.7 thousand favorites and 2.6 thousand shares. According to Gibran's TikTok account admin team, Gibran believes that each region has a unique culture. Therefore, he believes that culture belongs to everyone and has an impact on everyone. Likewise with Papua, Gibran, who in fact is Javanese, is often associated with the term "Javacentric", in this visual image he actually wants to emphasize that he will continue to carry out equitable development and continue to encourage the economy in Papua. With all the uniqueness of Papua, Gibran also assured that Papua will not be left behind, Papua will continue to be developed, as seen from the short description in the meaningful video "Greetings from Papua" which is quite attractive, especially to the Papuan people.

**Social Empathy**

In this category, three (3) videos were found (n=3) with 4.9 million views, 320 thousand likes, 7.2 thousand comments, 10.3 thousand favorites and 1.9 thousand shares. The visual image that we want to show is that Gibran gives a sense of empathy to the community. One of the issues or ideas that became Gibran's campaign slogan was "free food". Indonesia, which should be a healthy country, is becoming quite concerned when the stunting rate continues to be high recently. This program is not a joke program because the budget required is quite fantastic, approximately almost 400 trillion Rupiah, to provide free lunches for children throughout Indonesia. It is not surprising that this program is very effective in sticking with society, which in fact means the words "free food" are easy to understand for all elements of society, especially lower society.

One of the uploaded videos entitled "Three Featured Programs" received 2.1 million views, 168 thousand likes, 5 thousand comments, 4.9 thousand favorites and 967 shares. According to Gibran's TikTok account admin team, of the many campaign videos made , attention to the nutritional problems of Indonesian children has always been the focus of Gibran's campaign visual images. Free lunches and milk will be distributed to tens of millions of poor people, divided into three groups; school children, aka students, students and pregnant women. This program is not without its pros and cons among the public, but in the context of a political campaign this program is actually very populist and appears to be "on the side" of the people.



**Figure 10. Video in the social empathy category**
Source: TikTok account @gibran_rakabuming

**Motivation**

In this category, three (3) videos were found (n=3) with 4.2 million views, 197 thousand likes, 7.9 thousand comments, 7.5 thousand favorites and 1.9 thousand shares. The visual image that we want to show is Gibran giving advice or motivation to the community. Gibran is the youngest presidential election candidate, the target voters he wants to reach are of course young people in general.

It's not easy to be a Gibran, starting from the big name of his father, President of the Republic of Indonesia, the controversial process of nominating the presidential election, to the public's nicknames like "Samsul" coloring the dynamics of Gibran Rakabuming Raka's political campaign.

....................................................................................................................................................

200

**International Journal of Social Science (IJSS)**
**Vol. 4 Issue.2 August 2024, pp: 191-204**
**ISSN: 2798-3463 (Printed) | 2798-4079 (Online)**

**Figure 11. Motivation category video**
Source: TikTok account @gibran_rakabuming

The video above is entitled "Si Samsul" which received 1.6 million views, 79.2 thousand likes, 2.6 thousand comments, 2.9 thousand favorites, and 684 shares. According to Gibran's TikTok account admin team, becoming a public figure is not as easy as As you can imagine, without exception, Gibran also experienced insults, insults, insults and even nicknames. Gibran, whose character is not very expressive in responding to oblique comments, actually reacted calmly. It can be seen in the video that Gibran provides motivation to young people, even though many people insult and insult us, we should focus on the goal of the younger generation to become Indonesia's golden generation.

**Celebrities**

In this category, two (2) videos were found (n=2) with 6.1 million views, 317 thousand likes, 4.6 thousand comments, 9 thousand favorites and 1.8 thousand shares. The visual image you want to show is Gibran together with artists or celebrities. The popularity of social media cannot be ignored because a number of artists openly support the 2024 presidential election candidate pairs. Starting from Raffi Ahmad, Nagita Slavina, Atta Halilintar, Aurel Hermansyah, Andre Taulany, Desta, and many more, these names are a list of Indonesian artists who united in supporting the candidacy of Gibran Rakabuming Raka.



**Figure 12. Celebrities category video**
Source: TikTok account @gibran_rakabuming

.................................................................................................................................................

The video above entitled "Sunmori-an in South Jakarta" received 2.6 million views, 261 thousand likes, 2.6 thousand comments, 7.2 thousand favorites and 1.2 thousand shares. According to Gibran's TikTok account admin team, Gibran was riding a Vespa with his wife Selvi Ananda, together with other artists they did the Sunday Morning Ride or what is more commonly known as "Sunmori".

**Political View**

In this category, two (2) videos were found (n=2) with a total of 14.4 million views, 2.2 million likes, 46 thousand comments, 102 thousand favorites, and 22.4 thousand shares. The visual image we want to show is Gibran showing his political views, usually conveyed in speeches or dialogues. Gibran, as the youngest candidate in the 2024 presidential election, in his political activities certainly has thoughts that are outside the norm for politicians in general. Gibran, who is paired with Prabowo, is quite far apart in terms of age and progress in his political career. Prabowo's long career experience will certainly be a big lesson for Gibran's political career in the future. Gibran, who is only 36 years old today, is still too young to predict, let alone judge, what he will do now or later.

The 1 minute 30 second video entitled "Tribute for Prabowo" received 11.9 million views, 1.9 million likes, 42 thousand comments, 93 thousand favorites and 19.9 thousand shares. According to Gibran's TikTok account admin team, a short video summarizing Prabowo's struggle from the beginning to today's conditions, illustrates the consistency of a struggle that he wants to continue and pass on, especially to the younger generation. In the video description, Gibran only quotes the short sentence "Calm down, Pak Prabowo. We are all here.", illustrating that Gibran will continue to accompany Prabowo with all his abilities, as proven by the various pros and cons of society, they continue to move forward with full confidence.



**Figure 13. Video in the political view category**
Source: TikTok account @gibran_rakabuming

**Spiritual**

In this category, only one (1) video was found (n=1) which received 2 million views, 98 thousand likes, 3.5 thousand comments, 3.5 thousand favorites and 808 shares. The visual image we want to show is Gibran carrying out activities. Spiritual, such as listening to studies, going on pilgrimages, or meeting religious figures.



**Figure 14. Spiritual category video**
Source: TikTok account @gibran_rakabuming

.................................................................................................................................................

*202*

**International Journal of Social Science (IJSS)**
**Vol. 4 Issue.2 August 2024, pp: 191-204**
**ISSN: 2798-3463 (Printed) | 2798-4079 (Online)**

..................................................................................................................................................................

According to Gibran's TikTok account admin team, the activity of attending gatherings with Islamic boarding schools, students and ulama figures has become a habit for political candidates. There are quite a few national religious figures, for example Gus Miftah, one of the figures who is very close to Gibran. He often accompanies Gibran on his visits to religious base areas for political campaign activities. Gibran, who also often mentions Islamic boarding school students in his campaign programs, illustrates that Islamic boarding school, Islamic boarding school and religious elements are important assets for the life of the nation and state. Proof that Gibran really respects and takes this group of people into account, with the inclusion of Habib Luthfi as the Advisory Board of the National Campaign Team (TKN), he is one of the major ulama figures who is very influential in Central Java.

Visual analysis of videos uploaded to the TikTok account @gibran_rakabuming shows that there are several video categories that are priorities. So based on the results of the visual description above, the author took the two (2) types of video categories that are most widely used based on digital storytelling as a construction of Gibran Rakabuming Raka's political image during the 2024 presidential election campaign period, namely:

1. Art, Music & Sports: In this category it is clear that the narrative or storytelling that you want to create on how to influence young and novice voters is the strategic focus of Gibran Rakabuming Raka's political campaign. Various unique activities ranging from futsal, concerts, art performances, have become symbols of a relaxed political narrative that can be accepted by all levels of society, especially young people. Being aware that the world of young people is a digital world, conventional campaign methods can be said to be somewhat irrelevant if they are still maintained. Focusing on political segmentation seems to be an important requirement in the future before determining what campaign strategy to use. When visual images can be understood easily, it is evident that entertainment activities are an important point. When in the past politics was a stiff, serious discussion, and often caused divisions, with the emergence of Gibran all political campaign traditions became 1800. Never I can imagine that the history of Indonesian politics has become so fluid, just as Gibran once said, "campaign happily, without using insults".

2. Close to the community: In this category, it is actually narrative or storytelling with the most accumulated views of all the categories above. The old adage "if you don't know, you won't love" still seems quite relevant today. Indonesian culture, which is full of warmth, friendliness and gentleness, has become a national identity that cannot be replaced. Manners, etiquette, giving priority to elders are all that Gibran tries to describe in all the videos he uploads. Almost never in the author's observations was Gibran's explosive anger visible. Pay attention to how when Gibran was heavily bullied, Gibran's reaction was unexpected, instead of defending himself he turned the bullying material into his political slogan, for example "Samsul". Even people who may have previously been apathetic towards Gibran gradually became sympathetic, felt sorry for him, and even provided support. Our society is basically a mutual cooperation society where it is easy to feel sorry if you see someone or a figure being ostracized. The effect of bullying on Gibran did not have a bad effect, in fact it had a positive effect and turned into a form of support. Not to mention the hilarious actions that Gibran often shows when he visits various regions. It looks simple, but in fact it has become a hot topic of conversation in society. Gibran is a phenomenal figure, it is even possible that in the future Gibran will become a role model, especially for young people who are interested in the world of politics in Indonesia.

## 4. CONCLUSION

Digital storytelling in the context of political images always uses digital media such as websites, social media, online videos and other digital platforms. As a political campaign strategy, this is necessary in an effort to build, strengthen and change the political image of a person or group of people. TikTok is not only a tool to increase popularity, but also an effective platform in building an image and influencing public opinion. Adaptation to the dynamics of social media and creativity in content are the keys to success in modern political campaigns. Gibran Rakabuming Raka uses TikTok to build digital storytelling as a political image for the 2024 presidential election campaign. On the TikTok account @gibran_rakabuming, it is clear that the videos uploaded are made professionally, using artificial intelligence (AI) technology, and are storytelling that can be accepted by the public.

In the research above, it was found that there were two (2) categories of videos based on digital storytelling as the political image of Gibran Rakabuming Raka during the 2024 presidential election campaign period, namely the art, music, & sports and close to the community categories. The art, music, & sports category is a visual illustration that Gibran supports art, music and sports practitioners. Then in the close to the community category as a visual illustration that Gibran is close to the community, is present in the community, and shows a quite friendly and warm attitude.

.............................................................................................................................................

**Journal homepage**: https://bajangjournal.com/index.php/IJSS

*203*

......................................................................................................................................................................

# REFERENCES

[1] Asosiasi Penyelenggara Jasa Internet Indonesia. (2024, Feb 7.). " APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang." Retrieved from https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang

[2] CNNIndonesia.com (2024, January 23). Alasan Prabowo-Gibran Jadi "Raja" di *TikTok*. Retrieved from https://www.cnnindonesia.com/teknologi/20240123000410-192-1053040/alasan-prabowo-gibran-jadi-raja-di-*TikTok*

[3] Hunt, K. J. (2015, May 18). Political Storytelling and the Land of Make-Believe. Retrieved from https://www.huffingtonpost.co.uk/kevin-j-hunt/political-storytelling_b_6895174.html

[4] Iman. (2024, Jan 4). "Kampanye Capres Melalui *TikTok* Efektif Raih Suara Milenial." Rri.id, 4 Jan. 2024, https://www.rri.co.id/pemilu/502968/kampanye-capres-melalui-*TikTok*-efektif-raih-suara-milenial.

[5] Kominfo. (2022, March 31). "Yuk Coba Pahami Cara Kerja Algoritma *TikTok*!." Retrieved from https://kominfo.kotabogor.go.id/index.php/post/single/829

[6] Kriyantono, R. (2015). Teknik Praktis Riset Komunikasi, Disertasi Contoh Praktis Riset Media, Publik Relation, Advertising, Komunikasi Organisasi, Komunikasi pemasaran. Jakarta: Kencana Prenada Media Group

[7] Kuncahyono, T. (2022, May 12). Medsos dan Kemenangan "Bongbong". Retrieved from https://www.kompas.id/baca/opini/2022/05/12/medsos-dan-kemenangan-bongbong

[8] Liebhart, K., & Bernhardt, P. (2017). Political Storytelling on *Instagram*: Key Aspects of Alexander Van der Bellen's Successful 2016 Presidential Election Campaign. Media and Communication, 5(4), 15–25. https://doi.org/10.17645/mac.v5i4.1062

[9] Martinus, H., & Chaniago, F. (2017). Analysis of Branding Strategy through *Instagram* with Storytelling in Creating Brand Image on Proud Project. Humaniora, 8(3), 201. https://doi.org/10.21512/humaniora.v8i3.3678

[10] Medina Serrano, J. C., Papakyriakopoulos, O., & Hegelich, S. (2020). Dancing to the Partisan Beat: A First Analysis of Political Communication on *TikTok*. 12th ACM Conference on Web Science. https://doi.org/10.1145/3394231.3397916

[11] Muksin, N. N., Sinaga, A. B., Hidayat, H., Handoko, D., & Shabana, A. (2023). Ganjar Pranowo's Storytelling and Political Image on Social Media. KOMUNIKA: Jurnal Dakwah Dan Komunikasi, 17(2), 175–190. https://doi.org/10.24090/komunika.v17i2.7206

[12] Musfira, A., Ibrahim, N., & Harun, H. (2022). A Thematic Review on *Digital storytelling* (DST) in Social Media. The Qualitative Report. https://doi.org/10.46743/2160-3715/2022.5383

[13] Revolusi, Prabu (2024). Persepsi Publik dan Media Sosial Dalam Kampanye Pilpres 2024, Nivedana Jurnal Komunikasi dan Bahasa Vol 5 No.1 Maret 2024, ISSN: 2723-76642723-7664

[14] Rizvić, S. (2018). *Digital storytelling*. Digital Techniques for Documenting and Preserving Cultural Heritage, 211–212. https://doi.org/10.1017/9781942401353.016

[15] Rmol.id (2024, March 10). "Pemilu 2024 dan *TikTok*: Komputasional Propaganda dan Hegemoni." Retrieved from https://rmol.id/publika/read/2024/03/10/612450/pemilu-2024-dan-*TikTok*-komputasional-propaganda-dan-hegemoni

[16] Sahal, U. (2023, Sep 24). "Marak Kampanye Lewat Media Sosial Jelang Pemilu, Ini Kata Dosen UM Surabaya." Retrieved from https://www.um-surabaya.ac.id/article/marak-kampanye-lewat-media-sosial-jelang-pemilu-ini-kata-dosen-um-surabaya

[17] Sakti, R. E. (2023, December 13). "Media Sosial Pengaruhi Pemilih pada Pemilu 2024." Retrieved from https://www.kompas.id/baca/riset/2023/12/14/media-sosial-pengaruhi-pemilih-pada-pemilu-2024

[18] Seyfi, M., & Soydas, A. U. (2017). *Instagram* Stories From The Perspective Of Narrative Transportation Theory. The Turkish Online Journal Of Design, Art And Communication, 7(1), 47–60. https://doi.org/10.7456/10701100/005

[19] Suryani, I., Zulfikri, A., & Muhariani, W. (2021). Aplikasi Tik Tok Sebagai Media Kampanye Untuk Pencegahan Penyebaran Covid-19. J-IKA, 8(1), 93–101. https://doi.org/10.31294/kom.v8i1.10542

[20] Wartaekonomi.co.id (2024, February 2). Pengikut *TikTok* Gibran Rakabuming Tembus 1,6 Juta, Cak Imin dan Mahfud MD Ketinggalan Jauh. Retrieved from https://wartaekonomi.co.id/read527723/pengikut-*TikTok*-gibran-rakabuming-tembus-16-juta-cak-imin-dan-mahfud-md-ketinggalan-jauh

[21] Weimann, G., & Masri, N. (2020). Research Note: Spreading Hate on *TikTok*. Studies in Conflict & Terrorism, 46(5), 752–765. https://doi.org/10.1080/1057610x.2020.1780027

......................................................................................................................................................................

THIS PAGE IS INTENTIONALLY LEFT BLANK