



## ABSTRAK

### **PENGARUH POLITICAL BRANDING DICO GANINDUTO MELALUI TIKTOK TERHADAP SIKAP Mendukung GENERASI Z DALAM PILGUB JATENG 2024 MENGGUNAKAN TEORI ELABORATION LIKELIHOOD MODEL**

Helsa Yoga Hibatullah  
5201711140

Internet telah membawa perubahan besar dalam komunikasi, khususnya melalui media digital yang menjadi saluran utama untuk mengakses informasi, termasuk di bidang politik. Salah satu platform digital populer adalah TikTok, yang digunakan sebagai strategi political branding untuk menarik dukungan masyarakat, terutama Generasi Z. Penelitian ini mengkaji pengaruh political branding Dico Ganinduto melalui TikTok terhadap Sikap Mendukung Generasi Z dalam Pilgub Jateng 2024 dengan menggunakan teori Elaboration Likelihood Model (ELM). Penelitian ini berparadigma positivisme dengan metode kuantitatif dan pendekatan deskriptif. Sampel diambil secara acak dari 114 pengguna TikTok Generasi Z di Jawa Tengah melalui kuisisioner daring. Hasil penelitian menunjukkan bahwa political branding Dico Ganinduto melalui TikTok berpengaruh signifikan terhadap Sikap Mendukung Generasi Z. Route Central (pemrosesan pesan mendalam) memiliki pengaruh kuat (korelasi Pearson 0,775), sementara Route Peripheral (pemrosesan superfisial) berpengaruh lebih lemah (korelasi Pearson 0,579). Generasi Z menunjukkan pemahaman dan respons emosional yang baik terhadap konten TikTok. Kesimpulannya, TikTok memiliki potensi besar untuk menyampaikan pesan politik kepada Generasi Z. Untuk menarik dukungan, diperlukan konten berkualitas tinggi yang informatif dan mendorong pemikiran kritis, karena Generasi Z cenderung kritis dan mempertimbangkan kandidat secara serius.

**Kata Kunci:** Generasi Z, Political Branding, TikTok

## **ABSTRACT**

### ***THE INFLUENCE OF DICO GANINDUTO'S POLITICAL BRANDING THROUGH TIKTOK ON GENERATION Z'S VOTING ATTITUDES IN THE 2024 CENTRAL JAVA GUBERNATORIAL ELECTION USING THE ELABORATION LIKELIHOOD MODEL THEORY***

*Helsa Yoga Hibatullah*  
5201711140

*The internet has brought major changes in communication, especially through digital media which has become the main channel for accessing information, including in the political field. One of the popular platform is TikTok, which is widely used for political branding to gain public support, particularly among Generation Z. This study examines Dico Ganinduto's political branding through TikTok and its influence on Generation Z's interest in the 2024 Central Java governor election. Using the Elaboration Likelihood Model (ELM) theory, the research analyzes how political messages shape attitudes and interests. Adopting a positivist paradigm, this quantitative research uses a descriptive approach. The simple random sampling method was used to collect data from 114 Generation Z TikTok users in Central Java through an online questionnaire. The findings reveal that Dico Ganinduto's TikTok-based political branding significantly influences Generation Z's voting interest. The central route (deep message processing) shows a stronger influence (Pearson correlation 0.775) than the peripheral route (superficial message processing) with a weaker influence (Pearson correlation 0.579). Gen Z showed good understanding and emotional response to TikTok content. In conclusion, TikTok has great potential to convey political messages to Gen Z. To attract support, high-quality content that is informative and encourages critical thinking is needed because Gen Z tends to be critical and consider candidates seriously.*

**Keywords:** *Generation Z, Political Branding, TikTok*

