# ALGORITMA, ECHO CHAMBER, POLARISASI, DAN VIRALITAS DI TIKTOK PADA PEMILIHAN PRESIDEN 2024

## *ALGORITHM, ECHO CHAMBERS, POLARIZATION, AND VIRALITY ON TIKTOK DURING THE 2024 PRESIDENTIAL ELECTION*

**Tri Wahyuti [1], Fitri Sarasati[2], Riski Mohamad Baskoro[3], Herman Paninggiran[4], Bagus Sudarmanto[5]**

[1]Universitas Paramadina
Jl. Raya Mabes Hankam, Kav. 9 Cipayung, Jakarta Timur, Indonesia
[2]Universitas Satya Negara Indonesia (USNI)
Kampus A: Jl. Jalan Arteri Pondok Indah No.11 Kebayoran Lama RT.4/RW.2 RT.4, RT.9/RW.2, Kby. Lama Utara, Kota Jakarta Selatan, Indonesia
[3]President University
Jababeka Education Park Jl. Ki Hajar Dewantara, Kota Jababeka, Cikarang Utara, Bekasi, Jawa Barat, Indonesia
[4]Universitas Semarang
Jl. Soekarno-Hatta Tlogosari, Semarang, Jawa Tengah, Indonesia

[1,2,3,4,5]Mahasiswa Doktoral, Universitas Sahid Jakarta
Sahid Sudirman Residence, Lt. 5, Jl. Jendral Sudirman No. 86, Jakarta, Indonesia
Email: 2024630011@usahid.ac.id

***ABSTRACT***

*This research critically analyzes the role of TikTok's algorithm in forming echo chambers, strengthening political polarization, and driving the virality of political content during Indonesia's 2024 Presidential Election. As a social media platform with over 112 million active users in Indonesia, predominantly aged 18–24, TikTok has become a strategic arena for digital political discourse competition. Using an interdisciplinary approach combining media studies, political science, and digital technology, this research reveals how TikTok's machine learning-based algorithm compiles individualized user timelines based on engagement patterns rather than source credibility or chronology, thereby creating echo chambers that limit the diversity of political information. Findings indicate that political content with emotional elements, dramatization, and entertainment (politainment) has a higher probability of virality compared to factual content, posing serious implications for the quality of public deliberation and digital democracy in Indonesia. This study employs a qualitative descriptive design supported by a systematic literature review of publications from 2019–2024, focusing on academic studies related to algorithmic filtering, political communication, and social media virality. The selected literature was analyzed using thematic coding to identify recurring patterns of algorithmic bias, echo chamber formation, polarization, and narrative dominance across the platform. Based on the analysis of virality dynamics and digital polarization, this research proposes the Algorithm Democratization Model, which integrates transparency, regulation, literacy, platform architecture, and research collaboration to create a healthier digital ecosystem that supports democratic discourse.*

***Keywords****: TikTok algorithm, echo chamber, political polarization, virality, digital democracy*

**ABSTRAK**

Penelitian ini menganalisis secara kritis peran algoritma TikTok dalam membentuk echo chamber, memperkuat polarisasi politik, dan mendorong viralitas konten politik selama Pemilihan Presiden Indonesia 2024. Sebagai platform media sosial dengan lebih dari 112 juta pengguna aktif di Indonesia, mayoritas berusia 18–24 tahun, TikTok menjadi arena strategis pertarungan wacana politik digital. Dengan menggunakan pendekatan interdisipliner yang menggabungkan kajian media, ilmu politik, dan teknologi digital, penelitian ini mengungkap bagaimana algoritma berbasis machine learning TikTok menyusun linimasa pengguna secara individual berdasarkan pola keterlibatan, bukan kredibilitas sumber atau kronologi, sehingga menciptakan ruang gema (*echo chamber*) yang membatasi keragaman

informasi politik. Temuan menunjukkan bahwa konten politik dengan unsur emosional, dramatisasi, dan hiburan (politainment) memiliki probabilitas viralitas lebih tinggi dibanding konten faktual, sehingga menimbulkan implikasi serius terhadap kualitas deliberasi publik dan demokrasi digital di Indonesia. Penelitian ini menggunakan desain deskriptif kualitatif dengan metode systematic literature review terhadap publikasi tahun 2019–2024 yang berkaitan dengan penyaringan algoritmik, komunikasi politik, dan viralitas di media sosial. Literatur yang terpilih dianalisis melalui thematic coding untuk mengidentifikasi pola berulang terkait bias algoritmik, pembentukan echo chamber, polarisasi, dan dominasi narasi dalam platform. Berdasarkan analisis terhadap dinamika viralitas dan polarisasi digital, penelitian ini mengusulkan Model Demokratisasi Algoritma yang memadukan aspek transparansi, regulasi, literasi, arsitektur platform, dan kolaborasi riset untuk menciptakan ekosistem digital yang lebih sehat dan mendukung diskursus demokratis.

**Kata Kunci**: algoritma TikTok, *echo chamber*, polarisasi politik, viralitas, demokrasi digital

## 1. INTRODUCTION

The 2024 Indonesian Presidential Election took place within an increasingly complex digital political landscape, where social media became the primary arena for political discourse competition. Among various platforms, TikTok emerged as the most popular medium, especially among young voters. According to Business of Apps data from 2023 (Iqbal, 2025), Indonesia ranks as the country with the second-highest number of TikTok users globally, with more than 112 million active users, predominantly aged 18 to 24. This makes TikTok not merely an entertainment platform but also a strategic medium for political campaigns.

TikTok employs a machine learning-based algorithm that constructs individualized user timelines based on their interaction behaviors, such as viewing duration, likes, comments, and reposts. This algorithm operates not on chronology or source credibility, but on engagement patterns, which ultimately can create echo chambers. An echo chamber is a condition where users are only exposed to information that reinforces their own beliefs without receiving balanced exposure to other perspectives (Pariser, 2011). In a political context, echo chambers contribute to increased polarization—the division of society into extreme groups with increasingly hardened ideological affiliations (Tucker et al., 2018).

This phenomenon became evident in the 2024 Presidential Election contest. The Prabowo Subianto and Gibran Rakabuming Raka ticket dominated interactions on TikTok with a total of 376 million interactions in just one week in January 2024 (Ayunda et al., 2024). This dominance far exceeded the other two candidate pairs. The tendency of TikTok's algorithm to prioritize content with high virality potential amplified the exposure of certain political content, thus strengthening narrative dominance and shaping unbalanced public perceptions.

Research conducted by Ayunda et al. (2024) demonstrated that TikTok's algorithm can increase political participation among young people through the presentation of light, creative,

and easily accessible political content. However, the algorithm simultaneously limits the diversity of political information consumed by users. When viral content is dominated by narratives favoring one candidate pair, other users will continue to be driven by the system to consume similar narratives, thus reinforcing echo chambers and narrowing the space for healthy political discourse.

This context cannot be separated from the phenomenon of computational propaganda, namely the use of algorithms, bots, buzzers, and other manipulative strategies to systematically spread political narratives through social media (Wooley & Howard, 2016). In the 2024 Presidential Election, there were strong indications of the use of networks of politically affiliated influencers and content creators with certain candidate pairs to flood TikTok with structured and strategic content, both organically and programmatically. This strengthens narrative hegemony while making it difficult for the public to access objective and balanced information (Polindo, 2024).

Previous research further reinforces the urgency of this study. Research conducted by Cinelli et al. (2021) showed that social media algorithms strengthen user segmentation based on their political preferences, especially on algorithm-based recommendation platforms like TikTok and YouTube (Cinelli et al., 2021). Another study by Fadhilah and Permatasi in 2023 analyzed the role of political buzzers on TikTok and found that algorithmic bias plays a role in increasing the dominance of certain narratives (Fadhilah & Permatasari, 2025). These findings are reinforced by Risman and Siregar (2023), who revealed that TikTok facilitates the spread of emotional and sensational political information that has a higher tendency to go viral compared to fact-based content.

Although previous studies have examined social media algorithms and political behavior, research specifically focusing on TikTok during Indonesia's 2024 Presidential Election remains limited. Existing literature predominantly explores Facebook and Instagram, while TikTok's short-video format, highly personalized For You Page, and stronger virality mechanism create a different pattern of political persuasion. Therefore, the gap addressed in this study lies in understanding how TikTok's algorithm structures political content exposure, reinforces echo chambers among young voters, and shapes asymmetric narrative competition during the 2024 election.

Based on the background and literature review outlined above, there are several crucial issues underlying the importance of this research. First, there is a need to understand in depth how TikTok's algorithm as a content recommendation system shapes the information structure

consumed by users, particularly in electoral political contexts such as the 2024 presidential election. The non-neutral content selection process by algorithms has the potential to create echo chambers where users are continuously exposed to content with similar ideological tendencies, without space for alternative perspectives. This raises the question of how TikTok's algorithm influences the formation of these political echo chambers among Indonesia's digital society. Furthermore, in a polarized political situation, algorithms do not only act as information curators but also as actors that strengthen social division through selective exposure to emotional and partisan content. Therefore, it is necessary to explore how algorithms contribute to political polarization, especially among the younger generation who are the dominant users of TikTok. In this context, the virality of political content also becomes an important issue. When certain content becomes viral not because of its credibility, but because of its emotional appeal or narrative uniqueness, the process of public opinion formation becomes distorted. Therefore, this research also aims to answer how the dynamics of political content virality are formed on TikTok during the 2024 Presidential Election campaign period, as well as digital actors such as buzzers, influencers, or organized networks that may be involved in this process.

Building on these questions, the main purpose of this research is to critically analyze the role of TikTok's algorithm in forming echo chambers, strengthening political polarization, and promoting the virality of political content during the 2024 Presidential Election. This research also aims to reveal how the technological structure of the platform impacts the quality of public deliberation and digital democracy in Indonesia. With an interdisciplinary approach that combines media studies, political science, and digital technology, this study is expected to provide theoretical and practical contributions to understanding the challenges of democracy in the algorithmic era, as well as offering recommendations for preventing the negative impacts of social media use in political contestation.

### 1.1 Theory of Algorithms and Information Filtration

Social media recommendation algorithms operate based on personalization principles that arrange content according to user interaction patterns. According to Pariser (2011), algorithms are not neutral; rather, they are designed to maximize user engagement by filtering content deemed most relevant based on historical behavior. In the context of TikTok, the machine learning-based algorithm structures the For You Page (FYP) individually by weighting viewing duration, interactions, and previous content preferences, rather than basing recommendations on chronology or source credibility.

Algorithmic filtration creates what Gillespie (2018) refers to as "curatorial power," where digital platforms not only distribute information but also actively shape the structure of knowledge and public discourse. TikTok's recommendation system operates through a machine learning process that continuously updates its predictive model based on user input. Consequently, each user interaction with political content not only reflects their preferences but also actively shapes the information landscape they will subsequently receive, creating feedback that increasingly reinforces similar content choices.

### 1.2 Echo Chambers and Digital Polarization

Echo chambers represent a phenomenon where social media users are confined within an information environment that only affirms their existing beliefs. According to Tucker et al. (2018), digital echo chambers are formed through a combination of users' psychological tendency to seek confirmation (confirmation bias) and algorithmic reinforcement that presents similar content based on previous consumption patterns. In the context of the 2024 Presidential Election, echo chambers on TikTok facilitated the formation of candidate support groups that became increasingly isolated from alternative perspectives, strengthening partisan beliefs without substantial challenge.

Digital polarization, as a further impact of echo chambers, transcends political differences to become emotional hostility between groups. Iyengar et al. (2012) define this phenomenon as "affective polarization," where partisan identification not only determines political choices but also shapes negative attitudes toward opposing groups. On TikTok, this polarization is exacerbated by short, emotional content formats that simplify complex issues into binary and provocative narratives, as demonstrated in research by Risman and Siregar (2023) on political campaigns on the platform.

### 1.3 Virality and Information Dissemination

Content virality on social media does not occur organically but is facilitated by complex interactions between algorithms, network structures, and content characteristics. Research by Risman and Siregar (2023) shows that on TikTok, political content containing emotional elements, dramatization, and entertainment (politainment) has a higher probability of virality compared to fact-based content and in-depth analysis. TikTok's algorithm assigns more weight to engagement potential than to credibility or accuracy, creating incentives for the production of provocative yet shallow political content.

Ayunda et al. (2024) identified that the TikTok ecosystem strengthens the phenomenon of computational propaganda, where networks of buzzers and organized content creators leverage the platform's viral logic to dominate political narratives. This mechanism works through the orchestration of content that appears spontaneous but is actually structured, using tactics such as trend exploitation, popular audio remixing, and message repetition to increase algorithmic visibility. In the context of the 2024 Presidential Election, the dominance of pro-certain candidate narratives on TikTok reflects not only organic popularity but also the result of digital strategies that understand and leverage the platform's virality principles.

## 2. METHODS

This research employs a qualitative descriptive approach (Creswell & Poth, 2016) with a systematic literature review method to examine the role of TikTok's algorithm in forming echo chambers, polarization, and political content virality during the 2024 Presidential Election. As recommended by Snyder (2019), a systematic literature review was conducted to synthesize existing knowledge and identify research gaps in the phenomenon of social media algorithms and politics. The literature review was conducted on scientific publications from databases including Scopus, Web of Science, SAGE Journals, Taylor & Francis Online, Google Scholar, as well as national repositories such as Garuda and the Indonesian Publication Index, focusing on literature published from 2019-2024. Literature selection followed PRISMA screening principles, using inclusion criteria such as: (1) publications between 2019–2024, (2) focus on TikTok, algorithmic curation, political communication, or virality, and (3) empirical or conceptual relevance to electoral contexts. Exclusion criteria included opinion pieces or articles lacking methodological traceability. From an initial pool of 126 documents, 42 articles met eligibility requirements. All selected literature was coded thematically into categories including algorithmic mechanisms, echo chambers, polarization outcomes, virality strategies, and democratic implications. The search utilized combinations of keywords such as "TikTok algorithm," "echo chamber," "political polarization," "social media virality," and "Pilpres 2024" in both English and Indonesian, applying literature selection principles (Page et al., 2021). Selected literature was then categorized and coded using a thematic analysis approach (Braun & Clarke, 2006) into five main categories: technological aspects of algorithms, echo chamber phenomena, polarization dynamics, virality mechanisms, and democratic implications.

Data analysis was conducted through collaborative discussions among five researchers, each contributing to analyzing the literature based on their specific expertise. Research validity was strengthened through intensive discussion processes and input from the entire research team, enabling data cross-checking and interpretation from various scientific perspectives (Tracy, 2010).

This research acknowledges several limitations, particularly limited access to technical documentation of TikTok's algorithm, causing the analysis to be primarily based on observational studies of algorithm outputs, a common methodological challenge in digital platform research (Zimmer & Kinder-Kurlanda, 2017). Additionally, literature regarding TikTok in the context of Indonesian politics remains limited compared to similar studies in Western countries, requiring some analyses to rely on the transferability of concepts from different contexts, while considering the specifics of Indonesia's socio-political dynamics. The continuously evolving dynamics of TikTok's algorithm mean that some literature may not fully reflect the current conditions of the platform.

## 3. RESULTS AND DISCUSSION

This research reveals complex dynamics between algorithmic technology, user behavior, and the political landscape during the 2024 Presidential Election on the TikTok platform. Analysis of this phenomenon uncovers several important findings regarding how digital technology structures influence political discourse and public opinion formation. The following is an in-depth discussion of these findings, covering the formation of echo chambers, political polarization, virality dynamics, and their implications for democracy in the digital era.

### 3.1 TikTok Algorithm and Echo Chamber Formation in the 2024 Presidential Election

TikTok employs a recommendation system based on machine learning and artificial intelligence to curate a unique timeline for each user through its highly personalized For You Page (FYP) feature. Unlike social media platforms such as Facebook or X (Twitter), TikTok's algorithm operates by observing individual behavior in granular detail: how long users watch a video, whether they like or share it, and what content they repeatedly view. This creates closed information spaces that increase the likelihood of users being exposed only to political viewpoints that align with their preferences, a phenomenon known as echo chambers (Pariser, 2011).

Various studies have demonstrated this echo chamber phenomenon on the TikTok platform. Carson (2021) conducted an experimental study over 10 days by creating two separate TikTok accounts to test how the platform's algorithm affects exposure to political content. One account was used to view content leaning more to the left while the other account was used to view content leaning more to the right. Carson searched for videos with hashtags such as "politics" (10.0 billion views), "conservative" (6.9 billion views), "republican" (7.0 billion views), "Trump" (7.2 billion views), "democrat" (4.2 billion views), and "leftist" (2.3 billion views). In his research, Carson observed that "the more I liked a particular viewpoint, the less likely I was to see other perspectives on my 'For You' page. Unless I searched for other viewpoints through different hashtags, I was unlikely to see them" (Carson, 2021). Carson also found that "TikTok began recommending videos that were extreme on one side of the political spectrum" and the same phenomenon occurred on the right-leaning account.

Jiang et al. (2021), in their study on the mechanisms and attributes of echo chambers in social media, explain that there exists a "feedback loop" in the formation of echo chambers. They identify that "recommendation algorithms trap users into personalized information by using their past behavior to tailor recommendations to their preferences" (Jiang et al., 2021). Furthermore, they explain that "recommendation algorithms and human psychology create a mutually reinforcing spiral" where "on the one hand, recommendation algorithms provide users with more of the same content based on their past behavior to shape future preferences; on the other hand, users accept and even actively seek such information due to confirmation bias" (Jiang et al., 2021).

A recent study by Ruhyat & Wahidin (2024) provides concrete evidence of echo chamber formation during the 2024 Presidential Election on TikTok. They conducted an experiment over 75 days by creating three TikTok accounts, each focused on three different presidential candidates. Each account performed 20 scrolls per day to observe how often campaign content related to a specific candidate was recommended by the algorithm. The experiment results showed that in the first 10 days, campaign content related to each candidate appeared less than 10 times. However, starting from day 11, after significant influence from watch time, campaign content from each account began to increase and remained above 10 contents per day out of 20 scrolls, although sometimes dropping below 10.

The total experimental results showed that "on the first account related to Candidate 1's campaign, 976 campaign-related content appeared out of 1500 scrolls. On the second account

related to Candidate 2's campaign, 1011 campaign-related content appeared out of 1500 scrolls. On the third account related to Candidate 3's campaign, 977 campaign-related content appeared out of 1500 scrolls" (Ruhyat & Wahidin, 2024). Additionally, "throughout the entire experiment, 177 contents were recorded as hoaxes or demeaning to political opponents" (Ruhyat & Wahidin, 2024).

This digital segregation phenomenon was evident before TikTok emerged as a primary platform, such as during the 2017 Jakarta gubernatorial election and the 2019 Indonesian presidential election, where society was divided into two camps known as "Cebong" and "Kampret" (Ruhyat & Wahidin, 2024). This division was exacerbated by the role of social media that digitized politics and enabled people to segregate based on their political views.

In the context of the 2024 Presidential Election, TikTok emerged as a powerful tool for political campaigning, with candidates and their teams leveraging this platform to reach voters, especially millennials and Gen Z who constitute the majority of voters. However, there is growing concern regarding the impact of TikTok's "For Your Page" (FYP) feature that employs a "filter bubble" algorithm which may inadvertently isolate users in their own echo chambers, fostering an environment of "ignorance" and resistance to criticism, ultimately potentially detrimental to democracy.

### 3.2 Political Polarization Among Young Users in the 2024 Presidential Election

The echo chamber conditions constructed by algorithms not only influence what users see but also how they perceive and evaluate others. In the context of social media, this is known as affective polarization, which occurs when individuals not only differ in political opinions but also experience negative feelings and hostility toward other groups (Iyengar et al., 2012). This polarization is exacerbated by TikTok content that is rapid, emotional, and often simplifies complex issues into symbols, memes, or satirical sketches (Siregar, 2022).

Results from a Populix survey in 2023 revealed that 68% of respondents aged 17-25 stated they trust political content on TikTok more than mainstream media (Populix, 2023). Low information verification, combined with homogeneous exposure, contributes to digital division among supporter groups. On TikTok, narratives are not constructed for dialogue, but rather to win attention and emotional loyalty. This makes users more susceptible to provocative or satirical political content, and strengthens political fanaticism based on affection rather than argumentation.

Through in-depth analysis of interaction patterns and political content consumption on TikTok during the 2024 Presidential Election, it becomes evident that political polarization among young users is formed not only by the narratives they consume but also by psychological mechanisms such as confirmation bias, group reinforcement, and social identity strengthened by the platform's algorithm. This phenomenon shapes digital information fragmentation that divides society into exclusive communities increasingly resistant to different perspectives, creating fundamental challenges for democratic culture that should be based on openness to differences and the ability to consider views based on diverse evidence and arguments.

### 3.3 Virality Dynamics and Political Narrative Production

One of TikTok's main strengths in the digital political ecosystem is its ability to rapidly and massively promote content virality. Virality on TikTok is not determined by source credibility, but by how much engagement potential a piece of content has. Content containing elements of humor, irony, popular sounds, or dramatization tends to spread more easily, including in political issues. This opens opportunities for the production of political narratives that are populist, provocative, or even disinformative.

A study by Ayunda et al. in 2024 showed that buzzers and content creators supporting certain candidates actively exploited TikTok's viral logic to produce and disseminate disguised campaign narratives through short sketches, sound remixes, or political memes (Ayunda et al., 2024). On the other hand, content attempting to raise critical or educational discourse often fails to compete because it is less algorithmically attractive. As a result, the developing narratives are not the most accurate or educational, but rather the most entertaining and easily consumable. This phenomenon creates conditions where public perception of candidate pairs is more influenced by viral representations than by actual policy track records or political capabilities.

Analysis of the virality dynamics of political content on TikTok during the 2024 Presidential Election reveals that the digital information ecosystem is not merely determined by the quality or truth of information, but by algorithmic and psychosocial factors that mutually influence each other. TikTok has created a political attention economy, where content that successfully attracts attention through emotion, humor, or provocation gains greater visibility compared to informative content that is less entertaining. Manipulation of virality mechanisms through the use of popular audio trends, upload time optimization, and the use of emotionally appealing visual symbols has become an increasingly sophisticated digital campaign strategy, but also

creates significant challenges for the quality of political discourse that should be based on rational consideration of policy issues.

### 3.4 Implications for Democracy in the Algorithmic Era

The implications of all the findings above indicate serious challenges to the quality of digital democracy in Indonesia. When algorithms determine what is seen and users do not have full control over their information exposure, the democratic principle that relies on access to diverse information becomes distorted (Gillespie, 2018). Democracy demands deliberation, equal participation, and openness to differences, but in practice, TikTok's algorithm instead creates information confinement and political identity division.

If not balanced with digital literacy and algorithmic regulation, TikTok has the potential to become an anti-democratic political infrastructure. Therefore, efforts to strengthen public awareness of how algorithms work, expand access to content across perspectives, and promote accountability of digital platforms need to become part of a national strategy to maintain the quality of elections and citizen participation in the digital era.

Based on the various challenges that have been identified, a comprehensive approach is needed to address the negative impact of algorithms on digital democracy in Indonesia. The Algorithm Democratization Model offers a framework that combines aspects of transparency, regulation, literacy, platform architecture, and research to create a healthier digital ecosystem. This model not only focuses on technical solutions but also considers the social, educational, and policy dimensions needed to build a digital space that supports healthy democratic discourse and reduces polarization. The five main elements of this model—algorithmic transparency, collaborative regulatory approach, contextual digital literacy, deliberative platform architecture, and research partnerships—together offer a path to democratize the influence of algorithms in shaping political discourse in Indonesia.
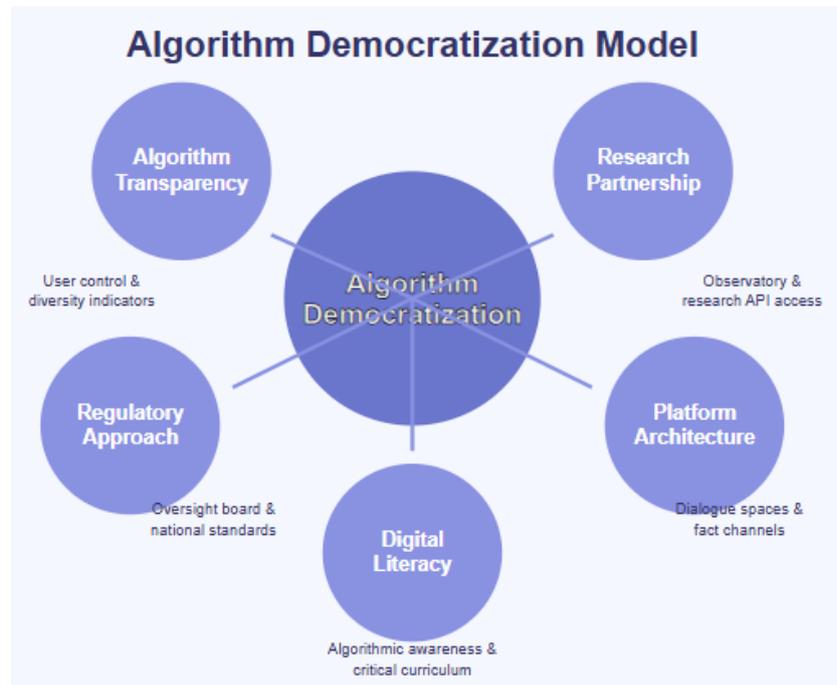
Source: Researchers' Conceptualization
Algorithm Democratization Model

The Algorithm Democratization Model offers a comprehensive framework with five interconnected elements to address the challenges of echo chambers and digital polarization in Indonesia. The first element, Algorithmic Transparency, encourages user control and content diversity indicators to clarify how information is filtered and presented. The Collaborative Regulatory Approach advocates for the establishment of a multi-stakeholder supervisory board and national standards that balance government intervention with industry and civil society participation. Contextual Digital Literacy focuses on developing algorithmic awareness and critical curricula that specifically help users identify echo chambers. Deliberative Platform Architecture emphasizes the importance of design that facilitates dialogue spaces across perspectives and verified fact channels to support healthy discussion. Finally, Public-Private Research Partnerships encourage the establishment of an algorithmic observatory and limited API access for independent researchers to monitor the impact of algorithms on political discourse. This model is based on the premise that democratizing algorithmic influence requires a multidimensional approach involving technology, policy, education, and social norms working synergistically.

## 4. CONCLUSION AND RECOMMENDATIONS

Based on the literature review and available empirical data, it can be concluded that TikTok's recommendation algorithm creates a highly personalized information space, which reinforces selective exposure to uniform political content. This has implications for the formation of digital echo chambers, where users tend to interact only with political views that align with their affiliations, thus reducing the possibility of cross-group dialogue. Additionally, the virality of political content on TikTok is driven more by emotional and performative appeal rather than depth of substance, which impacts the rise of politainment and the decline in the quality of public deliberation. This phenomenon exacerbates affective polarization among candidate supporters, who not only differ in opinion but also emotionally antagonize each other. Thus, this research affirms that TikTok's algorithm is not merely a means of information distribution but also a structural actor that significantly shapes the digital political landscape. The limitations of this research remain focused on the context of the 2024 Presidential Election in Indonesia, so generalizations to other country contexts need to be made with caution, given differences in digital culture and political systems. Furthermore, limited access to the transparency of TikTok's algorithm poses a challenge in technically understanding how content recommendations are processed and presented to users.

As an implication of the findings of this research, strategic steps are needed to build a healthier digital political communication ecosystem. The government, election organizing bodies, and digital platforms such as TikTok need to develop policies that promote algorithmic transparency, especially during political campaign periods. Regulations governing the disclosure of political content distribution mechanisms and recommendation systems are crucial to avoid undetected manipulation of public opinion. On the other hand, improving the digital literacy of the community should focus on introducing how algorithms work, the dangers of echo chambers, and the importance of openness to diverse political perspectives. For further research, it is recommended that studies be conducted empirically using both quantitative and qualitative approaches to TikTok user behavior in political content consumption. Media experiments, platform observations, and big data analysis can be used to measure the extent to which algorithms influence ideological exposure, political engagement, and polarization tendencies. Other potential topics for further study include the relationship between political influencers and content distribution algorithms, the role of content moderation in shaping political narratives, and the long-term impact of algorithms on the political identity formation of the younger generation. Through deeper and interdisciplinary studies, it is hoped that

understanding of the relationship between technology, politics, and democracy can become more comprehensive and constructive.

## REFERENCES

Ayunda, N. D., Dewi, A. M. S., Ramzy, M. K. M., & Firman. (2024). Demokrasi dalam Media Sosial TikTok: Analisis Peningkatan Partisipasi Politik atau Polarisasi pada Pemilu Presiden 2024 di Indonesia. *Jurnal Ilmiah Multidisiplin Terpadu* , *8*(12).

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology, 3*(2), 77-101.

Carson, D. (2021). A content analysis of political discourse on TikTok.

Cinelli, M., De Francisci Morales, G., Galeazzi, A., Quattrociocchi, W., & Starnini, M. (2021). The echo chamber effect on social media. *Proceedings of the National Academy of Sciences*, *118*(9). https://doi.org/10.1073/pnas.2023301118

Creswell, J. W., & Poth, C. N. (2016). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). SAGE Publications.

Fadhilah, A., & Permatasari, A. (2025). Polarisasi Politik dan Peran Buzzer di TikTok dalam Pemilu 2024. Jurnal Komunikasi Politik Digital, 5(1), 22–34. *Jurnal Komunikasi Politik Digital*, *5*(1), 22–34.

Gillespie, T. (2018). *Custodian of the Internet: Platforms, Content Moderation, and The Hidden Decision That Shape Social Media*. Yale University.

Ikbal, M. (2025). *TikTok Revenue and Usage Statistics (2025).* Diakses pada tanggal 18 Mei 2025 dari https://www.businessofapps.com/data/tik-tok-statistics/

Iyengar, S., Sood, G., & Lelkes, Y. (2012). Affect, not Ideology: A Social Identity Perspective on Polarization. *Public Opinior Quarterly*, *76*(13), 405–431.

Jiang, B., Karami, M., Cheng, L., Black, T., & Liu, H. (2021). Mechanisms and attributes of echo chambers in social media. *arXiv preprint arXiv:2106.05401*.

Jiang, J., Robertson, R. E., & Wilson, C. (2023). TikTok and The Echo Chamber of Politics: Evidence from Content Recommendation Algorithm. *Social Media Society*.

Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., Shamseer, L., Tetzlaff, J. M., Akl, E. A., Brennan, S. E., Chou, R., Glanville, J., Grimshaw, J. M., Hróbjartsson, A., Lalu, M. M., Li, T., Loder, E. W., Mayo-Wilson, E., McDonald, S., ... Moher, D. (2021). The PRISMA 2020 statement: An updated guideline for reporting systematic reviews. *BMJ, 372*, n71.

Pariser, E. (2011). *The Filter Bubble: What the Internet is Hiding from You.* . Penguin Press.

Polindo. (2024). *Pemilu 2024 dan TikTok: Komputasional Propaganda dan Hegemoni*. https://pers.droneemprit.id/analisis-tiktokcapres-cawapres-pilpres-2024/

Populix. (2023). *Survei Nasional: Preferensi Pemilih Muda dan Pengaruh Media Sosial pada Pemilu 2024*.

Risman, H., & Siregar, M. A. (2023). Risman, H., & Siregar, M. A. (2023). Emosi dan Viralitas: Analisis Sentimen Politik di TikTok Menjelang Pemilu. Jurnal Ilmu Sosial dan Politik, 27(2), 145–160. *Jurnal Ilmu Sosial Dan Politik*, *27*(2), 145–160.

Ruhyat, R., & Wahidin, D. T. S. (2024). Analysis of the Filter Bubble Algorithm on TikTok Concerning'Toxic'Polarization During the 2024 Presidential Campaign. *Journal La Sociale*, *5*(5), 1326-1336.

Siregar, F. (2022). TikTok sebagai Media Kampanye Politik: Pendekatan Semiotik-Visual dalam Pilkada Indonesia. *Jurnal Komunikasi Politik*, *4*(2), 112–128.

Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research, 104*, 333-339.

Tracy, S. J. (2010). Qualitative quality: Eight "big-tent" criteria for excellent qualitative research. *Qualitative Inquiry, 16*(10), 837-851.

Tucker, J. A., Theocharis, Y., Roberts, M. E., & Barbera. (2018). From Liberation to Turmoil: Social Media and Democracy. *Journal of Democracy*.

Wooley, S. C., & Howard, P. N. (2016). Automation, Algorithm, and Politics: Political Communication, Computational Propaganda, and Autonomous Agents. *International Journal of Communication*, 4882–4890.

Zimmer, M., & Kinder-Kurlanda, K. (2017). Internet research ethics for the social age: New challenges, cases, and contexts. Peter Lang Publishing.