

Clipper Politics In Jakarta: A New Strategy Of Digital Political Communication

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Abstract / Abstrak

Political clipping, which involves producing and sharing brief videos that showcase political events, has emerged as a significant aspect of digital political communication in Jakarta. This research analyzes the content approaches employed by political clippers and their association with patterns of audience interaction. Employing a sequential exploratory mixed-methods approach, the research examined 480 videos from 120 political clipper accounts, supplemented by interviews with 12 content creators and analytics from the platform. Five key strategies were recognized: targeted editing, pro-people policy focus, viral moment enhancement, motivational content, and adversary attack framing. Political jokes and emotional material were associated with the highest engagement levels observed, with TikTok becoming the leading platform. The results show that micro-clippers attained greater engagement rates compared to larger accounts, a pattern consistent with authenticity carrying more weight than audience size. The novelty of this study lies in conceptualizing political clippers as a distinct analytical category, separate from political buzzers, and in integrating agenda-setting, framing, and political marketing theories into a tripartite convergence model that describes how political clips relate to patterns of democratic dialogue within short-form video environments. The findings establish a crucial foundation for comprehending digital political communication in anticipation of Indonesia's 2024 General Election.

Kliping Politik, yang melibatkan pembuatan dan pembagian video singkat yang menampilkan peristiwa-peristiwa politik, telah muncul sebagai aspek penting dalam komunikasi politik digital di Jakarta. Penelitian ini menganalisis pendekatan konten yang digunakan oleh para political clipper serta keterkaitannya dengan pola interaksi audiens. Dengan menggunakan pendekatan metode campuran eksploratori berurutan (sequential exploratory mixed-methods), penelitian ini menelaah 480 video dari 120 akun political clipper, yang dilengkapi dengan wawancara terhadap 12 kreator konten dan analitik dari platform. Lima strategi utama berhasil diidentifikasi: penyuntingan yang terarah, fokus pada kebijakan yang berpihak kepada rakyat, penguatan momen viral, konten motivasional, dan pembungkaman serangan terhadap pihak lawan. Lelucon politik dan materi yang bersifat emosional berasosiasi dengan tingkat keterlibatan tertinggi, dengan TikTok menjadi platform yang paling dominan. Hasil penelitian menunjukkan bahwa micro-clipper mencapai tingkat keterlibatan yang lebih tinggi dibandingkan akun yang lebih besar, pola yang konsisten dengan autentisitas yang memiliki bobot lebih besar daripada ukuran audiens. Kebaruan penelitian ini terletak pada konseptualisasi political clipper sebagai kategori analitis yang berbeda dari buzzer politik, serta pada integrasi teori agenda-setting, framing, dan pemasaran politik ke dalam model konvergensi tripartit yang menggambarkan keterkaitan klip politik dengan pola dialog demokratis dalam lingkungan video berdurasi pendek. Temuan ini memberikan landasan penting untuk memahami komunikasi politik digital menjelang Pemilihan Umum Indonesia 2024

Keywords / Kata kunci

political clipping, digital political communication, content strategy, TikTok, framing theory, agenda-setting, political marketing

Kliping politik, komunikasi politik digital, strategi konten, TikTok, teori framing, agenda-setting, political marketing

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Introduction

In contemporary Indonesian politics, shifts in political communication are taking place not just at the infrastructural level but also in the essential methods political actors use to create, sustain, and enlarge their constituencies. In 2023, Indonesia's internet access hit 78.19% of its population about 215 million active users transforming the digital landscape into a political domain that no aspiring power can overlook (APJII, 2023). Social, (2023) reports that the typical Indonesian internet user spends 7 hours and 42 minutes on the internet each day, of which 3 hours and 18 minutes is specifically for social media, ranking Indonesia among the top nations for social media usage globally.

Throughout this article, the term political clipping (Indonesian: *kliping politik*) is used consistently to denote the practice of creating, editing, and disseminating short-form political videos on social media platforms (Widodo, 2025). Earlier drafts and some cited sources use the term political editing as a near-synonym; all instances have been standardized to political clipping in this final version to ensure terminological coherence across sections (Anderson, 2021).

A significant communicative shift during the 2019-2024 electoral cycle was the rise of political clipping the organized production, modification, and dissemination of brief videos that showcase important moments from politicians' addresses, debates, site visits, and campaign efforts (Juditha, 2019). This research employs political clipping as the main analytical concept, which includes what certain practitioners casually refer to as 'political editing' (Kapoor, 2018). In Jakarta, the national political center with the greatest smartphone usage in the country (92.3%), this phenomenon has developed in a way that is mostly

unrecorded in Indonesian scholarly writing. This transition corresponds with Segerberg, (2013) move from collective

action to connective action, where individuals driven by personal motivations can generate and share politically significant messages independently of institutional coordination. This change is inseparable from TikTok's remarkable expansion in Indonesia. Tower, (2023) reports that Indonesia is one of TikTok's top three markets worldwide, boasting more than 106 million active users each month. TikTok's discovery algorithm focusing on behavioral signals instead of follower connections creates what refers to as a democratization of reach: any account's content can gain significant distribution if it grabs attention within the first hour of posting, fundamentally altering how political information reaches audiences (Stokel-Walker, 2022).

Political clippers hold a unique place at the crossroads of these structural trends. They are not just social media managers but strategic communicators who thoughtfully craft narratives, establish framing methods, and convey political messages to algorithmically targeted audiences with a precision that frequently exceeds that of official campaign teams. In Chadwick, (2013) model, they portray a hybrid media system participant: not entirely a journalist, activist, or consultant, but integrating aspects of all three. Importantly, this communicative function is not normatively impartial. Waisbord, (2018) contends that the digital environment inherently promotes content that strengthens in-group/out-group distinctions. Sunstein, (2017) warns that algorithmic incentives for popular content may exacerbate echo chambers and undermine democratic discourse.

Jakarta was chosen as the location for the research due to significant reasons. Being the political, economic, and media hub of the nation, Jakarta has traditionally functioned as the testing site for communication advancements later embraced throughout the archipelago (Jakarta, 2023). In terms of academics, current Indonesian research has been primarily focused on disinformation studies (Juditha, 2019; Lim, 2017) buzzer studies that mix all digital political actions with compensated coordination (Maharani, 2020) and collective sentiment analyses that overlook personal communication strategies Effendi, (2022) The comparison below summarizes how these studies compare on research object, method, platform, and findings. Within the scope of Indonesian scholarship reviewed here, none of these studies treats political clippers as an independent, organic analytical entity in their own right a gap this study addresses.

Research goals this research intends to:

(1) systematically recognize and categorize the content presentation methods employed by political clippers in Jakarta; (2) empirically investigate the correlation between content strategies and audience

(4) develop a triple convergence communication framework that incorporates agenda-setting theory (Shaw, 1972), framing theory (Entman, 1993), and political marketing (Lees-Marshment, 2014).

Conceptual Framework

To maintain clarity for international audiences and internal coherence, all major analytical terms are defined operationally in the following section. Political Clipper

A person who regularly produces, modifies, and shares brief social media clips (usually 15–180 seconds) showcasing events involving political leaders, without being officially connected to any political organization or campaign group. Differentiated from political buzzers (who function within paid, organized networks) by their mainly organic, frequently ideology-driven content creation.

Mega Clipper

A political clipper account boasting over 500,000 followers on various platforms. Usually functions with a modest production crew (2–5 individuals), maintains semi-formal connections with political parties or campaign organizations, and earns revenue through endorsements and paid advertisements. N=8 (constitutes 6.7% of the sample).

Study	Research Object	Method	Platform	Key Findings
Lim (2017)	Algorithmic enclaves and tribal nationalism	Qualitative case analysis	Facebook	Algorithms reinforce disinformation and tribal identity
Juditha (2019)	Hoaxes and disinformation	Content analysis	Cross-platform	Maps spread patterns of hoaxes on Indonesian social media
Maharani (2020)	Political buzzers	Qualitative/ethnographic	Twitter/X	Treats organized social media efforts as paid, coordinated buzzer activity
Effendi & Ong (2022)	Public sentiment toward candidates	Sentiment analysis	Twitter/X	Aggregates collective sentiment; does not isolate individual content-creator strategy
This study	Political clippers as an independent actor category	Sequential exploratory mixed methods	TikTok, Instagram Reels, YouTube Shorts	Content strategies, platform distribution, and engagement patterns across account tiers

interaction across various platforms; (3) outline the demographic and operational characteristics of Jakarta's clipper ecosystem among three account levels; and

Mid-Range Clipper

A political clipper profile with 50,000 to 500,000 followers. Functions mainly autonomously, utilizing a combination of organic and paid revenue streams, supported by a compact team of 1 to 2 individuals. Achieved the greatest relative increase in 2023 (+680%). N=47 (39.2% of the sample)

Micro Clipper

A political clipper account that has under 50,000 followers. Usually run by individuals, mainly driven by ideology, and natural in the creation of content. Attained the peak engagement rate (18.4%) in this research. N=65 (54.1% of the sample).

Selective Editing

the main content strategy (35% of examined material) involves selecting emotionally impactful, information-rich, or rhetorically strong parts from longer source footage, shaping a particular political reality through intentional decisions on inclusion and exclusion (applying Entman, (1993) idea of salience).

Pro-People Policy

Content focusing on scenes where politicians interact directly with the specific issues faced by ordinary citizens such as flooding, public transport, food costs, and healthcare utilizing the 'people versus elites' framing identified by Hameleers and Schmuck, (2017) to enhance engagement. Represents 25% of examined material

Viral Moment Amplification

A 'second-wave virality' approach (20% of content) that leverages political events already gaining traction in social media discussions, enhancing and expanding their reach through better editing, additional context, or different framing

Inspirational Content

Content (12%) portrays politicians as visionary leaders with outstanding moral character, operating as 'character framing'

Lees-Marshment, (2014) to encourage enduring emotional bonds beyond one-issue involvement.

Opponent Attack

Explicit or subtle content (8%) aimed at emphasizing the inconsistencies, shortcomings, or flaws of competitors. Clear attack content constitutes the apparent aspect of a broader implicit strategy integrated within targeted editing methods.

Digital Political Communication and Short-Form Video

Political communication has undergone fundamental transformation since Web 2.0 emerged in the mid-2000s, shifting from one-way broadcast to participatory, multi-directional exchange. Chadwick, (2013) introduced the hybrid media system concept to explain how traditional and new media interact in shaping contemporary political information flows. Within this system, non-institutional actors including political clippers have progressively gained agenda-setting power previously confined to mass media with substantial resources. McNair, (2018) characterizes this as disruptive democratization.

Digital Political Communication and Short-Form Video

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TikTok's international launch in 2018 created a structurally new space for political communication. Unlike follower-based networks, TikTok's algorithm prioritizes content discovery based on behavioral data, fundamentally changing how political information reaches audiences

(Stokel-Walker, 2022). This feature directly enables the political clipper phenomenon: individuals without established reputations can achieve massive reach if their content captures attention within the critical first 30–60 minutes after posting. Recent Indonesian scholarship corroborates this dynamic at the sub-national level: a case study of a TikTok account associated with a regional head election in Central Java found that short-form video content simultaneously functioned as a campaign tool, a channel for social criticism, and a catalyst for public participation, illustrating how TikTok is reshaping local political communication across the archipelago (Setiawan, 2026).

Framing Theory in Political Social Media Contexts

Entman, (1993) framing theory posits that the presentation of an issue not just its substance greatly affects how the audience perceives and reacts to it. Entman characterizes framing as the process of choosing and highlighting certain elements of reality to advocate for particular problem definitions, causal interpretations, moral assessments, or suggested actions. These four framing functions work at the same time in each piece of clipper content, frequently without explicit theoretical awareness.

Schmuck, (2017) experimentally showed that framing issues as 'people versus elites' consistently results in greater engagement than technical policy framing, even when the informational content is the same. This directly clarifies why Jakarta clippers consistently promote content featuring politicians advocating for the interests of ordinary citizens: the framing approach enhances engagement likelihood. Framing is not just a narrative technique; in the digital attention marketplace, framing influences the success or failure of a political message.

Agenda-Setting Theory and Micro Agenda-Setters

Shaw, (1972) seminal agenda-setting theory demonstrated that mass media play a crucial role in shaping the issues that audiences consider. In the era

of social media, the power of agenda-setting has been significantly decentralized. Political clippers operate as micro algorithmic agenda-setters by selectively enhancing certain instances of politicians' actions in the digital collective consciousness while diminishing the visibility of less engaging ones.

In contrast to traditional mass media agenda-setting, clipper-driven agenda-setting is detailed, algorithmically influenced, and directly reacts to audience input. Mercea, (2011) describe this as participatory agenda-setting, where audiences influence which political topics become prominent based on their interaction decisions.

Political Marketing and Digital Personalization

Lees-Marshment, (2014) describes political marketing as the use of market research concepts and marketing communication strategies in the political arena. Political clippers serve as curators of digital identity, converting politicians from formal institutional personas into relatable, approachable individuals through genuine content that holds an authenticity value not found in official campaign messages. Gurevitch, Coleman, (2009) describe this as the digital trust paradox: genuine non-association enhances persuasive effectiveness specifically due to its seemingly uncoordinated nature. This tension between algorithmic efficiency and perceived authenticity parallels sociolinguistic findings on AI-generated advertising discourse, which show that automated content, despite gains in personalization and scalability, tends to lack the emotional depth and rhetorical nuance that audiences associate with human-crafted communication and that underpin brand or communicator authenticity Koswara, (2025) a caution that applies equally to the raw, unpolished aesthetic clippers rely on to signal sincerity.

Research Gap

This study is justified by three important gaps. Initially, Maharani's (2020) study on Indonesian political buzzers equates all structured political social media efforts with financial manipulation,

neglecting the mainly ideologically driven organic environment described here. Existing studies of the 2019 election have focused predominantly on large-follower accounts, overlooking the micro and mid-tier dynamics that reveal the most theoretically significant engagement patterns, overlooking the micro and mid-tier interactions that disclose the most theoretically important engagement patterns. Third, international comparative studies (Kalsnes, 2021; Kreiss, 2018) function within contexts that are fundamentally unlike Indonesia's TikTok-oriented environment. This research addresses these gaps by considering political clippers as an independent analytical entity with a distinct communicative rationale.

Methods

This research utilizes a sequential exploratory mixed-methods design (Clark, 2018). The primary approach of qualitative content analysis offered interpretative richness regarding the reasoning and tactics behind the creation of political clipper content, while quantitative engagement metrics (likes, shares, comments, views) were incorporated as triangulation evidence to provide context and support qualitative interpretations not as the main analytical framework. The data sources were the public archives of three platforms TikTok, Instagram Reels, and YouTube Shorts searched using a fixed set of Jakarta-focused political hashtags over a defined publication period, the full 2023 calendar year (January-December). Accounts and videos entering the dataset had to pass explicit inclusion and exclusion criteria, described below as the sampling procedure, and were then screened through a three-stage selection process before analysis. Data extraction and coding followed a three-phase grounded-theory procedure, quality was assessed through inter-coder reliability (Cohen's Kappa), and the qualitative, quantitative, and interview strands were synthesized through source triangulation, all detailed in the subsections that follow.

Sampling Procedure

The main dataset consists of 480

video posts from 120 active political clipper accounts located in Jakarta throughout the entire 2023 calendar year (January–December). Account identification adhered to a three-phase sequential process.

During Stage 1 (Discovery), a search utilizing hashtags was performed on TikTok (#politikjakarta, #clipperpolitic, #beritajakarta, #politikid, #kontenpoliti), Instagram Reels, and YouTube Shorts, resulting in an initial selection of 312 potential accounts.

In Stage 2 (Eligibility Screening), accounts were assessed based on four predefined inclusion criteria: (a) a minimum posting rate of 20 content items monthly, set as the benchmark separating systematic from occasional content creation; (b) content centered on Jakarta-related political figures, parties, or policy matters, confirmed by analyzing each account's 30 latest posts; (c) lack of formal institutional affiliation, characterized by the absence of a visible party logo, no official campaign team attribution, and no financial political partnership disclosure in the account description or pinned posts, cross-checked with KPU's publicly available campaign account list; and (d) account activity maintained for at least six continuous months in 2023, assuring longitudinal representativeness. This evaluation narrowed down the selection to 143 qualifying accounts.

At Stage 3 (Purposive Selection), 120 accounts were selected from the 143 eligible accounts via purposive sampling to guarantee proportional representation among three follower-tier categories (mega, mid-tier, micro) and five platforms. Four videos were intentionally chosen from each account to illustrate high, medium, and low engagement levels, along with a variety of content types, resulting in a total of 480 content units.

Engagement Metric Collection and Validation

Engagement data (likes, shares, comments, views) were gathered through a systematic three-point snapshot method to guarantee temporal consistency and precision. Metrics for each video were noted at: T1 48 hours after publication (reflecting the peak algorithmic promotion period); T2 14 days post-publication

(indicating stabilized organic reach); and T3 December 31, 2023 (final cumulative engagement statistic used for all inter-content comparisons in this analysis).

Data integrity safeguards responded to three possible risks. Initially, videos that were deleted or set to private between collection points were omitted and substituted with the next-ranked video from the same account; this omission impacted 23 videos (4.8% of the initial pool). Secondly, the main data source was platform-native analytics (TikTok Creator Portal, Instagram Insights, YouTube Studio). For accounts that withheld analytics access, publicly visible engagement numbers were manually noted and verified by two separate research team members, allowing for a maximum acceptable difference of $\pm 3\%$. Third, the engagement rate was computed using a uniform formula across all platforms: $\text{Engagement Rate} = (\text{total likes} + \text{comments} + \text{shares}) \div \text{total followers} \times 100\%$, allowing for significant comparison across tiers.

Analytical Procedure

Data were examined using three-phase grounded theory methods (Corbin, 1998). During open coding, every content element observed was coded without any preset categories, resulting in 847 initial codes. In axial coding, codes were organized into 23 subcategories based on common traits and communicative roles. In selective coding, subcategories were merged into five main strategy categories representing the central findings.

Inter-coder reliability was evaluated through Cohen's Kappa (κ) on a random subsample of 10% (48 videos), coded separately by two trained researchers. Cohen's Kappa assesses the level of agreement between evaluators beyond what could occur by chance, determined using the formula: $\kappa = (Po - Pe) / (1 - Pe)$, where Po represents the observed agreement proportion and Pe indicates the expected agreement proportion by chance. The value of $\kappa = 0.82$ signifies strong agreement Koch, (1977) : $\kappa > 0.80 =$ nearly perfect agreement), validating the reliability of the coding scheme.

Triangulation

Data validity was enhanced via source triangulation from three evidence streams: (1) comprehensive content analysis of 480 videos serving as the main analytical dataset; (2) detailed interviews with 12 content creators offering emic insights on production logic and strategy reasoning, carried out using semi-structured protocols and validated for accuracy; and (3) platform statistical data (follower counts, growth trends, posting frequency) providing objective contextual confirmation of patterns revealed in content analysis. Consensus among all three streams was necessary before results were deemed confirmed.

Research Ethics

This research adheres to ethical guidelines for social media studies that involve publicly available material and human subjects. Concerning public content: all 480 videos examined were available to the public during the collection period; no private or limited content was accessed. Utilizing publicly available social media content for non-commercial academic research aligns with the terms of service of TikTok, Instagram, and YouTube, as well as with Article 2 of the Indonesian Personal Data Protection Law (UU No. 27/2022), which allows anonymized academic research to be conducted without consent when data is accessible publicly (Aspinall, Berenschot, 2019).

Concerning interview subjects: each of the 12 content creator informants gave voluntary informed consent before taking part. They were made aware of: (a) the research's academic aim; (b) their right to leave at any moment without repercussions; (c) the application of anonymized identifiers in all publications; and (d) the safe storage of raw interview data confined to the research team. The true identities of participants are not revealed in this article; respondents are denoted by coded identifiers (e.g., Informant A1–A12). Consent documentation can be obtained by the editor upon request

Results And Discussion

Jakarta's Political Clipper Ecosystem

Among the 120 confirmed accounts,

Jakarta's political clipping ecosystem is divided into three levels: mega clippers (>500,000 followers; n=8, 6.7%), mid-tier clippers (50,000–500,000; n=47, 39.2%), and micro clippers (<50,000; n=65, 54.1%). Platform distribution reveals TikTok's clear supremacy at 42%, trailed by Instagram Reels at 28%, YouTube Shorts at 15%, Twitter/X at 10%, and Facebook at 5%. This signifies a crucial structural change from the 2014–2019 era, when Twitter and Facebook led electoral digital communication, influenced by TikTok's discovery algorithm, its prevalence among voters aged 17–30, and the fit of short-form video with digital native consumption habits (McCombs, 2014; Stokel-Walker, 2022).

Figure 1. Distribution of Political Clipper Content Across Digital Platforms in Jakarta (N = 120 Accounts, 2023)

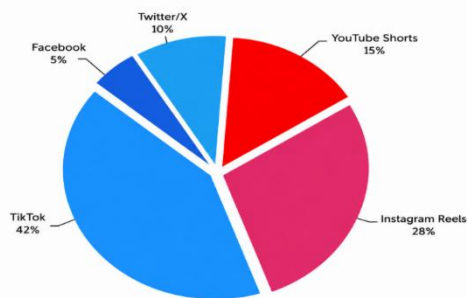


Figure 1. Distribution of Political Content Clipper Platforms in Jakarta (N=120 Accounts, 2023)

Content Strategies

Comprehensive analysis of 480 videos identified five principal content strategies. Selective editing (35%) operationalizes Entman, (1993) salience concept: by determining what is shown and omitted from longer source footage, the clipper actively constructs a specific political reality rather than merely abbreviating it. All 12 informants confirmed that selective editing is driven by consistent intuitive judgments about 'resonance potential' for their target audience.

Pro-people policy emphasis (25%) prioritizes moments showing politicians in direct engagement with Jakarta residents' concrete daily concerns flooding, transport, food prices, healthcare operationalizing the 'people versus elites'

framing that Schmuck, (2017) identified as the highest-engagement frame type. Viral moment amplification (20%) extends existing viral moments through superior editing or alternative framing. Inspirational content (12%) constructs personal character images fostering long-term affective attachment. Opponent attack framing (8%) represents explicit confrontational content, though interviews revealed a larger implicit attack layer embedded within selective editing that systematically highlights competitors' contradictions.

Figure 2. Political Clippers
(Based on an Analysis of 480 Content Items)

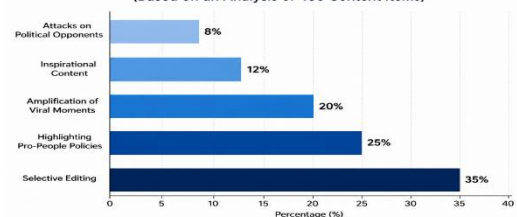


Figure 2. Dominant Content Strategies of Political Clippers in Jakarta

Content Strategy and Audience Engagement

Table 1 displays comprehensive engagement metrics categorized by content, highlighting a significantly uneven distribution that uncovers the underlying principles of the attention economy within Jakarta's clipper ecosystem.

Table 1. Audience Engagement by Content Category (Average per Video, N=480)

Political humor content achieved the highest average likes (143,000) and shares (67,000), strongly supporting Hameleers and Schmuck, (2017) claim that emotional appeal not informational richness is the key factor in audience engagement in digital political communication. The amplification of viral moments was ranked second overall (91,000 likes, 52,000 shares), underscoring the strategic importance of second-wave virality. Debate content that sparked controversy garnered the second-highest share count (45,000), illustrating Sunstein, (2017) confirmation bias theory: audiences actively share material that supports their established political beliefs, resulting in amplified effects for confrontational content.

Content featuring emotional moments (87,000 likes, 38,000 shares) illustrates the enduring attraction of material that nurtures personal political ties. Pro-people initiatives (62,000 likes, 22,000 shares) and motivational material (55,000 likes, 18,000 shares) fulfill extended image management roles. These variances in engagement have immediate effects on the quality of democratic dialogue: if the attention

Table 2. Characteristic Profile of Jakarta Political Clipper Accounts (N=120)

Category	Mega Clipper (>500K)	Mid-Tier Clipper (50K–500K)	Micro Clipper (<50K)
Number of Accounts	8 (6.7%)	47 (39.2%)	65 (54.1%)
Follower Range	>500,000	50,000–500,000	<50,000
Main Platform	TikTok + YouTube	TikTok + Instagram	TikTok
Posting Frequency	7–12/week	4–8/week	1–4/week
Party Affiliation	Semi-formal	Independent	Independent
Source of Income	Endorsement + paid content	Organic & paid mix	Organic/volunteer
Dominant Motivation	Financial + Ideology	Ideology + Financial	Ideology
Production Team	2–5 people	1–2 people	Individual
Avg. Engagement Rate	8.2%	12.7%	18.4%
Follower Growth 2023	+320%	+680%	+410%

Content Category	Avg. Likes	Avg. Shares	Avg. Comments	Avg. Views
Political Humor	143,000	67,000	18,500	2,100,000
Emotional Moments	87,000	38,000	12,200	1,340,000
Controversial Debate	74,000	45,000	21,000	1,580,000
Pro-People Policy	62,000	22,000	9,800	980,000
Inspirational Content	55,000	18,000	8,100	870,000
Opponent Attacks	49,000	31,000	19,400	1,120,000
Viral Moment Amplification	91,000	52,000	14,300	1,760,000

economy inherently favors emotionally engaging rather than factually rich content, the quality of public discussion deserves significant scrutiny

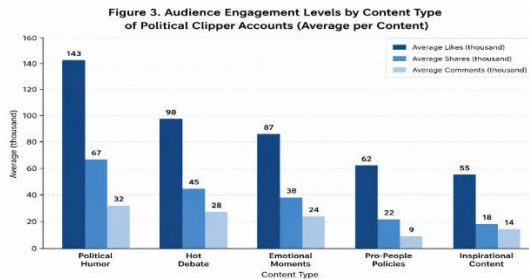


Figure 3. Audience Engagement Level by Political Clipper Content Type (Average per Content Item)

Growth Trends and Temporal Dynamics

Longitudinal analysis shows that follower growth is non-linear and greatly affected by the national political environment. Average follower numbers rose from around 100,000 in January 2023 to 645,000 in December 2023 a 545% growth. The largest increase took place from July to October 2023, aligning with heightened discussions prior to the candidate registration for the 2024 General Election. The frequency of posting rose from 3–4 items per week in the first semester to 7–10 items per week in the second. This corresponds to the political opportunity structure model proposed by (Segerberg, 2013).

Growth varied by tier: mid-tier accounts saw the largest proportional increase (+680%), compared to mega-clippers (+320%) and micro-clippers (+410%). This indicates that significant political momentum primarily advantages accounts positioned in the 'sweet spot' that balances considerable reach with enduring high community trust the key trait of the mid-tier segment.

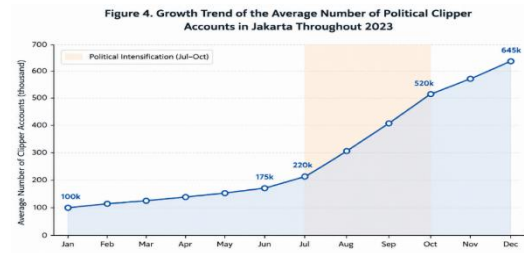


Figure 4. Average Follower Growth Trend of Political Clipper Accounts in Jakarta Throughout 2023

Framing Technique

This research recognized five micro-framing techniques underlying the five macro content strategies: persuasive captions (92%), selective editing (88%), music and sound effects (75%), text overlays and graphics (63%), and visual effects and filters (47%). Persuasive captions prevail because they serve not just as descriptions but as interpretive guidance actively directing audiences on how to comprehend, assess, and react to content, directly implementing Entman, (1993) fourth framing dimension (treatment suggestion). Music and sound effects act as emotional precursors that influence feelings before the verbal message is completely understood.

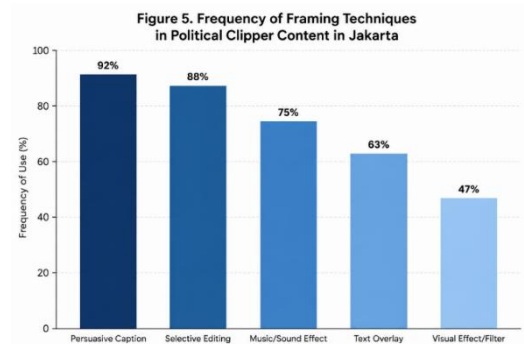


Figure 5. Frequency of Framing Technique Usage in Jakarta Political Clipper Content.

Characteristic Profiles Across Tiers

Table 2 presents the comparative profile of the three ecosystem tiers, revealing significant structural differentiation. The most theoretically important discovery is that micro-clipper accounts (18.4% engagement rate) greatly surpass mega-clippers (8.2%), despite having a significantly smaller total reach. This is explained by two

mechanisms. Initially, smaller accounts nurture niche, highly engaged audiences driven by strong ideological ties instead of passive discovery through algorithms. Secondly, the semi-affiliation of mega-clippers with established party structures results in refined content that audiences view as strategic, activating the digital trust paradox Gurevitch, Coleman, (2009): formal ties diminish the authenticity premium that fosters genuine engagement. This verifies that reach and engagement are separate goals necessitating different ecosystem investment approaches

Triple Convergence Model

Combining all results leads to a cohesive triple convergence framework that illustrates how agenda-setting, framing, and political marketing work together synergistically in each phase of producing and distributing political clipper content.

Agenda-Setting Dimension (Shaw, 1972)

Political clippers act as small algorithmic agenda-setters, intentionally highlighting particular political events to the digital public consciousness via distribution methods that are much more detailed and responsive than conventional mass media. Real-time algorithmic enhancement generates positive feedback loops that significantly amplify agenda-setting influence.

Framing Dimension (Entman, 1993)

Clippers function as independent editorial agents utilizing five key framing methods persuasive captions, selective editing, music/sound effects, text overlays, visual effects to shape specific understandings of political reality. Every content piece simultaneously identifies issues, assigns causation, expresses moral evaluations, and suggests actions.

Political Marketing Dimension (Lees-Marshment, 2014)

Clippers advocate for digital political personalization, which changes politicians from formal personas into relatable, approachable individuals, using

organic content that offers an authenticity value not found in official campaigns. The digital trust paradox Gurevitch, Coleman, (2009) suggests that natural non-association enhances persuasive effectiveness

Conclusion

This research recognized and thoroughly examined five key content strategies used by Jakarta political clippers: selective editing (35%), emphasis on pro-people policies (25%), amplification of viral moments (20%), inspirational content (12%), and framing of opponent attacks (8%). The identification of regular, systematic trends verifies that political clippers have developed into a unique class of strategic communicators deserving ongoing scholarly examination.

Content featuring political humor and emotional moments achieved the highest engagement rates, indicating that emotional connection, rather than informational richness, fuels the virality of political content within Indonesia's social media sphere. TikTok's supremacy (42%) indicates a crucial ecosystem transition towards short-form video styles that highlight rhythm, emotion, and immediate engagement. the unexpected result that micro-clipper accounts (18.4% engagement rate) greatly surpass mega-clippers (8.2%) has strategic significance: authenticity and community connection, more easily sustained by small organic accounts, produce more significant audience engagement compared to wide but superficial reach.

This study was carried out in 2023 the essential pre-election year leading up to Indonesia's 2024 General Election, the largest single-day democratic event globally. The dataset serves as a significant reference for benchmarking post-election analyses. Research investigating if the content strategies, engagement patterns, and platform dynamics discussed were maintained, amplified, or changed during the election period serves as a logical and pressing progression of this research effort. the triple convergence model, which combines agenda-setting, framing, and political marketing, provides a theoretically robust framework relevant to TikTok-centric media

environments in the Global South, where current Western-centric models show restricted explanatory power.

Prospective Research Paths

(1) Broaden the geographical reach to key cities beyond Java (Surabaya, Makassar, Medan) that possess unique social media and political environments. (2) Perform audience reception research to objectively assess how clipper content influences voter attitudes and election behavior. (3) Investigate the economic-political aspects of the clipper ecosystem, especially the connection between editorial autonomy and financial viability amidst platform monetization challenges. (4) Execute a longitudinal analysis contrasting the pre-election 2023 baseline with the dynamics of the clipper ecosystem during and following the 2024 General Election.

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