

ABSTRACT

The Gerindra Party conducts political communication in the form of interactions on TikTok social media, this study discusses how the interactions carried out by the Gerindra Party can influence public opinion regarding political communication of political parties in Indonesia because the interactions carried out are something that is rarely done by other political parties. This research uses a quantitative approach with an explanatory survey method and the survey used is in online form to collect data which will then be analyzed and the results of the analysis will be explained in general. The results of this study are the discovery of a significant and positive influence and relationship from the interaction of TikTok Gerindra Party on public opinion regarding political communication of political parties in Indonesia, it can be shown from the results of the analysis that has been carried out by obtaining a correlation coefficient value of 0.773 and a coefficient of determination of 59.4%. These findings can conclude that the interaction of TikTok Gerindra party has a strong influence and is related to public opinion regarding political communication of political parties in Indonesia.

Keywords: *Political Communication in social media, Public Opinion, TikTok Interaction of Gerindra Party.*