

ABSTRACT

This research aims to explore the perspective of Generation Z followers on the political communication of the Indonesian Solidarity Party (PSI) on the TikTok social media platform in the context of the 2024 elections, using a symbolic interaction approach. Generation Z, as a group of young voters who are very familiar with digital technology, provides both challenges and opportunities for political parties to interact and influence through social media. Using symbolic interaction theory, this research examines how political symbols and messages delivered by PSI on TikTok are understood and interpreted by Generation Z followers. This research uses a qualitative method with a phenomenological approach to explore Generation Z's subjective experiences of interacting with political content on TikTok in depth. This study contributes to the understanding of how Generation Z perspectives on Tiktok PSI content on Tiktok social media. Based on the results of the study, Generation Z uses TikTok to obtain political information and shape their understanding of political issues (mind). Their political identity is formed through interactions on TikTok, allowing them to identify with PSI values, while comments and interactions with other users help form a more informed opinion (self). PSI's TikTok figures play an important role in shaping Generation Z's views, building trust, and directing positive social interactions, as well as strengthening their solidarity and political participation (society). Although PSI's communication strategy on TikTok succeeded in increasing their electability among Generation Z, this was not necessarily reflected in the electoral results as PSI's content was considered too entertaining and less informative, and Generation Z voter participation was not significant enough to win seats in the existing electoral system.

Keywords: Partai Solidaritas Indonesia, Political Communication, Electability, Followers