

SPREADING THE CHARM OF 'FEELINGS OF THE PRESIDENTIAL ELECTION' THROUGH TIKTOK AHEAD OF THE NAHDLATUL ULAMA CONGRESS

Rachmat Hidayat
University of Indonesia
rachmat.hidayat01@ui.ac.id

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Penelitian dilakukan dengan mengamati dua calon ketua umum Pengurus Besar Nahdlatul Ulama (PBNU), masing-masing KH Said Aqil Siraj (Kiai Said) dan Yahya Cholil Staquf atau Gus Yahya dalam menerapkan strategi marketing politik melalui media sosial TikTok. Semua data observasi dikumpulkan dari awal bulan, hingga 20 Desember 2021, menjelang Kongres ke-34 di Provinsi Lampung. Observasi dilakukan dengan teknik etnografi, dianalisis dengan metode penelitian kualitatif. Saluran media sosial TikTok merupakan bagian dari perubahan perilaku masyarakat di era digitalisasi saat ini. Hal itu juga dilakukan Kiai Said dan Gus Yahya, dua calon ketua umum PBNU dalam demokrasi di ruang digital. Saling menebar pesona, serupa dengan pertarungan Pemilihan Presiden (Pilpres) dalam menyampaikan pesan kepada publik atau warga, termasuk warga Nahdliyin. Muktamar ke-34 kali ini rentan terhadap kepentingan politik pada 2024. Apalagi NU sebagai ormas terbesar di Indonesia sangat seksi dan diperhitungkan oleh para aktor politik yang akan bertarung di Pilpres mendatang.

Kata kunci: Era Digital; TikTok; Pemasaran Politik, Nahdlatul Ulama; Demokrasi.

Abstract (English)

The research was conducted by observing two candidates for the general chairmanship of the Nahdlatul Ulama Executive Board (PBNU), each KH Said Aqil Siraj (Kiai Said) and Yahya Cholil Staquf or Gus Yahya in implementing political marketing strategies through TikTok social media. All observation data were collected from the beginning of the month, until December 20, 2021, ahead of the 34th Congress in Lampung Province. Observations were made using ethnographic techniques, analyzed by qualitative research methods. The TikTok social media channel is part of changing people's behavior

in the current digitalization era. This was also done to Kiai Said and Gus Yahya, two candidates for the general chairmanship of PBNU in democracy in the digital space. Spreading mutual charm, similar to the battle for the Presidential Election (Pilpres) in conveying messages to the public or citizens, including Nahdliyin residents. The 34th congress this time is vulnerable to political interests in 2024. Moreover, NU as the largest mass organization in Indonesia is sexy and highly calculated by political actors who will fight in the upcoming presidential election.

Keywords: Digital Age; TikTok; Political Marketing, Nahdlatul Ulama; Democracy.

**Correspondent Author : Rachmat Hidayat
Email : rachmat.hidayat01@ui.ac.id*



INTRODUCTION

Technological innovations that accompany the development of the times and continue to this day. Creating a pattern of community participation that also changes, accelerating an idea, democracy, or simply an idea that is fed to the public through digital media channels which are now increasingly diverse. Including the TikTok social media channel, which indulges the public in interacting in the digital space. Manuel Castells, a figure who studies the development of information technology, revealed that today's society has transformed into a network society (Manovich, 2003). The digitalization of communication networks is the backbone of the network society. Network society manifests itself in various forms, according to culture, institutions, with their respective backgrounds in this era (Castells & Cardoso, 2005). The formation of a network society whose social structure is created and activated by information processed digitally. A social structure whose infrastructure is based on digital networks has the potential capacity to become global (Barney, 2004). He emphasized network power refers to the power of actors and organizations included in the network which is the core of the global network society of human collectives or individuals. (Castells, 2016).

While democracy is a form of the rights of all citizens, participate in discussions in making a decision. Democracy also provides a space that covers all aspects of life in all social conditions that develop in society, including the digital space utilizing existing social media channels. In the economic sector, as well as in culture in the current era of digitalization.

A democracy that can also be interpreted as justice. In the political context, democracy is defined as the practice of freedom of expression freely and equally. The main principle in a democracy is that its people can openly, freely express their aspirations in every political and social policy. The principle becomes the starting point in exercising freedom of expression in a country (Balkin, 2004). Network society in today's digital era, which causes not only individuals, but community organizations, inevitably have to enter into it. This includes Nahdlatul Ulama (NU), the largest Islamic organization in Indonesia which is also part of a networked group or society in utilizing its democratic rights in the digital space. It is unavoidable, during the contest for the chair of the general chairman, the largest religious organization in the republic utilizes the digital space as a place for democracy, implementing its political marketing strategy with the hope of approval from the public and the nahdliyin (Turmudi, 2006).

The marketing concept that was originally used with the business objective of competing to market products, is now a marketing concept that is applied in politics (Rafiq & Ahmed, 2000). Politics is also understood as a separate institution but interacts with, media including social media (Schwanholz, Graham, & Stoll, 2018). Mainstream media and online media (social media) are increasingly difficult to separate as time goes by to integrate into the digital space. Marketing strategies was also caused by a shift in the way to recruit constituents, which initially used conventional methods, such as campaigns in the open field, motorized vehicle parades, to impassioned speeches by campaigners (jurkam). In line with changes in the socio-technological environment, politicians, community organizations including figures, artists, and public figures, use social media as a campaign event. Want to reach and convince the public as much as possible through the digital space in implementing marketing strategies, including political marketing

TikTok

TikTok social media is now also a place for democracy as well as marketing political marketing strategies between candidates. Not only young people, but TikTok is also spreading the 'virus' to those who are old or aged. The battle ahead of the 43rd PBNU Executive Conference held in Bandar Lampung City, Lampung Province, one of these digital media channels has become an arena for political marketing strategies against candidates in the race for the chair of the PBNU general chair. Strategize each other, to get support in the digital space. is increasing. In 2020 TikTok became the most downloaded digital media worldwide (Rowe & SHRM-CP–Winona Area, 2021). Digital media TikTok also known as lip-sync application (lip-sync) until now is at the peak of its fame. This video-based application has received a lot of attention from young people.



TikTok logo image. (Named, 2021)

Before the digital media TikTok existed, in January 2009 one of the digital media Facebook was already global first. At that time, Facebook had more than 175 users worldwide. And at the same time, every minute of the ten hours various content is uploaded through another digital media channel, namely YouTube. Research conducted by Forrester, almost 75 percent of social media users surf the internet in the second quarter of 2008 (Haenlein & Kaplan, 2010). Both define social media as an internet-based group that allows the creation and exchange of content between users. Each individual can feed, create an idea then connect to the internet. And data processors designed by humans for certain reasons, under certain conditions create cognition. This later became a social activity. Social media is a complex term with multiple meanings (Fuchs, 2014).

In 2020, becoming a global trend in the country, the non-gaming application TikTok was the second most downloaded application in 2019. Namely, there were 1.5 billion downloads on the App Store and Google Play. The official Tiktok account TikTok official Indonesia released, the digital media channel based in Beijing, known as Bytedance, Indonesia is ranked fourth in the world, with around 30.7 million users (Patel & Binjola, 2020). The extraordinary popularity of TikTok has become the latest platform for voicing political aspirations. As many as 49% of teenagers use the Tiktok platform. Interestingly, parents have started to join and use Tiktok during the Covid-19 pandemic (Bairizki et al., 2021). TikTok is also not just for entertainment and a democratic arena but is also used as a propaganda channel. Preachers have a TikTok account, produce short videos to convey religious knowledge and da'wah in a more attractive form so that they get high views and enter FYP (For Your Page). (Named, 2021).

Nahlatul Ulama (NU)



Nahdlatul Ulama (NU) Organization Logo

The largest Islamic organization in Indonesia was formed on January 31, 1926, to represent the traditional ulama. This teaching is sourced from the Qur'an, Sunnah, Ijma (decision of the scholars earlier). (Wikipedia). (Machfudz) released the founding figures of NU, among others; KH Hasyim Asy'ari, KH Bisri Syamsuri, KH Abdullah Wahab Chasbullah, KH Abdul Chamid Faqih, KH Ridwan Abdullah 1884-1962. Then KH Abdullah Halim Leuwemunding, Abdul Aziz, Surabaya, KH Ma'shum, KH A Dachlan Achjad, KH Nachrowi Thahir, KH R Asnawi, Sheikh Ganaim, KH Abdullah. In addition, several well-known figures are behind the scenes, namely KH Kholil Bangkalan who incidentally is a teacher of KH Hasyim Asy'ari, and KH As'ad who became his fellow teacher when he was a student at KH Khalil (Ismail, 2011).

Political guidelines for NU citizens. (NU online)

1. Politics for Nahdlatul Ulama means the involvement of citizens in the life of the nation and state as a whole in accordance with Pancasila and the 1945 Constitution.
2. Politics for Nahdlatul Ulama is politics that has a national perspective and leads to national integration with steps that always uphold unity and integrity to achieve common goals, namely the realization of a just and prosperous society physically and mentally and carried out as a charity of worship towards happiness in the world. this world and the life in the hereafter.
3. Politics for Nahdlatul Ulama is the development of essential and democratic values of independence, educating the nation's maturity to realize the rights, obligations, and responsibilities to achieve the common good.
4. Politics for Nahdlatul Ulama must be carried out with morals, ethics, and culture that believes in the Almighty God has just and civilized humanity upholds the unity of Indonesia, is a populist led by wisdom in deliberation/representation, and social justice for all Indonesian people.
5. Politics for Nahdlatul Ulama must be carried out with honesty of conscience and religious morals, constitutional, fair in accordance with agreed rules and norms, and can develop a deliberation mechanism in solving common problem

6. THEORETICAL FRAMEWORK

7. This study seeks to show a democratic process, the application of political marketing strategies through TikTok carried out by two candidates for the general chairman of the Nahdlatul Ulama Executive Board (PBNU). Both are incumbent KH Said Aqil Siraj. This NU figure from Cirebon, who is often called Kang Said, has served as chairman of the PBNU twice and is eager to run again as a candidate. His competitor, the former spokesman for the 14th President KH Abdurrahman Wahid or Gus Dur, Yahya Staqf. The politician who now serves as Head of the PBNU Aam, often called Gus Yahya, declared himself to be advancing and hoped to get support from all parties, including the political elite.
8. Both Kang Said and Gus Yahya are marketed through political marketing strategies through social media TikTok. Democracy through digital space ahead of the fight which will be held in Bandar Lampung City, Lampung Province, at the 34th PBNU Congress this year
- 9.



Hunt, (Henneberg & O'Shaughnessy, 2009) explain, political marketing is an interdisciplinary subject of marketing and political science. Political marketing techniques must be allied with technology, in this case, digital media, to expand their reach. Not only for the basis of party membership but also to get creative input in the context of implementing policies. Existing social media, including TikTok, have become a digital platform for creating new ways of marketing or campaigning for politics. Become a good new channel for candidates, including their supporters, to potential voters and to interact. The democratic process seems inseparable in the implementation of political marketing strategies. Moreover, the strategy is carried out in the digital space. A marketing concept that was originally used in the business world, has now penetrated the world of politics which is currently being facilitated by various forms of digitalization that are growing. Various digital media, including existing social media, make it easier for the

political marketing process to be delivered quickly. The era of digitalization has also shifted public behavior, not only campaigning with the old pattern. The classical theory of democracy is based on the belief that citizens should be adequately informed by various information channels. Social interaction is necessary for fostering respect, trust between different communities (Newman, 1994). In the next era, the political world may give birth to many studies, including those from academics. The world of progressive politics can present all possibilities. And actually, the implementation or strategy of political marketing is nothing new. This application has already been carried out in several countries on the European and American continents. At the beginning of the 20th century, America has implemented a political marketing strategy as part of the consequences of the development of democracy which is growing to this day.

In 1980, political marketing had begun to develop, which was marked by the conventional channel at that time, television as a channel for delivering messages to the public. One example of political marketing at that time was when British Prime Minister Margaret Thatcher came to power. Utilizing television and radio as campaign media. Meanwhile in Indonesia, the implementation of political marketing has been open since 1998. At that time, it was known as the reformation era which was accompanied by the emergence of various political parties (parties) which reached 150 parties (Baines, Crawford, O'Shaughnessy, Worcester, & Mortimore, 2014).

METHOD

This research is an attempt to find out how democratic practices occur in implementing political marketing strategies through TikTok social media. In particular, the activities of two candidates for the general chairmanship of PBNU, KH Said Aqil Siraj or Kang Said, and Yahya Stafuq are often called Gus Yahya. Through an online observation approach with the ethnographic method, with a qualitative research approach. Observations were made at the beginning of the month until December 20, 2021, or three days before the congress took place.

The ethnographic method that is understood, one of its advantages is surfing through the internet without being confined by space and time in observing the object under study. Obtain detailed information as well as apply intelligence patterns in this research process. Conduct searches without being known by the subject under study (Miller, Hengst, & Wang, 2003). According to Jorgen Skageby (Annisa, 2019), online ethnography is a qualitative method in understanding what is happening in the virtual space in the digitalization era (Foley, 2020) explained that ethnographic research is qualitative research that provides space for researchers to describe and interpret the values of behavior and various forms of communication that are carried out.

According to (Semiawan, 2010), the purpose of a qualitative approach is an in-depth search for symptoms or facts that are not seen on the surface. Depth in revealing a fact characterizes this research which is not may be revealed without observation. Using a simple definition, qualitative research is interpretive or interpretive, using many methods in examining what is being studied. Qualitative researchers usually conduct studies of natural things around them. Understanding, interpreting the meaning of the things in question (Winter, 2000). Qualitative research also aims to provide a conceptual understanding of the phenomenon under study. Through qualitative, it can also be used as a place to refute existing theories. Theories are needed in their capacity to provide conceptual understanding linked to the research focus. Focused on this research, by observing the two candidates for the general chairmanship of PBNU. What is the various information in the form of text, video, or images on the TikTok social media page ahead of the 34th PBNU Congress in Bandar Lampung City? Both of them are based on observations made, marketed through a persuasive communication approach to persuade and influence the public through the digital space ahead of the 34th PBNU Congress.

RESULTS AND DISCUSSION

In the observations made on KH Said Aqil Siraj or Kang Said and Yahya Staquf or Gus Yahya, some information in the form of pictures and videos are fed through TikTok social media. Political marketing strategy through TikTok is not carried out through their accounts but is carried out by other account owners, who then feed the results of the information obtained to the public through TikTok social media. In the observations made, it was also found that various texts that were fed through the official PBNU account on TikTok social media were against both of them.



Observations were then made through the Tiktok social media account with the keyword PBNU congress. Two accounts belonging to the nahdliyin, #nahdlatul_ulama, and #nu_online participated in providing information ahead of the 34th PBNU Congress which will be held in Lampung Province. The #nu_online account found text in the form of a video comparing two figures of the candidate for the general chairmanship of PBNU, Kiai Said or Kang Said and Gus Yahya. At the beginning of their narration, they began with information that they both knew NU through their father. The text in the form of a video on TikTok from the observations made was liked by 2302 netizens and as many as 53 various comments on the text of this video. The information that was fed to the two candidates for the general chairmanship of PBNU, KH Said Aqil Siraj and Yahya Cholil Staquf was carried out by implementing a political marketing strategy. The vision and mission of the two, are similar to the strategy applied during political battles at the presidential and vice-presidential elections. The battle of 'election flavors' at the 34th congress this time. The era of democracy in the digital space, including through social media TikTok, cannot be separated from it, inevitably being associated with the implementation of a pattern of political marketing strategies. Although Nahdlatul Ulama (NU) is not a political organization, the aura of political struggle is felt and often occurs at the PBNU Congress which is held every five years.

In the current era of digitalization, which allows the political realm to give birth to many studies. The world of politics is progressive and can give birth to all kinds of possibilities, combined with ways of communicating to influence the public through the digital space. With regard to the research conducted, both Kiai Said and Gus Yahya display charm, both seek the blessing of the nahdliyin, especially those who vote ahead of the congress. Implementing a political marketing strategy by feeding ideas in the form of narratives, images, or uploaded videos. They both want to advance NU to be better, as the largest Islamic organization in Indonesia, with different narratives, different visions, and missions but with the same goal. One, Kiai Said wants to retain his seat as general chairman of PBNU for the third time. Meanwhile, Gus Yahya as the challenger wants to win the chair of general chairman.

Democratic process that is interpreted by researchers, a freedom to express opinions is included in the digital space. Determining a choice by linking a concept of political marketing strategy. Democracy in a thought interpreted by researchers, freedom to express opinions, voice what they want, including participating in making political choices as well as implementing political marketing strategies. Political marketing can help community leaders, including politicians, in making early detection so that they are efficient and effective (Habermas, 2006).

In applying political marketing theory, it is not only about marketing activities but is integrated into the political environment. This provides an advantage for the political elite, including supporting netizens, to get targeted support while implementing political marketing strategies (Henneberg, Scammell, & O'Shaughnessy, 2009) explains that political marketing strategy is currently a new way of doing research. His presence encourages the expansion of space in the application of marketing concepts by political actors, success teams, bureaucrats, including academics.

Researchers think that the 34th Congress is vulnerable to political interests in 2024. Moreover, NU as the largest mass organization in Indonesia is sexy and highly considered by political actors who will fight in the upcoming presidential election. So it is not surprising that the presidential election air was so felt at this congress. Although not present in person, and not as a congress participant, the public is spoiled by the digital space to get information quickly about the congress held in Bandar Lampung City, Lampung Province. Technology in the digital era makes it easy for the world community to access the internet, get information and feed any information in his daily life, including in democracy. With a high-speed computer network that passes through it in a virtual space, the public can easily access information channels. View news, watch videos, listen to music, and hang out with family, friends. (Straubhaar & LaRose, 2004).

CONCLUSION

The results of the research conducted, the researcher assumes that the 34th congress this time is vulnerable to political interests in 2024. Moreover, NU as the largest mass organization in Indonesia is sexy and highly considered by political actors who will fight in the upcoming presidential election. So it is not surprising that the presidential election air was so felt at this congress. Although not present in person, and not as participants in the congress, the public was spoiled by the digital space to get information quickly about the congress which was held in Bandar Lampung City, Lampung Province.

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