

ABSTRACT

In utilizing social media as a medium for the 2024 election campaign, there is a lot of misleading information spread across various social media, one of which is Tiktok. The majority of Tiktok users are Generation Z, which is around 50 million accounts. As the main consumers of Tiktok content, generation Z is the main target of the 2024 Election campaign content on Tiktok social media. Digital literacy is an ability that must be possessed by voters, especially generation Z as novice voters during the 2024 Election. The urgency in this study is that researchers want to find out how generation Z's digital skills consume the 2024 election content. This research includes descriptive research that describes the data obtained based on the answers given and desired by the research subjects. Through the japelidi digital literacy skills theory, ten digital skills were found, namely the ability to access, select, understand, analyze, verify, evaluate, distribute, produce, participate and collaborate. Based on these ten abilities, the researcher describes that the digital skills of generation Z in consuming election 2024 content are good.

Keywords: *Digital Skills, Generation Z, Election Content, Tiktok*