ABSTRAK

Anastasya Dyah Arjuna Putri (01051200080)

"LEGAL PROTECTION OF TIKTOK IN THE 2024 GENERAL ELECTION CAMPAIGN".

This thesis provides a comprehensive analysis of the use of the social media platform TikTok for democratic campaign activities during the 2024 general election, with a particular focus on black campaigns. The 2024 general election is a topic of significant public interest, and social media, especially TikTok, has become a major platform for people to express their opinions about the candidates. TikTok, despite being a relatively new social media platform, has gained widespread usage and influence. This study will explore the mechanisms TikTok employs to prevent black campaign activities on its platform. Additionally, it will examine the efforts of the authorities responsible for overseeing the general election in preventing black campaign activities on social media. The analysis will include a review of existing laws designed to protect candidates from the negative impacts of black campaigns and to preserve the integrity of the 2024 election process. By investigating both the platform's preventive measures and the legal frameworks in place, this thesis aims to provide a thorough understanding of how democratic campaign activities are conducted and regulated on social media platforms, ensuring a fair and transparent election process.

References: 56 (2003-2023)

Keywords: Democracy, Social Media, Tiktok, 2024 Presidential Election, Black Campaign