

# THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES

## Political and Social Participation of Younger Generation as Social Media Users in Indonesia

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### Abstract:

*Among social media users, the younger generation is the group that uses social media the most. There is an assumption that young people who are infatuated with social media tend to be more absorbed in themselves, being anti-social because they are less concerned with the surrounding social environment. They especially ignore political issues. Various data showed that Indonesia is one of the most active countries in the world using social media. Beginner voters are one of the important groups in each election. They are young people aged between 17 and 22 years. This study tries to see the political participation of social media users as beginner voters. This study used a survey method, and respondents were selected purposively. The results showed that nearly 80 percent of respondents expressed a great desire to vote in the 2019 Presidential Election. This shows that the level of political participation among beginner voters is high. However, the political participation of the majority of respondents was only at the lightest level, just talking about political issues with friends or colleagues as part of talking to spend time. Other campaigns by beginner voters such as promoting candidates or political parties, helping political parties' campaigns or making contributions to political parties are relatively low or not intensive.*

**Keywords:** Social media, participation, politics, social, Indonesia

### 1. Introduction

In Indonesia, the number of internet users in 2017 has reached 54.6% of the total population, and with the growth in the number of smartphone users that continues to increase, the ability of the Indonesian people to access the internet will also increase. Moreover, mobile phone technology continues to grow rapidly, increasingly affordable prices, and cheaper operator tariffs will be able to increase the number of mobile users quickly. Today, based on the World Bank (2013) data, the population of active mobile users in Indonesia reaches 115 for every 100 residents. This means that each individual has one or more cellphones. Indonesia ranks 4th most mobile users in the world with the number of active cellphones reaching 285 million units or more than the total population (Lambert, 2013).

In the midst of Indonesia's lack of achievement at the international level, this country turned out to have one achievement that was recognized globally. The intended achievement is related to activity in cyberspace. How come, a number of international reports showed various achievements of Indonesia in the online world, especially in the use of social media? The survey conducted by the Global Web Index (2010) showed that Indonesia, among other Asian countries, has the most Internet users using social media (79.72%), compared with Japan (30.1%), Australia (48.8%) and Singapore (63%). Meanwhile, The Economist magazine, citing a number of internet research companies, reported that the number of Face book users in Indonesia is the second largest in the world, and Twitter is the third largest in the world (The Economist, 2011).

Research conducted by comScore (2010) stated that Indonesia was the most addictive country in the world in using Twitter (The planet's most Twitter-addicted nation). More recent research conducted by SemioCast (2012), a media consultant based in Paris, reports that Jakarta is the city with the most active Twitter users in the world (The world's most active "Twitter city"). The report said, residents of Jakarta were the most diligent in tweeting in one day defeating residents of other world cities such as Tokyo, London or New York. Other cities in Indonesia such as Bandung (with a population of around 2.5 million) are ranked 6th in the world in the frequency of Twitter usage, beating other cities such as Paris or Los Angeles with a much larger population.

Meanwhile, the Galup Survey Institute (2012) stated in one of its reports that one in five people in Indonesia (20.6%) use the internet in their lives, and today, more than half (51%) of Indonesia's young population aged between 15 – 24 years have used the internet in their activities. Most of the young population (96.2%) are social media users. Some international media also diligently report various data on the activities of Indonesian people on social media. CNN's international media has dubbed Indonesia "Twitter nation" (Twitter nation). The BBC's British news agency (2012), for example, even wrote its admiration about the phenomenon of using social media in Indonesia as follows:

"This is one of the most Twitter and Facebook-friendly nations on Earth. A higher proportion of Indonesian internet users sign on to Twitter than in any other country. Indonesia is also home to the world's third-largest number of Facebook users" (BBC News Asia, 2012).

The BBC also wrote in its report that of the approximately 240 million Indonesians, as many as 40 million of them are Facebook users, and dominated by urban residents. According to Gallup data (2012), Internet users in Indonesia mostly access the Internet using inter cellphones or smartphones (65.8%). In addition to using smartphones, another way is through Internet cafes that provide free Internet services (54.2%), while the rest access the Internet at work (26.5%) and schools (22.1%).

The development of communication and internet technology that is very promising on one hand, and the number of users of social media, especially from the younger generation that is getting bigger in number, on the other hand, has made this sector a very lucrative market for those who know how to use it. One of them is politicians and political parties who will take part in the legislative and presidential elections.

What has been described above is a background, which then raises at least two important questions. First, what causes Internet users in Indonesia to be very fond of using social media? Second, is the passion for the use of social media capable of influencing the level of political participation of the younger generation?

In recent years, more and more politicians have realized the importance of the role of social media as a way to gain victory in elections. Moreover, in the 2014 election, it was estimated that there were around 18.3 million new voters from the younger generation between the ages of 17-24 years. In terms of age, it is estimated that most of them are social media users. They were expected to be able to use their voting rights in elections and become the target of political parties and politicians to get their votes.

Voting in elections is one form of political participation, but political participation is not solely measured by voting during elections. Basically there are many forms of political participation such as: sending letters (messages) to government officials, participating in protests or demonstrations, becoming members of political parties, becoming members of community organizations, running for public office, giving contributions to parties or politicians, to participating in fundraising events.

How far the level of participation of the younger generation in politics is often the subject of debate. The young generation is often seen as a group of people who are least concerned with political issues, which often experience a breakup with their communities, who are not interested in political processes and political issues, which have a low level of trust in politicians and are cynical about various political and government institutions (Pirie & Worcester, 1998; Haste & Hogan, 2006). This view is often justified by data showing young people who joined political parties are relatively few, and they tend to choose to become Golput in elections (EACEA, 2012). Golput is Indonesian term for voters who refuse to participate in elections.

However, a number of studies show the fallacy of previous views, which considered the younger generation ignorance in politics. On the contrary, according to the study, the younger generation is a group that is considered the most concerned about various political issues (Harris, Wyn & Younes, 2010; O'Toole, Marsh & Jones, 2003; Sloam, 2013). Research conducted by EACEA (2013) on young people in seven European countries concluded that 'young people articulate preferences and interests, and some of them are even more active than a majority of adults. Moreover, a clear majority of young people ask for more – not less – opportunity to have a say in the way their political systems are governed'. The conclusion of this study showed that the younger generation is able to express their preferences and interests in politics. Some of them are even more active than older generations. They also want their views to be heard more.

However, the current form of political participation of the younger generation tends to show a change compared to its predecessor generation. In the past, the form of political participation was more conventional (for example, taking to the streets to demonstrate or boycott). Today, political actions of the young generation today were seen as something 'new' because it had never happened in the past decade (for example, political participation through the internet and social media). The political actions of today's young people tend to be more individual, ad-hoc, based on certain issues and less related to social differences (EACEA, 2012). This occurs due to the influence of globalization and individualism (Bauman, 2001), and also consumption and competition (Kestila-Kekkonen, 2009).

Based on the background as explained above, the formulation of this research problem can be stated as follows: What is the level of political participation of new voters of social media users in the 2019 election?

### *1.1. Political Participation*

Communities in democratic countries can participate in political life in at least three different ways: (1) Communities can be involved in the public arena to promote and convey their demands to anyone who wants to listen. Example: join a demonstration; (2) Communities can make legislative institutions (legislatures) or executive institutions as targets of political messages that they want to convey. For example: sign the petition; (3) Communities can be involved in the selection process of people who want to hold public positions. Example: voting in elections or running for public office.

In various literatures, there is no universally accepted understanding of what is meant by political participation. For example, Huntington & Nelson (1976: 3) put forward his views as follows: "By political participation we mean activity by private citizens designed to influence government decision-making." Based on this definition, political participation is interpreted as a private activity of citizens carried out to influence government decisions. Dahrendorf (2003) stated " Political participation affords citizens in a democracy an opportunity to communicate information to government officials about their concerns and preferences and to put pressure on them to respond." This definition emphasizes that everyone who lives in a democratic country has the right to express their views and attitudes towards all things that occur in the public domain or matters related to their interests so that the government is known and then the government responds.

The method commonly used by people in many democratic countries when they convey their views is by means of voluntary political participation. This means that political participation includes activities to influence. This is confirmed by Verba et al (1995: 38) which states that: "By political participation we simply refer to activity that has the effect of influencing government action - either directly by influencing the selection of people who make those policies." This definition presents more criteria regarding what is meant by political participation, which includes activities to influence government actions, either directly or indirectly.

Directly, for example, by influencing from the design stage to the implementation of public policy or indirectly influencing the process of recruiting people who will make a public policy. According to Verba, this understanding more to see that political participation as a voluntary action. With regard to the forms or typology of political participation, Verba and Nie (1978) use four dimensions of political participation: voting, campaign activity, contacting dan cooperative

Voting, or cast one's ballot during general elections. Voting at polling stations (TPS) during general elections (elections) is often seen as the most concrete form of political participation. Those who do not vote at the election are often called 'white groups' or Golput. In the implementation of the 2009 Presidential Election in Indonesia, for example, the number of people who did not use their voting rights was 49.67 million or 29 percent. The number is also officially stated in the KPU determination letter regarding the national vote for legislative elections. The total voters who used their voting rights were 121.58 million from the total final voter list (DPT) of 171.26 million (Kompas, 2013). However, in the 2014 election, the number of citizens who used their right increased to 69.6%.

Campaign activity, which includes becoming a member or work for political parties and political organizations, including giving donations (donations) to political parties or political groups. In Indonesia, based on KPU Regulation Number 17 Year 2013 Article 23 paragraph (1) KPU, Provincial KPU, and Regency / City KPU are stated that the general public can contribute to the contesting political parties. Today, donations provided by the supporting community of a political party are made easier through website facilities owned by almost all political parties. During the campaign period, the community can work to help political parties or candidates they support, for example participating in organizing campaign activities. During the campaign period, people often talked about various political issues with family or friends (Briandana & Dwityas, 2018).

Towards and during the campaign period, social media is more often used by the public to discuss political issues or promote the candidates or political parties they support, while politicians are more aggressive in campaigning for social media users.

Contacting, which is an activity to contact political leaders or public officials to convey political messages or convey problems or issues that have a public dimension such as economic problems or public welfare. In 2008, as many as 44 percent of US people contacted public officials at various levels via e-mail or sent letters to complain about various issues. In Indonesia, President Susilo Bambang Yudhoyono (SBY) opened access for the public to make complaints through SMS 9949 (Detik, 2014). The things that stood out in the complaint included: support for the government, news that denounced the government, the management of property rights certificates in BPN, the environment, roads damaged by many sand miners, support for the SBY government and oblique news on television. For example, in the April 16-30, 2013 period, President SBY received 5,298 public complaints via SMS and PO BOX 9949. The number of complaints via SMS 5.261, while the letters entered through PB BOX 9949 were as many as 37 (Detik, 2014).

Cooperative, or community activities, which are all actions related to local community issues or problems. Many community members are interested in participating in various activities mobilized by community organizations such as non-governmental organizations (NGOs), community organizations (community organizations) or community groups that have an interest in certain issues or activities such as environmental support groups to rights protection animal rights. Even activities that do not have a relationship with politics can also be a form of political participation. For example, being a volunteer to help disadvantaged people by working in nursing homes, social care institutions to work as trainers or youth cadets can also be categorized as a form of political participation.

Teorell et al (2007) presented a broader typology of political participation from Verbs and Nie which including the five dimensions as follows: (1) Electoral Participation, namely voting, including voting during general elections; (2) Consumer participation which includes giving donations to charity, boycotting or signing petitions and carrying out political consumption, or in other words consumer participation is an act of citizens as critical political consumers; (3) Party activity, namely the act of being an active member or supporter of political parties, doing voluntary work or donating money to political parties; (4) Protest activity, which includes actions such as participating in demonstration activities, strikes and other demonstration activities; (5) Contact activity, which is the act of contacting government organizations, politicians or government officials.

The typology presented by Theorell above includes demonstration actions as a form of political participation. Meanwhile, according to Martin (2012), acts of protest (political protest) can be carried out in two forms: (1) Non-violent demonstrations, a form of protest by means of conducting public disobedience (civil disobedience) where the protesters, for example, intentionally violate regulations that are considered unfair. Another form of demonstration is to install certain symbols (graffiti) in public places to convey a certain message; (2) Violent demonstrations, including fighting against the authorities, rioting until the bombing.

Some literature suggests other behaviors or actions that can also be categorized as a form of political participation such as: (1) Running for office). It can be said that the desire of a citizen to run for a public office is the most serious form of political participation. This is because candidates must make moral and material sacrifices. Running for office, campaigning and then (if you win) occupying public office requires dedication, time, energy and not a little money; (2) Support activities are a form of political participation that tends to be more passive because it does not look like a political

action. For example, attending a fundraising event to help overcome social problems such as poverty and health. Often fundraising activities are accompanied by a show (Boundless, 2013). This kind of support action often encourages a person to participate more actively. They became interested after learning about the issues presented in the activity.

Based on what has been described above it can be understood that political participation today cannot be interpreted solely as electoral participation (electoral participation) such as voting in elections or becoming a member of a political party. Political participation also includes forms of non-electoral participation such as participating in demonstrations or signing petitions (Martin, 2012). In this case it is important to clearly distinguish between electoral and non-electoral political participation. Martin (2012) who studied young people in Australia found that young groups in the country tended to view electoral participation as something that was not too important. This is the basis of why young groups in the country, and also in many other countries, tend to be reluctant to register as voters, instead of coming to polling stations to vote. If the younger generation showed low electoral participation, on the contrary they showed a higher level of political participation in the form of non-electoral participation that included various typologies of acts of political participation as stated above by Verba and Nie (1978) and Teorell et al (2007).

### 1.2. Social Media

Research conducted in the US by the Global Web Index (2009) yields findings that social media users in the country can be grouped into four categories. These four categories indicate the roles chosen by users when they consume and enjoy social media, namely: watchers, sharers, commenters, and producers (Pan & Crofts, 2010)

- Watchers (79.8%). Those who use social media only to help themselves in making decisions. The audience groups benefited from social media but were unwilling to respond and convey information because they were worried to express their views or display their profiles.
- Information sharers (61.2%). People who upload information and share it with others with the intention to help others and show their knowledge.
- Commentators (36.2%). People who provide evaluations (reviews) and comments on a product or event with the aim of participating and contributing.
- Producers (24.2%). People who make or produce their own content in an effort to show identity and gain recognition.

Finn (1992) said people's motives for using media could be grouped into two categories: proactive and passive. Examples of proactive use of media are watching certain TV programs to get more information about a particular problem or topic, or watching certain films to get entertainment, or using the Internet to get information in helping to complete school or college assignments etc. In other words, media users actively seek information from the media based on their will, needs and motives. Examples of passive use of media are to turn on the television just to look around. Audiences do not actively seek information, entertainment or something special. But this method does not mean we are not entertained or don't get information or lessons from what we witness or hear from the media we use. Passive use of media only explains that we do not begin the viewing experience with certain motives in our minds.

Jay G. Blumler (1979) put forward a number of ideas about the types of activities that audiences do (audience activity) when using media that include: utility, intentionality, selectivity and imperviousness to influence.

- Utility: media has benefits and people can take advantage of media uses. For example, people listen to the radio in their car to get traffic information. Look at the Internet to get certain information.
- Intentionality: it happens when motivation determines media consumption. When people need entertainment from television they are looking for comedy programs. When needing information about the latest political situation they will look for news programs.
- Selectivity: the use of media by the audience reflects their interests or preferences.
- Imperviousness to influence: the audience creates meaning for media content that will influence what they think and do. But they also actively avoid certain types of media influences.

The world where the audience is involved in determining audience needs and satisfaction towards the media. In other words, the needs and satisfaction of the audience towards the media are not autonomous which are not determined solely on the individual. Katz and colleagues (1974) state that social situations in which audiences are involved in encouraging or increasing the audience's needs for the media.

## 2. Research Methods

This research used survey methods, and questionnaires was distributed to the younger generation of social media users, and included in the category of beginner voters during the 2019 general election, namely those between the ages of 17-22 years. As stated earlier, the research sought to answer the problem formulation and the questionnaire was designed to be able to answer the research questions namely the level of political participation of social media users as beginner voters in the 2019 Election.

In terms of sample selection, this study used a non-probability sample technique. As we know, there are two sampling techniques, namely: probability and non-probability. The non-probability sampling techniques were used in this study because researchers did not have a list of beginner voters aged between 17-22 years in Jakarta, also because it is not possible to make the list. For this reason, probability sampling is not appropriate for use in this study.

This study used purposive sampling techniques, which means choosing a sample based on the researchers' knowledge of the population, and its elements in it, as well as the purpose of the study. Some 1430 respondents were

selected as sample members because they fulfilled the following three criteria: aged between 17-22 year-old in 2018, never use their voting rights and social media users.

Jakarta was chosen as the research location because of the reason Jakarta was the city with the most active Twitter users in the world (The world's most active "Twitter city"). As reported by Semiocast (2012), which stated Jakarta residents are the most diligent in tweeting in one day defeating the citizens of other big cities. Descriptive statistics was used for data analysis for the variable of political participation. In analyzing these variables, researchers use data distribution so that the data obtained can be more easily managed. Thus the data is arranged in a frequency distribution, a table of values arranged based on the degree of importance and frequency of occurrence.

### 3. Research Findings

As previously explained, this study tried to answer the following research question: What is the level of political participation of the beginning voters of social media users in the 2019 election? In this study, the concept of political participation contained five dimensions: voting, campaign activity, contacting, and cooperative. The voting dimension in this study aims to find out (1) Whether or not the respondent to vote in the 2019 election, and (2) What is the significance of the 2019 legislative and presidential election for respondents? At the time of distributing the questionnaire for this study, the 2019 Presidential Election was not yet held.

Regarding the participation of the respondents in the presidential election, and because the presidential election was not implemented at the time of this study, the voting dimension was measured based on how much the respondents wanted to participate in the 2019 Presidential Election by asking the following questions: 1) In the upcoming 2019 presidential election? 2) How important is the upcoming 2019 Presidential Election for respondents?

Data regarding the level of respondents' political participation measured by question: Do you have the desire to vote in the upcoming 2019 presidential election? The answers collected showed that as many as 1130 respondents from a total of 1430 people who gave answers stated that they considered presidential elections as something important or very important. Thus the majority of respondents, as many as 79 percent of respondents rated the presidential elections as something they wanted or really wanted. Some 300 respondents or 21 percent said presidential elections as something undesirable.

Campaign activity is a form of political participation which includes several activities such as: discussing political issues, promoting candidates or political parties, supporting political party campaigns, giving donations to political parties, working for political parties, and becoming members of political parties. This activity is measured using a nominal scale. In the research questionnaire, efforts to measure the activity of respondents were shown in the questions. Have you ever done the following things? (1) Talking about political issues; (2) Promote candidates/political parties; (3) Helping political party campaigns; (4) Giving donations to political parties; (5) Working for political parties; (6) Become a member of political parties.

The data obtained shows that the campaign activities of the majority of respondents were only at the lightest level, the consequence of which was simply 'talking about political issues'. As many as 650 respondents or 66.3 percent said they were only at the stage of discussing political issues with friends or colleagues as part of a conversation to spend time. Other campaign activities such as promoting candidates/political parties, assisting political party campaigns, giving donations, working and becoming members of political parties showed close frequency weights of between two and seven percent. As many as 13 percent of respondents said they had never done any of these activities.

Contacting is a form of political participation that includes activities contacting political leaders and public officials. This activity is measured using a nominal scale. On the research questionnaire, efforts to measure contacting political participation were measured by the following two questions. "Have you ever done the following: (1) contacted political leaders; (2) contacted public officials? A total of 98 respondents gave the answer, and the data obtained showed that 230 respondents (23.5 percent) stated that they had contacted political leaders. A total of 190 respondents (19.4%) said they had contacted public officials, and only 10 person said that they had done both. The largest number was 'no one activity', which is as much as 56.1 percent of respondents.

Cooperative is a form of political participation that includes: becoming a member of non-governmental organizations (NGOs), mass organizations, volunteering, and becoming members of social groups. On the questionnaire of this study, efforts to measure cooperative political participation were made through the following question: Have you ever done the following things (May choose more than one): (1) becoming a member of an NGO and mass organization; (2) volunteering; (3) becoming a member of a social group.

Data showed that the respondents' political participation in the cooperative dimension included the activities of respondents in community organizations such as becoming members of NGOs, volunteering and becoming members of social groups. A total of 980 respondents answered, and 'being a member of a social group' was the most activity of the respondents chosen by around 26 percent of respondents, followed by 'volunteering' (14.3%), becoming 'NGO members' (8.2%), and 'mass organization members' (3.1%).

In addition, 13.3 percent of respondents conducted more than one activity. For example, in addition to being members of NGOs they also volunteer or become members of mass organizations. In this case, as many as 13.3 percent of respondents claimed to have carried out two activities, and two people stated that they did three activities at once. The data obtained shows that the number of respondents involved in political participation in the cooperative dimension is greater (67 percent) compared to the number of respondents who stated that they did not carry out any cooperative political participation activities (33.7 percent).

Other activities. Respondents' political participation can also include dimensions outside stated above, such as: making social contributions, participating in demonstrations, running for public office. In this research questionnaire, efforts to measure political participation for other activities are shown in the questions below. "Have you ever done the following things: (1) Giving social contributions; (2) Taking part in demonstrations; (3) Running for public office. Data showed that the political participation of respondents in other dimensions including giving social contributions, participating in demonstrations, or running for public office. A total of 980 respondents answered, and as many as 560 respondents or around 57% said they had made a social contribution. A total of 100 people (10,2 percent) said they had participated in the demonstration, as many as 8.2 percent of respondents claimed to have run for public office. While 24.5 percent of respondents said they did not do any of these things.

#### 4. Discussions

Political participation is the participation of citizens to influence the process of making and implementing political decisions. They are ordinary people who do not have authority in government but have the awareness to participate in policy making. The participation of democratic peoples in political life is carried out in various ways including being involved in the public arena to promote and convey their demands to anyone who wants to listen.

In addition, the community can make the legislative or executive institutions the target of the political message they want to convey. Communities can also be involved in the selection process of people who want to occupy public positions. In a democratic political system, the political culture that citizens should develop is a participatory political culture which can be in the form of norms, attitudes, belief systems, perceptions, and the like that can support the realization of political participation.

The progress of a country's political development can be seen from the good and bad participation of its people. The progress of the political field of a country inspires the political development of the country concerned. Everyone can know the development of democracy and politics in a country through community participation in politics and government. The results of this study indicate that the level of political participation among beginner voters is high. This is based on data showing that almost 80 percent of respondents showed a great desire to vote in the 2019 Presidential Election.

The results of this study are not very different from reports from other institutions such as Indonesian think tank Central Strategic of International Studies (CSIS) which stated that the level of voter participation in Indonesia is 75.2 percent in 2014, or only around two percent different with the results of this study. "The voter participation rate is 75.2 percent. While those who do not exercise their voting rights, 24.8 percent," CSIS Philips J. Vermonte wrote through a press statement (Vermonte, 2014). This level of participation is considered a positive form of community participation in voting in an election activity. This level of political participation is even considered as one of the highest levels of participation since the New Order period (Pratomo, 2014).

In addition, the General Election Commission (KPU) stated that voter participation in the 2014 Legislative Election reached 75 percent, and the rest did not use their voting rights. When compared with the 2009 legislative elections, the level of community participation in the 2014 election increased. In the 2009 elections, the abstentions rate reached 29 percent with a participation rate of 71 percent (KPU, 2015). However, this figure differs greatly from community participation during the 1999 and 2004 elections. In the 1999 Election, for example, the community participation rate was recorded at 93 percent with a turnout rate of 6.70 percent. While the 2004 Election recorded a participation rate of 84 percent with a turnout rate of 16 percent (KPU, 2015).

In addition to the high level of respondents' participation in voting, respondents also stated that legislative elections were seen as something important or very important. The majority of respondents rated the legislative elections as important or very important for them. This shows that there is a match between the level of participation and what is considered important or not important by the respondents (Sulistyo, 2017). This is because the act of voting comes from the conclusion that the act of voting is important. People will definitely not do something they think is not important.

At the time this research was conducted, the 2019 Presidential Election had not been carried out so that there were no definite figures for the participation rate of the Presidential Election. But participation in elections that have not been implemented can be seen from the respondent's decision whether they will vote or not. In this case, the majority of respondents rated the legislative elections as something they wanted or really wanted. In addition, the majority of respondents considered the presidential election as something important or very important.

The data obtained shows that the campaign activities of the majority of respondents were only at the lightest level, the consequence of which was simply 'talking about political issues'. In general, they are only at the stage of discussing political issues with friends or colleagues as part of a conversation or conversation to spend time. Other campaign activities such as promoting candidates / political parties, helping political party campaigns or making donations to political parties show a not too far difference.

#### 5. Conclusions

Based on the data obtained from the results of the research and discussion that have been stated previously and referring to the research questions regarding the level of political participation of first-time voters of social media users in the 2019 election, some conclusions can be made as follows: (1) Based on the data that nearly 80 percent of respondents voted in the 2014 elections and most respondents showed a great desire to vote in the 2019 Presidential Election, it could be concluded that the level of political participation among beginner voters was high; (2) The form of political participation of the majority of respondents is only at the lightest level, the consequence of which is simply to discuss

political issues with friends or colleagues as part of a conversation to spend time; (3) Other campaign activities among novice voters such as promoting candidates/political parties, helping political party campaigns or making contributions to political parties are relatively low or not intensive.

The study of social media users in Indonesia is still very limited and further studies are still needed to reveal the very large number of characteristics of social media users today. This research reveals one important aspect that social media users in Indonesia are not as assessed by some that they are anti-social and care less about political issues. But replication research is needed to increase the credibility of the current findings.

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