

ABSTRACT

The development of digital technology has changed the political landscape in Indonesia, especially in the 2024 presidential election, which is marked by the increasing use of social media as a campaign medium and for shaping public opinion. The phenomenon of influencers' involvement in supporting or campaigning for presidential candidates through social media content on Instagram, YouTube, TikTok, Facebook, and others. Influencers, as non-political actors with a large follower base, raises academic questions about whether influencers influence voter behavior. The purpose of this study is to determine and analyze the influence of influencers on voter behavior in the 2024 presidential election in Tasikmalaya City. This study uses the main theory, namely the theory of voter behavior. The research method used in this study is a quantitative method with a population of Generation Z on the permanent voter list of Tasikmalaya City and a cluster random sampling technique for determining the research sample. Data were collected by distributing Likert-scale questionnaires to 100 respondents who had been calculated from the population using a Slovin calculator with a margin of error of 10%. The results of the study indicate that influencers significantly influence the behavior of Generation Z voters in the 2024 presidential election in Tasikmalaya City. This influence is seen in three dimensions of voter behavior, namely sociological at 15.2%, psychological at 29.1%, and rational at 23.6%. These findings indicate that influencers are able to shape the perceptions, attitudes, and rational considerations of Generation Z voters in determining their political choices, although this influence does not stand alone and is still influenced by other factors. This research is expected to enrich the study of political science, especially in the fields of political communication, political marketing, and voter behavior in the digital era.

Keywords: *Influencer, voter behavior, political marketing, social media, 2024 Presidential election, Tasikmalaya city.*