

Content Analysis of Gerindra's TikTok as a Political Communication Medium For Students of the Faculty of Dakwah and Communication

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ABSTRACT

There is a lack of research on using TikTok by political parties in Indonesia, particularly regarding its impact on university students' political perceptions and participation as the young voter generation. This study analyses the political communication strategies employed by the Gerindra Party through the TikTok platform and its influence on the political perceptions of students at the Faculty of Dakwah and Communication, State Islamic University of North Sumatra. Employing a qualitative case study approach, the research utilises content analysis of Gerindra's TikTok videos and in-depth interviews with students, applying data triangulation to comprehensively understand digital political communication and its effects. The findings indicate that the Gerindra Party employs diverse political communication strategies on TikTok, including informative, persuasive, entertaining, and responsive content to engage a young audience. Prabowo Subianto, as the principal figure, prominently features in the content, with videos lasting 30-60 seconds being the most effective in increasing engagement, averaging 1.2 million views. Content showcasing informal moments of political figures elicited higher responses than formal content. However, TikTok presents limitations in delivering in-depth political issues, and the study also found low digital literacy among students in verifying information. These findings highlight the effectiveness and challenges of digital political communication via TikTok. The study concludes that it is essential to integrate digital citizenship education in higher education institutions to enable students to analyse political content critically, and political parties should develop effective multi-platform communication strategies.

Keywords:

TikTok, Political Communication, Gerindra Party, Social Media

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A. INTRODUCTION

Political communication is a multidisciplinary field involving the exchange of information among political actors, the media, and the public. This process



is not unidirectional from the government to citizens but also includes horizontal interactions among politicians and feedback loops from public opinion to authorities (Norris, 2015). In the digital era, social media has become vital for disseminating political information, shaping opinions, and mobilising mass support (Subekti et al., 2023). However, challenges such as the spread of hoaxes and disinformation have become increasingly concerning as they can manipulate public perception (Anzera et al., 2019). Political communication studies also encompass agenda-setting, framing, and priming theories to understand media influence on political behaviour (Gervais, 2018). Social psychology contributes insights into how interpersonal discussions shape political views (Nisbet & Feldman, 2016), while interdisciplinary approaches enrich understanding of these communication dynamics (Jarvis & Barroquillo, 2019).

Global trends in political communication reveal that the practice and study of this field evolve across diverse cultural and political system contexts. In post-conflict countries such as Kosovo, media and political communication are crucial in democratisation and peacebuilding processes (Gashi & Amanyraouf, 2023). Meanwhile, in Italy, political communication reflects cultural values through visual and performative expressions (Spampinato, 2021). Within campaign contexts, effective communication strategies such as personal narratives and emotional visualisation have proven capable of building strong political identities (Sarasqueta et al., 2025). Under economic and political pressures, mass media also shape public perceptions of political issues through framing (Remondes et al., 2025). On the other hand, digital populism increasingly exploits social media to disseminate propaganda on a massive scale (Kundu & Nagariya, 2019). Cross-national research confirms that political communication is a key component in democratic and authoritarian regimes (Saravanan et al., 2024).

The media plays a crucial role in political communication, especially in rapidly and widely disseminating information via platforms such as Twitter and Facebook (Kashyap & Jonjua, 2020). Beyond being a source of information, the media also acts as a watchdog, monitoring government policies, ensuring transparency, and preventing abuses of power (Permadi & Putri, 2022). Social media analytics are utilised to gauge public sentiment and design political strategies. The media serves as a mediator between the government and the public, as well as among social groups, aiding in policy formulation and aligning public interests (Wheatley & Rafter, 2023). Political campaigns increasingly leverage social media to directly reach voters without intermediaries (Schill & Hendricks, 2024). However, interactions remain predominantly one-way and have yet to optimise two-way dialogue (Farkas & Schwartz, 2018). The media also encourages public engagement with political issues (Haryono et al., 2022).

Despite the great potential of social media in political communication, various challenges persist, such as the spread of misinformation and hoaxes, which can damage public opinion and the quality of democracy (McNair, 2017). The polarisation of political discourse on social media threatens social cohesion (Box-Steffensmeier & Moses, 2021). Conversely, advances in information technology have fundamentally altered political communication patterns. As a rapidly growing platform, TikTok has attracted political parties seeking to reach young voters. In 2023, Indonesia had over 125 million active TikTok users, with 70% aged between 18 and 34 years (Wiguna, 2017). Responding to this trend, the Gerindra Party maximises TikTok as a political campaign tool. Their official account, @gerindra, has over 1.5 million followers, and its content has garnered tens of millions of views since 2020.

As the research subjects, students from the Faculty of Dakwah and Communication at the Universitas Islam Negeri Sumatera Utara possess particular characteristics in consuming and responding to political content on social media. These students actively use social media to seek political information and demonstrate good media literacy, enabling them to analyse and evaluate the political content they encounter (Rahman, 2021). As part of the youth generation, students occupy a strategic position within Indonesia's political constellation as potential first-time voters and active agents of change within political discourse. The Faculty of Dakwah and Communication at Universitas Islam Negeri Sumatera Utara, with its academic focus on communication sciences, is an appropriate setting to study how students with theoretical knowledge of communication interpret and understand political content on TikTok.

Several previous studies have examined the use of social media in political communication in Indonesia. Anshari and Prastya (2021) investigated politicians' use of Instagram during the 2019 election campaign, demonstrating how the platform effectively reaches young voters. Meanwhile, Juditha (2020) analysed political parties' use of Twitter in constructing persuasive and dynamic political narratives. However, studies on TikTok as a political communication medium remain limited, especially in the Indonesian context. Pramudya and Oktavianus (2022) conducted preliminary research on political content strategies on TikTok, but did not focus specifically on political party accounts or the impact on student audiences. Therefore, further research is necessary to understand how political parties utilise TikTok and how such content affects students' political perceptions and participation.

Although many studies discuss social media in political communication, research on using TikTok by political parties in Indonesia is still scarce. Moreover, the impact of political content on TikTok on students' political perceptions and participation has yet to be analysed, revealing a research gap that needs to be addressed. This study examines how the Gerindra Party constructs political messages through TikTok content and how such content is received and influences students' perceptions at the Faculty of Dakwah and Communication, Universitas Islam Negeri Sumatera Utara. The research focuses on the characteristics of political content, narrative and framing strategies, student perceptions, and TikTok's effectiveness as a political communication medium. By employing digital political communication theory (Karpf, 2017), media reception theory (Hall, 1980), and the concept of political mediatization (Strömbäck & Esser, 2019), this study is expected to contribute significantly to understanding the transformation of digital political communication and the development of effective political communication strategies.

B. RESEARCH METHODS

This study employs a qualitative approach with a case study design to explore the phenomenon of TikTok usage by the Gerindra Party as a political communication medium and its influence on students' political understanding. The qualitative approach is chosen because it allows for an in-depth analysis of meanings, contexts, and the complex communication processes within digital platforms. The case study design is selected to gain a comprehensive understanding of the use of Gerindra's official TikTok account as a clearly defined unit of analysis within the context of digital political communication. Primary data were collected through two main techniques: content analysis and in-depth interviews. Content analysis was conducted on ten videos uploaded by the official Gerindra TikTok account (@gerindra) between



January 2023 and September 2024. This analysis covered visual, audio, textual elements, hashtags, music, and user interactions (comments, shares, likes) to identify communication patterns, dominant themes, and message delivery strategies. The analytical framework applied the digital political communication model developed by Strömbäck and Kiousis (2020), focusing on three dimensions: presentation (the manner of message delivery), representation (the content of the message), and interpretation (the meaning of the message). Subsequently, semi-structured interviews were conducted with five students from the Faculty of Dakwah and Communication at Universitas Islam Negeri Sumatera Utara, selected through purposive sampling based on the following criteria: actively using TikTok for at least one hour per day, having been exposed to Gerindra's TikTok content, and representing various study programs. The interviews aimed to explore students' perceptions, interpretations, and the influence of the content on their political understanding. The interview protocol referred to Stuart Hall's reception theory (1980) to analyse the positions of message acceptance: dominant-hegemonic, negotiated, and oppositional

C. RESULTS AND DISCUSSION

Content analysis revealed that the Gerindra Party employs a diverse communication approach on TikTok. Approximately 35% of the content is informative, conveying the party's programs and policies; 30% is persuasive, aimed at influencing public perception; 25% consists of entertainment content that adopts popular TikTok trends; and 10% is responsive content addressing current issues. This indicates a communication strategy that is not solely formal but also adaptive to the platform's entertainment-centric nature. Furthermore, the involvement of key figures such as Prabowo Subianto, the party chairman, dominates, appearing in 73% of the content, reflecting a strong personalisation strategy. A figure-centred approach is also evident as 65% of the content features key party figures, reinforcing personal imagery in digital political communication.

Regarding engagement, videos lasting 30-60 seconds received an average of 1.2 million views per video, indicating effective adaptation to the media consumption preferences of the younger generation. Content showcasing informal moments of party figures garnered engagement levels two and a half times higher than formal policy-related content. This confirms that TikTok audiences are more interested in political figures' personal and humanising aspects. Comment analysis revealed an average of 1,500 comments per viral content, signalling active interaction rather than passive consumption. The use of trending music in 45% of the content, original audio in 30%, and a combination of both in 25% illustrates the strategic use of audio elements to capture attention and foster user engagement.

Interviews with students revealed that 68% were exposed to Gerindra's TikTok content accidentally via the "For You Page" feature, while 32% consciously followed the account. This demonstrates the effectiveness of TikTok's algorithm in disseminating political content to audiences not actively seeking political information, thereby expanding content reach. Based on Stuart Hall's reception theory, student responses were categorised into three positions: 40% dominant-hegemonic (accepting the message as intended by the party), 45% negotiated (partially accepting the message with a critical attitude), and 15% oppositional (rejecting the party's narrative). Political awareness increased, with 70% of students stating that the content successfully built awareness; however, only 45% felt that their understanding of party policies

improved, highlighting TikTok's limitations in conveying complex information.

The study also identified challenges in digital literacy, where 75% of students rarely verified information obtained via TikTok through other sources, indicating the risk of consuming political information without critical analysis. Students with experience in student organisations tended to be more critical in assessing content. Political interest increased, with 85% of students expressing interest in following political developments via TikTok, although only 40% conducted further information searches. Thematic content analysis revealed three main narratives: nationalism (60%), food sovereignty (45%), and social justice (50%). A controversy related to the response of Gerindra's TikTok admin in October 2024 indicated challenges in maintaining professionalism in digital political communication and consistency in tone, which are crucial for developing future communication strategies.

1. Characteristics and Content Patterns of Gerindra's TikTok

The analysis of 10 TikTok contents from the Gerindra Party revealed diverse and strategic communication patterns. The uploaded content is categorised into four main types: informative (35%), persuasive (30%), entertainment (25%), and responsive (10%). Informative content conveys the party's programs, policies, and activities. In contrast, persuasive content shapes public perception of the party and its key figures. Entertainment content adopts light formats such as challenges and popular trends. In contrast, responsive content addresses current issues or criticism. Regarding format, most content (65%) features key political figures, especially Prabowo Subianto, who appears in 73% of the videos. Popular formats include speech clips (40%), informal or behind-the-scenes moments (30%), animated infographics (15%), and TikTok trends (15%). The average video duration is approximately 45 seconds, with content lasting between 30 and 60 seconds achieving the highest engagement, averaging 1.2 million views per video.

Audio use is critical in Gerindra's TikTok strategy, with 45% of the content incorporating trending music, 30% featuring original sounds from activities or speeches, and 25% combining both elements. Frequently used hashtags include #Gerindra, #PrabowoSubianto, and #Indonesia, with the party also actively utilising popular hashtags to broaden content reach. Engagement analysis indicates that content showcasing informal or personal moments, such as Prabowo Subianto's interactions with children or pets, garners 2.5 times higher engagement than formal content. This underscores TikTok audiences' preference for the humanising aspects of political figures. Annisa Putri, a social media practitioner, affirms that political personalisation strategies are highly effective on this platform, as audiences are more attracted to personal aspects than abstract political ideas, aligning with the global trend of increasing political personalisation.

2. Positive and Negative Trends in Gerindra Party's TikTok Content

Based on the analysis of positive issues arising from the Gerindra Party's TikTok content from 2022 to 2025, it is evident that the party's digital communication strategy has been relatively successful in fostering closeness with the public, especially the younger generation. Gerindra leverages TikTok as a digital political marketing tool to increase public awareness of the party's programs and image (Fahruji & Fahrudin, 2024). The party is considered to have successfully adapted to digital dynamics by employing an entertaining, light, and easily viral approach, aligned with the characteristics of TikTok users. By utilising



popular trends and a casual communication style, Gerindra effectively conveys political messages in more comprehensible and acceptable formats to millennials and Gen Z (Marlina & Hakim, 2025). This strategy positions Gerindra as one of the most adaptive parties to digital transformation in electoral politics, effectively reaching first-time voters through relevant, lighthearted, and interactive content.

In addition to content tailored to young audiences' preferences, one of Gerindra's main strengths on TikTok is the high level of engagement generated through direct interaction. For instance, the official account @gerindra frequently responds to netizens' comments with a humorous and relaxed tone, fostering an image of the party as approachable and responsive (Deryansyah et al., 2023). This approach distinguishes them from other parties that remain rigid or overly formal on social media. Furthermore, Gerindra's success in utilising TikTok's distinctive features, such as music, hashtags, and short video durations, demonstrates the maturity of their digital strategy. This approach broadens the party's reach and strengthens its identity among young voters. Another impact is the increased political participation among first-time voters, who feel more connected to political issues through accessible and relevant content. Gerindra's active presence on TikTok has shifted the paradigm of political communication from a top-down model to a more dialogical and participatory one.

Social media has significantly transformed the landscape of political communication, especially in how politicians interact with the public. For example, Facebook Reactions have led to increased use of negative emotions by US Congress members, indicating that platform design influences political communication strategies (Erickson & Yan, 2024). Social media enables direct communication between politicians and voters without conventional media intermediaries, accelerating information flow and enabling real-time responses (Kannasto & Pöyry, 2025). Moreover, TikTok is an effective visual campaign tool because it creates emotional atmospheres through short videos, music, and visual effects (Acevedo, 2024). Narrative elements such as storytelling, particularly problem-solution formats, are widely used to attract young audiences. Political visuals, including memes, party symbols, and personal videos of political figures, further reinforce political imagery (Marlina & Hakim, 2025). In this context, politicians use social media as an informational tool and a medium for creating digital political identities (Deryansyah et al., 2023).

Social media also promotes increased political participation, especially among young voters. Studies in Japan show that lifting bans on online campaigning significantly increased political efficacy and voter participation (Kobayashi, 2018). In the context of the 2012 US presidential election, Facebook use directly enhanced political engagement and the effectiveness of political information (Pennington et al., 2015). Additionally, social media has proven capable of mobilising collective action in local political contexts, as observed in protests related to the Wisconsin gubernatorial election in the US (Jorstad et al., 2015). Public opinion analysis has also become more accessible through text-mining technologies, which map public perceptions of political issues and policies (Alperin et al., 2018). Furthermore, user engagement through comments, duets, or stitches strengthens active citizen participation in digital political discourse (Gessler, 2016).

3. Negative Aspects and Controversies

Behind the success of Gerindra Party's digital strategy on TikTok, there are several

controversies that have damaged the party's image, particularly concerning political communication ethics. One of the most significant incidents occurred in October 2024, when the administrator of the official Gerindra account responded sarcastically to a netizen by suggesting a "shortcut" to go viral through mocking the President and Vice President. This response sparked widespread public condemnation for being unethical, unstatesmanlike, and violating norms of politeness in digital public spaces. The issue quickly escalated into a discourse across various social media platforms, reinforcing negative perceptions regarding the professionalism of Gerindra's social media team. Moreover, inconsistency in the communication tone oscillating between humorous styles and the demands of political communication ethics became a focal point of criticism. The emergence of the admin persona as a public figure also raised questions about transparency in the party's social media management structure and accountability for officially published content and responses.

This controversy highlights that the presence of political parties on social media, especially TikTok, requires more structured and responsible digital communication governance. In the long term, Gerindra's use of TikTok reflects an important transformation in Indonesia's political communication landscape, where digital platforms play a crucial role in shaping candidate images and reaching young voters. However, incidents like this underscore the need for standardized operational protocols in managing party social media. Moving forward, political parties must consider developing ethical guidelines for digital communication, specialised training for social media administrators, and evaluation mechanisms for published content. While a casual and interactive approach remains valuable, it must be aligned with professionalism and political integrity. Without proper governance, the potential of social media as a campaigning tool can backfire, damaging the party's credibility in the eyes of the public.

4. Political Narratives and Framing in Gerindra's TikTok Content (Continued)

Analysis of themes and narratives within Gerindra Party's TikTok content reveals a consistent focus on strategic issues directly related to public welfare. The theme of food sovereignty appears in 45% of the analyzed content, with an emphasis on agricultural programs, food self-sufficiency, and farmer empowerment as part of efforts to build national resilience. Meanwhile, themes of social justice and public welfare emerge in 50% of the content, highlighting criticism of economic inequality and calls for pro-people policies. From a framing perspective, a strong narrative construction positions Gerindra as a populist party that sides with the common people. The frames "Gerindra for the People" and "Prabowo as a Strong Leader" dominate, portraying Prabowo not only as an experienced military figure but also as capable of solving the nation's problems. This strategy illustrates how the party's political identity and key figure are personified through consistent visual and narrative messaging.

Furthermore, narrative approaches used in 40% of Gerindra's TikTok content demonstrate the application of storytelling techniques with a problem-solution structure. This pattern systematically builds the party's image as an agent of change, presenting solutions to national issues. Additionally, contrast techniques appear in 35% of the content, where the party compares conditions before and after political interventions to reinforce



messages of success. Visual elements play a crucial role in strengthening these narratives. The use of party symbols such as the color red, the Garuda logo, and visual representations of people from diverse socio-economic backgrounds create an impression of inclusivity. Dynamic editing techniques such as fast transitions, text overlays, and visual effects are consistently employed to capture attention and maintain user engagement. These findings confirm that Gerindra successfully translates its political ideology into TikTok's visual language, aligning with the preferences of younger generations, especially Gen Z, who respond more favorably to short, emotional, and personal audiovisual content.

5. Students' Perceptions and Interpretations of Gerindra's TikTok Content

The study found that exposure to Gerindra Party's TikTok content among students of the Faculty of Dakwah and Communication at Universitas Islam Negeri Sumatera Utara occurs through two main channels. Approximately 68% of students reported accidental exposure via the "For You Page" (FYP) feature, while 32% intentionally followed the account due to an interest in politics or particular political figures. Using Stuart Hall's (1980) reception theory framework, students' responses to the content were classified into three dominant positions: dominant-hegemonic (40%), negotiated (45%), and oppositional (15%). Students in the dominant-hegemonic position accepted the political messages as intended by the party and exhibited a high level of trust in the constructed narrative. Conversely, the negotiated group exercised selective acceptance, interpreting the messages according to their context and knowledge. The oppositional group actively rejected the messages, critiquing the party's narrative as a populist strategy that oversimplifies substantive political issues.

Furthermore, the study examined communication effectiveness through political awareness and understanding indicators. About 70% of students acknowledged that Gerindra's TikTok content increased their awareness of the party and its key figures. However, only 45% claimed to gain a deep understanding of the party's ideological platform and policies from the content. These findings underscore the limitations of TikTok as a political medium. While it effectively creates visual impressions and attracts attention, it is less capable of conveying complex political information. Additionally, students with a background in communication studies tended to demonstrate higher interpretative capacity regarding framing techniques, visual narratives, and persuasive strategies employed by the party. This difference highlights the significant role of media literacy and academic context in shaping the interpretation of digital political content. Therefore, digital citizenship education must equip younger generations with critical analytical skills to engage thoughtfully with political communication on social media platforms.

6. Effectiveness of TikTok as a Medium for Political Communication

Based on the content analysis and in-depth interviews, this study identifies three main factors influencing TikTok's effectiveness as a medium for political communication.

First, TikTok's platform characteristics highlighting short-form audio-visual content align well with the information consumption habits of younger generations, who tend to process information quickly, fragmentarily, and often multitask. The platform's algorithm, which prioritizes engagement levels, enables political content to reach a broad audience, extending beyond conventional voter groups. This strengthens TikTok's role as an alternative channel for political exposure, especially among Generation Z. Second, political

content that evokes emotional and personal connections such as informal moments featuring party figures proves to be more effective in building affective bonds with the audience. Storytelling techniques, popular music, and narrative visualisation are strategic tools in shaping political perceptions and collective memory. This confirms a shift in political communication from a rational-informational model toward a more affective-narrative approach, better suited to today's digital ecosystem.

Third, TikTok provides an open participatory space through interactive features like comments, duets, and stitches. These functions transform users from passive consumers into co-producers of political discourse. Analysis of comments reveals a high level of engagement, with an average of 1,500 comments per viral video from the Gerindra Party, reflecting active political conversations. However, this study also reveals significant limitations. The inherently brief content format risks oversimplifying complex political issues into overly simplistic or populist narratives. Moreover, algorithmic pressure to create entertaining content drives political parties to prioritise visual appeal and entertainment value over substantive policy discussion. In this context, digital literacy challenges become critical. About 75% of respondents admitted to rarely verifying political information obtained from TikTok, indicating a low capacity for critical assessment of message accuracy and intent. Therefore, integrating digital citizenship education into academic curricula is essential to strengthen media literacy-based political understanding among students.

Beyond politics, social media holds great potential as a positive communication medium for disseminating religious messages and enhancing interaction with audiences (Wahyudi et al., 2024). Media literacy is especially vital for students to verify information and prevent the spread of misinformation, thereby enabling social media to function effectively and constructively in religious outreach (Dewi & Azhar, 2025). The use of digital media in Islamic communication extends beyond religious messaging to empower youth through modern communication technologies (Kholifah & Hikmah, 2024). Furthermore, social media is an effective tool for deepening religious understanding, particularly among Generation Z, who are highly familiar with digital technology and social platforms (Jalaluddin et al., 2024).

7. Implications for Political Education and Digital Citizenship

The findings of this study indicate that social media platforms such as TikTok hold potential as entry points for young generations to access and develop an interest in political issues. The majority of respondents (85%) acknowledged that the presence of political content on TikTok increased their interest in following national political developments. However, only 40% of them actively engaged in further follow-up actions by seeking more in-depth information from other sources. This disparity suggests that although digital platforms can stimulate initial political awareness, they have not been fully effective in fostering more substantive political engagement. Therefore, an integrated political education strategy is necessary, particularly within higher education, to equip students with digital literacy skills and a more comprehensive understanding of politics. As Radit articulated, social media can serve as a medium for informal political education but must be accompanied by critical and reflective learning within academic settings.

Furthermore, this study found that students who are actively involved in student



organizations tend to possess better skills in critically interpreting political content. They are more adept at recognizing bias, understanding framing techniques, and verifying information received through TikTok. This suggests that organisational experience contributes to shaping students' political and digital literacy capacities. Consequently, digital citizenship education should be systematically integrated into university curricula, not only to equip students with skills as consumers of information but also as responsible producers of political content. This aligns with Abdi's view, emphasising the need for students to develop the ability to produce quality, ethical, and data-driven political narratives. The implications of these findings underscore the importance of collaboration between educational institutions, digital communities, and political actors in building a healthy and critically empowered political communication ecosystem.

D. CONCLUSION

The use of TikTok by the Gerindra Party demonstrates the significant potential of social media as an effective and dynamic tool for political communication in today's digital era. Gerindra can reach a broader audience through this platform, especially younger generations who are highly familiar with digital technology and social media. However, using TikTok for political communication also demands comprehensive digital literacy so that users can understand how the platform operates and avoid the spread of misinformation or manipulative content. Furthermore, integrating professional ethical values is essential in every social media political communication strategy to ensure that the messages conveyed are effective and responsible. This phenomenon reflects a transformation in political communication from a traditionally one-way process to a more dialogic and interactive two-way communication. TikTok provides a new space for political education and participation among Generation Z by presenting engaging and easily understandable content. Nevertheless, simplifying complex political messages carries the risk of oversimplifying important issues, making it crucial for users to remain critical and selective in receiving information. For students of the Faculty of Da'wah and Communication, this case study underscores the importance of digital reputation management skills and the application of clear ethical communication standards in social media management. This is highly relevant in da'wah and mass communication, where messages can spread rapidly. Therefore, caution in delivering messages becomes a key factor to ensure that da'wah through social media has a positive impact and builds public trust sustainably.

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AUTHOR CONTRIBUTIONS

- Author 1 : Developed the qualitative research design using in-depth semi-structured interviews and thematic analysis to validly and reliably understand digital da'wah communication within pesantren environments and social media.
- Author 2 : Designed the social media content analysis framework with data triangulation, employing qualitative software and ethical data collection procedures to ensure accuracy and protect the privacy of digital da'wah research participants.

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