# ABSTRAK

## PENGARUH KAMPANYE POLITIK DI *PLATTFORM* TIKTOK TERHADAP KEPUTUSAN MEMILIH (STUDI PEMILIHAN PRESIDEN TAHUN 2024 PADA PEMILIH MUDA KABUPATEN LAMPUNG TIMUR)

**Oleh**

**Muhammad Gilar Buana Hegislian**

Penelitian ini bertujuan menganalisis pengaruh kampanye politik di *platform* TikTok terhadap keputusan memilih presiden pada pemuda pedesaan di Kabupaten Lampung Timur. Penelitian menggunakan pendekatan kuantitatif dengan desain korelatif dan analisis regresi linear sederhana terhadap 150 responden usia 17–30 tahun yang dipilih melalui *proportionate stratified sampling* di tiga kecamatan dengan DPT terbanyak. Hasil uji instrumen menunjukkan seluruh item valid (r hitung > 0,159) dan reliabel (*Cronbach's Alpha* > 0,90), serta memenuhi asumsi normalitas dan kelayakan regresi. Temuan menunjukkan hubungan yang sangat kuat antara kampanye TikTok dan keputusan memilih (r = 0,936; $R^2$ = 0,875), yang berarti 87,5% variasi keputusan memilih dijelaskan oleh kampanye di TikTok. Meskipun demikian, analisis indikator memperlihatkan kecenderungan irasional lebih dominan dibandingkan rasional, di mana aspek emosional, impresi visual, citra kandidat, serta pengaruh *influencer* lebih berperan daripada pertimbangan programatik. Secara teoretis, hasil ini mengindikasikan bahwa rasionalitas pemilih dalam ekosistem digital dipengaruhi oleh struktur algoritma, *filter bubble*, dan *echo chamber*, sehingga memperluas pemahaman terhadap Teori Pilihan Rasional dalam konteks demokrasi digital. Penelitian ini merekomendasikan agar strategi kampanye di TikTok tidak hanya menekankan daya tarik emosional, tetapi juga memperkuat substansi program dan literasi politik digital masyarakat pedesaan. Selain itu, studi lanjutan perlu mengeksplorasi peran algoritma, jenis konten, dan intensitas paparan secara lebih mendalam dengan pendekatan *mixed methods* untuk memahami dinamika rasional dan emosional pemilih secara komprehensif.

Kata Kunci: Kampanye Politik, TikTok, Keputusan Memilih, Pemuda Pedesaan, Rasionalitas Politik, Media Sosial Digital.

# ABSTRACT

## THE INFLUENCE OF POLITICAL CAMPAIGNS ON THE TIKTOK PLATFORM ON VOTING DECISIONS (A STUDY OF THE 2024 PRESIDENTIAL ELECTION AMONG YOUNG VOTERS IN EAST LAMPUNG REGENCY)

**By**

**Muhammad Gilar Buana Hegislian**

*This study aims to analyze the influence of political campaigns on the TikTok platform on presidential voting decisions among rural youth in East Lampung Regency. The research employs a quantitative approach with a correlational design and simple linear regression analysis involving 150 respondents aged 17–30 years, selected through proportionate stratified sampling across three sub-districts with the highest number of registered voters. The instrument testing results indicate that all items are valid (r calculated > 0.159) and reliable (Cronbach's Alpha > 0.90), and meet the assumptions of normality and regression feasibility. The findings reveal a very strong relationship between TikTok campaigns and voting decisions ($r = 0.936$; $R^2 = 0.875$), meaning that 87.5% of the variation in voting decisions is explained by campaigns conducted on TikTok. However, indicator analysis shows that irrational tendencies are more dominant than rational ones, where emotional aspects, visual impressions, candidate image, and influencer endorsement play a greater role than programmatic considerations. Theoretically, these results suggest that voter rationality in the digital ecosystem is influenced by algorithmic structures, filter bubbles, and echo chambers, thereby extending the understanding of Rational Choice Theory within the context of digital democracy. This study recommends that TikTok campaign strategies should not only emphasize emotional appeal but also strengthen substantive program content and digital political literacy among rural communities. Furthermore, future research should explore the role of algorithms, content types, and exposure intensity more comprehensively through mixed-method approaches to better understand the rational and emotional dynamics of voters.*

*Keywords: Political Campaign, TikTok, Voting Decision, Rural Youth, Political Rationality, Digital Social Media*