

PENGARUH KONTEN TIKTOK @DEDIMULYADIOFFICIAL TERHADAP CITRA POSITIF DI KALANGAN FOLLOWERSNYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh konten TikTok @dedimulyadiofficial terhadap citra positif di kalangan followersnya. Dedi Mulyadi, Gubernur Jawa Barat terpilih periode 2025–2030. Penelitian ini menggunakan teori Uses and Gratifications dari Katz, Blumler, dan Gurevitch (1974) sebagai kerangka pengukuran variabel independen dan teori Citra Politik Bruce I. Newman (2016) sebagai kerangka pengukuran variabel dependen. Objek penelitian adalah akun TikTok @dedimulyadiofficial milik Dedi Mulyadi, Gubernur Jawa Barat periode 2025–2030. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatori (*explanatory research*). Populasi penelitian adalah seluruh followers aktif akun TikTok @dedimulyadiofficial yang berusia 18 tahun ke atas, dengan jumlah responden sebanyak 100 orang yang ditentukan menggunakan rumus Taro Yamane melalui teknik purposive sampling. Pengumpulan data dilakukan melalui metode survei menggunakan kuesioner berskala Likert, dan data dianalisis menggunakan uji korelasi Pearson, koefisien determinasi, regresi linear sederhana, dan uji T dengan bantuan perangkat lunak SPSS.–Hasil penelitian menunjukkan koefisien korelasi (r) sebesar 0,797 dengan nilai signifikansi 0,000, yang mengindikasikan hubungan kuat dan signifikan antara kedua variabel. Nilai R Square sebesar 0,634 menunjukkan bahwa konten TikTok @dedimulyadiofficial berkontribusi sebesar 63,4% terhadap pembentukan citra positif di kalangan followersnya, sedangkan 36,6% sisanya dipengaruhi faktor lain di luar model penelitian. Uji hipotesis menghasilkan nilai t hitung sebesar 13,042 yang lebih besar dari t tabel sebesar 1,984, sehingga H_1 diterima dan H_0 ditolak. Dengan demikian, dapat disimpulkan bahwa konten TikTok @dedimulyadiofficial berpengaruh positif signifikan terhadap pembentukan citra positif Kang Dedi Mulyadi di kalangan followersnya.

Kata Kunci: konten TikTok, citra positif, Uses and Gratifications, citra politik, komunikasi politik digital.

THE IMPACT OF @DEDIMULYADIOFFICIAL'S TIKTOK CONTENT ON POSITIVE IMAGE AMONG ITS FOLLOWERS

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ABSTRACT

This study aims to investigate the influence of the TikTok account @dedimulyadiofficial's content on positive perceptions amongst its followers. Dedi Mulyadi is the Governor-elect of West Java for the 2025–2030 term. This study utilises the Uses and Gratifications theory by Katz, Blumler and Gurevitch (1974) as the framework for measuring the independent variables, and Bruce I. Newman's (2016) Political Image theory as the framework for measuring the dependent variables. The object of the study is the TikTok account @dedimulyadiofficial belonging to Dedi Mulyadi, Governor of West Java for the 2025–2030 term. This study employs a quantitative approach using explanatory research methodology. The study population comprises all active followers of the TikTok account @dedimulyadiofficial aged 18 and over, with a sample size of 100 respondents determined using Taro Yamane's formula via purposive sampling. Data collection was carried out via a survey using a Likert-scale questionnaire, and the data were analysed using Pearson's correlation test, the coefficient of determination, simple linear regression, and the t-test with the aid of SPSS software. The results of the study showed a correlation coefficient (r) of 0.797 with a significance level of 0.000, indicating a strong and significant relationship between the two variables. The R-squared value of 0.634 indicates that the content of the TikTok account @dedimulyadiofficial contributes 63.4 per cent to the formation of a positive image amongst its followers, whilst the remaining 36.6 per cent is influenced by other factors outside the research model. The hypothesis test yielded a calculated t-value of 13.042, which is greater than the table t-value of 1.984; therefore, H_1 is accepted and H_0 is rejected. Consequently, it can be concluded that the TikTok content of @dedimulyadiofficial has a significant positive effect on the formation of a positive image of Kang Dedi Mulyadi amongst his followers.

Keywords: *TikTok content, positive image, Uses and Gratifications, political image, digital political communication*