

**Pengaruh Kampanye Negatif di Media Sosial TikTok Terhadap
Voting Behavior Generasi Z Pilpres 2024 (Studi Kasus: Siswa/i
SMAN 9 Jakarta Timur)**

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ABSTRAK

Penelitian ini bertujuan untuk memahami pengaruh kampanye negatif di media sosial tiktok terhadap voting behavior pemilih pemula dari generasi z di pilpres 2024. Penelitian ini berfokus pada bagaimana konten kampanye negatif di media sosial tiktok dapat mempengaruhi voting behavior dan adopsi konten negatif pada pemilih pemula generasi z. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan desain survei. Peneliti menyebarkan kuesioner kepada responden yang merupakan pemilih pemula generasi z di pilpres 2024, khususnya siswa/i SMAN 9 Jakarta Timur. Data yang dikumpulkan dianalisis menggunakan teknik statistik untuk mengidentifikasi hubungan antara *eksposure* konten kampanye negatif di media sosial tiktok terhadap voting behavior adopsi konten negatif, serta menguji hipotesis yang telah ditetapkan. Hasil penelitian menunjukkan bahwa terdapat pengaruh signifikan dari *eksposure* konten kampanye negatif di tiktok terhadap voting behavior dan adopsi konten negatif pemilih pemula generasi z pada pilpres 2024. Responden yang memilih pertama kali saat pilpres 2024, merasa adanya perubahan sikap memilih mereka dengan adanya rasa simpati pada kandidat yang mendapatkan serangan dan menjadi ragu dalam menentukan pilihannya setelah adanya paparan konten kampanye negatif di tiktok. Temuan ini memberikan kontribusi penting dalam memahami perilaku memilih (voting behavior) di tengah maraknya kampanye negatif di media sosial. Selain itu, temuan ini juga memberikan implikasi strategis bagi partai politik dalam merancang kampanye di media sosial untuk menarik perhatian pemilih pemula dari generasi

Kata Kunci: TikTok, Kampanye Negatif, Generasi Z, Pilpres 2024, Voting Behavior

The Influence of Negative Campaigns on TikTok Social Media on the Voting Behavior of Generation Z in the 2024 Presidential Election (Case Study: Students of SMAN 9 East Jakarta)

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ABSTRACT

This research aims to understand the influence of negative campaigns on social media TikTok on the voting behavior of first-time voters from Generation Z in the 2024 presidential election. This research focuses on how negative campaign content on social media TikTok can influence voting behavior and the adoption of negative content among first-time voters of Generation Z. . The research method used is a quantitative approach with a survey design. Researchers distributed questionnaires to respondents who were beginner voters of the Z generation in the 2024 presidential election, especially students of SMAN 9 East Jakarta. The data collected was analyzed using statistical techniques to identify the relationship between exposure to negative campaign content on TikTok social media and voting behavior, adopting negative content, as well as testing the hypotheses that have been established. The results of the research show that there is a significant influence from exposure to negative campaign content on TikTok on voting behavior and the adoption of negative content by first-time Generation Z voters in the 2024 presidential election. Respondents who voted for the first time in the 2024 presidential election felt that there had been a change in their voting attitudes due to their feeling of sympathy for the candidate. who received attacks and became doubtful in making their choices after being exposed to negative campaign content on TikTok. These findings provide an important contribution in understanding voting behavior amidst the rise of negative campaigns on social media. Apart from that, these findings also provide strategic implications for political parties in designing campaigns on social media to attract the attention of first-time voters from generation z.

Keywords: *TikTok, Negative Campaign, Generation Z, 2024 Presidential Election, Voting Behavior*