The Influence of Social Media Instagram on Generation Z's Political Participation

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ABSTRACT

In 2023, political contents are easily accessible on social media accounts. In this regard, a social media account called @pinterpolitik has the potential to influence generation z in political participation. Political participation has various elements such as electoral participation, consumer participation, party activity, protest activity and contact activity. The present study analyzed the influence of @pinterpolitik on generation z’s political participation. This research uses quantitative methods with a descriptive approach. The results of this study found that social media accounts have a positive effect on political participation. The results show that the Instagram account @pinterpolitik influences political participation of generation z. This high respondent achievement is on the indicator of electoral participation. Even though it has a high respondent achievement, this research has only reached the electoral stage, not to the stage of voting and coming to the polling station location. However, this research has the disadvantage of not being too specific about generation z’s political participation.
participation and the @pinterpolitik account that influences generation z’s political participation.

Keywords: Generation Z, Political Participation, Social Media

INTRODUCTION

Politics and participation cannot be separated from political communication. There are several elements of political communication that influence political participation; the source of the communicator, effect, recipient, channel or media, and message. In this case, political communication is defined by Rauf in (Gantiano, 2018), as an object of political science study because various messages in communication are expressed with political characteristics that involve the activities of the communicator in his position as a political actor, government, and also related to state political power (Abdillah, 2015; Fatimah, 2018). The dimensions of political communication are divided into two, namely political communication as a political activity and as a scientific activity. In this case, political communication as a political activity is a message with political characteristics conveyed by political actors to other parties. This activity is empirical in nature because it is implemented in real social life. On the other hand, political communication as a scientific activity, namely political communication becomes a political activity within the political system (Aminah, 2016; Kuswandi et al., 2023).

In 2023, contents about politics are accessible to public (Aeni, 2021). People’s freedom of expression, including commenting on public policies set by the government, can be put to good use. In terms of the political elite, the main pillar of political communication with the public is using social media. Social media has a big impact on social life, both in terms of communication and social aspects, by giving people the opportunity to express themselves (Chen & Wang, 2021; Fadhilah et al., 2021).
Instagram is a social media platform that can be accessed by many people. According to research results by We Are Social in June 2022, Instagram ranks second as the most popular social media platform in Indonesia. We Are Social research also notes that there are 99.9 million active Instagram users in Indonesia and the fourth largest in the world (Candra et al., 2022; we are social, 2023). There are three main dimensions of online media credibility: currency, trustworthiness, bias. Several factors such as believable, accurate, trustworthy, report the whole story, balanced, fair and dishonest are included in trustworthiness. On the other hand, the current dimension includes timely, current, and up to date, while the bias dimension includes objective (Indiahono & Satyawan, 2023; Praditya, 2019). The ease of accessing social media is supported by a stable internet connection, making the intensity of accessing social media increase from year to year (Khoiriyah & Putra, 2022). In this case, Instagram is the media channel used by the Instagram account @pinterpolitik to share information or content related to political issues. Pinterpolitik also shares their contents on YouTube although they do not publish as much on Instagram. There are a lot of the political contents presented on Instagram social media according to the IDN Times (accessed 19/11/22), including the politically literate generation with 17,600 followers, the pamphlet generation with 18,200 followers, the DPR wiki with 3,108 followers, political assumptions as many as 315,000 followers, and politically intelligent as many as 396,000 followers. Thus, the @pinterpolitik Instagram account has the most followers among the other political social media accounts.

Based on the data above, the Instagram account @pinterpolitik is the social media account with the most political content. The Instagram account @pinterpolitik is a social media political communication channel that brings together various interests in the public space which indirectly has its own power and influence on political views and participation. There are several things contained in the content of the @pinterpolitik Instagram account, namely political information and government policies. One of the contents on the @pinterpolitik social media account is about the proposal regarding a closed proportional system in the 2024 legislative elections. This account shows news about which political parties agree and disagree with the
This shows high political participation. The reasons why people prefer to be involved in politics include that this is seen as the best effort for citizens to get involved in politics in order to bring about significant changes in society. According to Arniti (2020) political participation is defined as various voluntary activities of citizens, how they take part in choosing rulers and in the process of making general policies, either directly or indirectly.

Political activism itself includes two main factors, namely understanding political efficacy and civic participation (Saud et al., 2020). These two factors can influence and encourage generation Z to make decisions regarding whether or not they want to participate. The characteristics of generation Z, as explained by Joseph (2021), is the first generation of the true internet generation. This is what makes this generation have characters that are more tolerant of cultural differences, smarter, more flexible and like technology. Apart from that, Generation Z is also known as a generation that has global thinking. Youth in the context of Indonesian history have been involved and participated in various forums in order to improve their material status for public benefits which is reflected in the existence of student movements in the form of student activities or activities to hone their intelligence and increase participation in leadership (Khoiriyah et al., 2022; Warada et al., 2021). Generation Z can be said to be a state asset with its large number of youth able to spur the dynamism needed to change the group's social conditions (Cholilah, 2021; Yulianto, 2016).

Based on data from the Ministry of Communication and Information, Indonesia will experience a demographic bonus in 2030. In this sense, there will be more people of productive age than of unproductive age. Strengthening democratic standards and political steadfastness is the nation's main interest and in this process the role of generational political participation z is very crucial. If a person uses the internet in the high level, this can affect participation in the political process (Anwar et al., 2021). Generation Z in Indonesia in cities participates in many political activities. In a research team survey conducted by the Kompas R&D team, it showed that Generation Z's enthusiasm was high in participating in the 2024 elections, with 86.7 percent stating that they were willing to participate in the elections. Meanwhile, those who refused to
take part in the electoral event were 2.6% and 10.7 percent were still considering it (Kompas, 2023).

Based on these problems, researchers are interested in conducting research regarding the influence of the social media Instagram account @pinterpolitik on the political participation of generation z. Political communication in this context is that the content in the @pinterpolitik account has an influence on generation z participation. The aim of the research is to find out whether political communication significantly influences generation Z's political participation.

RESEARCH METHOD

The research method applies descriptive quantitative research in attempting to interpret and describe objects as they exist (Komalasari et al., 2022). The study population was 396,000 social media followers of the Instagram account @pinterpolitik by determining the sample through purposive sampling which amounted to 100 generation z account followers @pinterpolitik. Data collection techniques through questionnaire submission techniques are given to respondents (Generation Z). The data collection method used is an online survey via google forms. Data sources use primary data in the form of questionnaire results and secondary data in the form of journals, books, documents and other support. This study uses two variables, including independent variable X (Instagram account @pinterpolitik and dependent variable Y (Generation Z political participation). The data analysis technique applies validity, reliability, descriptive analysis through analysis of the respondent's achievement level, normality test, linearity test, multiple linear regression test, and hypothesis testing (partial test, simultas test and coefficient of determination test)(Ghozali, 2018; Nurlan, 2019; Putra, 2022; Putra & Hasanah, 2018).

RESULTS & DISCUSSION

Results

The Pinter Politik Instagram account was founded in 2016 with founder Wim Tangkilisan as former CEO of Globe Media Group (Jakarta Globe Asia), Editor-in-
Chief of Investor Dialy, and Suara Pembaharuan. Wim and Stephanie Tangkilisam succeeded in creating a news portal with creative and quality content for readers. In line with the rapid development of online media recently, the politically intelligent owner saw the need for a news portal that was able to uphold the principles of truth. This research applies respondent achievement level (TCR) analysis in order to determine respondent achievement on independent and dependent variables. The results of statistical calculations give rise to scores in the independent variables. The highest score was 64, the lowest 18, mean 49.86, medium 49.00, mode 48 and standard deviation 7.792. Meanwhile, the results of the analysis of the independent variable indicators are social media accounts. The results of this research can be seen in table 1:

**Table 1. Results of Respondent Achievement Levels for Social Media Account Variables**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Median</th>
<th>Modus</th>
<th>Std. Deviasi</th>
<th>TCR</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1.1 (I can provide political information in the Instagram comments column @pinterpolitik)</td>
<td>3.06</td>
<td>3.00</td>
<td>3</td>
<td>0.827</td>
<td>76.5</td>
</tr>
<tr>
<td>X1.2 (I receive political information via Instagram @pinterpolitik)</td>
<td>3.46</td>
<td>4.00</td>
<td>4</td>
<td>0.688</td>
<td>86.5</td>
</tr>
<tr>
<td>X1.3 (Instagram media @pinterpolitik connects admin interactions with Instagram followers @pinterpolitik)</td>
<td>2.98</td>
<td>3.00</td>
<td>3</td>
<td>0.804</td>
<td>74.5</td>
</tr>
<tr>
<td>X1.4 (Instagram media @pinterpolitik connects interactions between followers in the Instagram comments column @pinterpolitik)</td>
<td>3.21</td>
<td>3.00</td>
<td>3</td>
<td>0.769</td>
<td>80.25</td>
</tr>
<tr>
<td>X1.5 (There is an exchange of political messages via the @pinterpolitik account)</td>
<td>3.29</td>
<td>3.00</td>
<td>3</td>
<td>0.743</td>
<td>82.25</td>
</tr>
<tr>
<td>X1.6 (There is an exchange of advertising messages in the comments column @pinterpolitik)</td>
<td>2.52</td>
<td>3.00</td>
<td>3</td>
<td>0.858</td>
<td>63</td>
</tr>
<tr>
<td>X1.7 (@pinterpolitik displays the poll results message in the highlight)</td>
<td>2.07</td>
<td>3.00</td>
<td>3</td>
<td>0.640</td>
<td>76.75</td>
</tr>
<tr>
<td>X1.8 (@pinterpolitik displays survey results messages in highlights)</td>
<td>3.01</td>
<td>3.00</td>
<td>3</td>
<td>0.732</td>
<td>75.25</td>
</tr>
<tr>
<td>X1.9 (I often view @pinterpolitik Instagram content 2x to 3x a day)</td>
<td>3.02</td>
<td>3.00</td>
<td>3</td>
<td>0.864</td>
<td>75.5</td>
</tr>
<tr>
<td>X1.10 (Instagram @pinterpolitik uploads the latest or most recent political information)</td>
<td>3.50</td>
<td>4.00</td>
<td>4</td>
<td>0.689</td>
<td>87.5</td>
</tr>
<tr>
<td>X1.11 (Instagram @pinterpolitik clearly includes information sources)</td>
<td>3.33</td>
<td>3.00</td>
<td>4</td>
<td>0.726</td>
<td>83.25</td>
</tr>
</tbody>
</table>
Based on table 1, it shows that the value of the respondent's achievement level for the independent variable social media accounts with the highest being at indicator exchange of advertising messages in the comments column @pinterpolitik) amounted to 6.

**Table 2.** Results of Respondent Achievement Levels for Political Participation Variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Median</th>
<th>Modus</th>
<th>Std. Deviasi</th>
<th>TCR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y1.1 (Instagram @pinterpolitik mendorong followers untuk menggunakan hak pilihnya dalam pemilu)</td>
<td>3.17</td>
<td>3.00</td>
<td>3</td>
<td>0.739</td>
<td>79.25</td>
</tr>
<tr>
<td>Y1.2 (Instagram @pinterpolitik mendorong followers untuk golongan putih)</td>
<td>2.00</td>
<td>2.00</td>
<td>2</td>
<td>0.921</td>
<td>50</td>
</tr>
<tr>
<td>Y1.3 (I am involved in political discussions related to government policy on Instagram @pinterpolitik)</td>
<td>2.52</td>
<td>2.00</td>
<td>2</td>
<td>0.937</td>
<td>63</td>
</tr>
<tr>
<td>Y1.4 (I often give my voice or opinion regarding political issues on Instagram @pinterpolitik)</td>
<td>2.37</td>
<td>2.00</td>
<td>2</td>
<td>0.950</td>
<td>59.25</td>
</tr>
<tr>
<td>Y1.5 (The Instagram account @pinterpolitik invites and encourages me to support certain parties)</td>
<td>1.96</td>
<td>2.00</td>
<td>2</td>
<td>0.887</td>
<td>49</td>
</tr>
<tr>
<td>Y1.6 (The Instagram account @pinterpolitik invited and encouraged me to enter the world of politics)</td>
<td>2.37</td>
<td>2.00</td>
<td>2</td>
<td>0.861</td>
<td>59.25</td>
</tr>
<tr>
<td>Y1.7 (Instagram content @pinterpolitik invites and encourages me to demonstrate to the government, political parties or certain groups)</td>
<td>2.07</td>
<td>2.00</td>
<td>2</td>
<td>0.868</td>
<td>51.75</td>
</tr>
<tr>
<td>Y1.8 (I once mentioned or tagged a government official’s account in the comments column regarding one of Instagram’s contents @pinterpolitik)</td>
<td>1.97</td>
<td>2.00</td>
<td>1</td>
<td>1.049</td>
<td>49.25</td>
</tr>
<tr>
<td>Y1.9 (I once sent a direct message to a government official's account regarding Instagram @pinterpolitik content)</td>
<td>1.77</td>
<td>1.00</td>
<td>1</td>
<td>0.973</td>
<td>44.25</td>
</tr>
</tbody>
</table>

Table 2 shows the value of respondents' achievement level for the dependent variable political participation with the highest being indicator Y1.1 (Instagram @pinterpolitik encourages followers to exercise their right to vote in elections) of 79.25. Meanwhile, the lowest respondent achievement level value was the Y1.9 indicator (I once sent a direct message to a government official's account regarding Instagram @pinterpolitik content) of 44.25.
Simple Linear Regression Analysis

The results of the prerequisite tests through normality and linearity tests show that the research data is in the normal category. Next, the linear regression test is used to determine the effect of the independent variable on the dependent variable through three test stages; coefficient of determination test, simultaneous test and partial test. The coefficient of determination test is used to determine the percentage of independent variables together in explaining the dependent variable. Table 3 shows the results of the coefficient of determination test.

Table 3. The Results of Coefficient Determination

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.467a</td>
<td>.218</td>
<td>.210</td>
<td>5.048</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Social Media Account

The r square result in table 3 shows 0.218. These results conclude that the social media account variable affects political participation at a low level of 0.218 or 21.8%. Simultaneous test is the process of testing the regression coefficient simultaneously with the aim of knowing the effect of all independent variables in the model simultaneously on the dependent variable in testing the significance of the influence of social media accounts on political participation simultaneously and partially. The simultaneous test results can be seen in table 4.

Table 4. Simultaneous Test Results

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>694.687</td>
<td>1</td>
<td>694.687</td>
<td>27.261</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>2497.313</td>
<td>98</td>
<td>25.483</td>
<td>29.265</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>3192.000</td>
<td>99</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Political Participation
b. Predictors: (Constant), Social Media Account

Table 4 demonstrates the results of the simultaneous test of social media account variables on political participation. The simultaneous variable test displays sig value of 0.000 which is smaller than 0.05. These results show the simultaneous significant
influence of social media account variables on political participation. Apart from that, table 4 shows the partial analysis stage in the form of testing the half-way influence of the independent variable factors on the dependent variable by comparing the t table value (0.1966) and the calculated t. Table 5 illustrates the partial test results.

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficients</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td>t</td>
<td>Sig.</td>
</tr>
<tr>
<td>Social Media Account</td>
<td>.534</td>
<td>.102</td>
<td>.467</td>
<td>5.221</td>
<td>.000</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Political Participation

Table 5 shows the calculated t value of 5.221 which is greater than the t table value of 0.1966 and the sig value of 0.000 which is greater than the alpha value of 0.05. It means that the hypothesis shown by the research results is that social media accounts have a positive and significant influence on political participation.

Discussions

The Instagram account @pinterpolitik is a social media account with a political theme. Pinter Politik also has a number of other social media accounts such as Facebook, Twitter, YouTube and others. Apart from that, Pinter Politik is an alternative media that can examine political news from a point of view that can be accounted for in accordance with the values of the journalistic code of ethics, complete, sharp and different. Through a complete but easy to digest presentation process, PinterPolitik’s goal is to provide more insight and knowledge for readers. Therefore, researchers want to see how the @pinterpolitik account influences political participation. The political system in every country is strengthened by political participation. If all citizens can be involved or participate in politics, it will be very difficult for the government to ignore every problem experienced by citizens. Generation Z can be said to be a state asset because the large number of young people can spur the dynamism needed to change the group’s social conditions. Reporting from kominfo.go.id, in 2030 Indonesia will
experience a demographic bonus where there are more people of productive age than those of unproductive age. Therefore, strengthening democratic standards and political firmness is the nation's main interest and in this process the role of generation Z's political participation is very crucial.

Referring to the theory by Mahmoud dan Auter (2009) who designed the CMC Interactivity Model as an online communication model which has several points including users, media, messages and communication settings. The theoretical basis for political participation expressed by Teorell and his friends contains several components, including electoral participation, consumer participation, party activities, protest activities and contact activities. There were a sample of 100 research respondents from a total population of 398 thousand @pinterpolitik followers. Based on the results of the classification of respondents' characteristics by gender, there were 100 respondents, 63% of respondents were men. The classification of respondents aged 23 years was the most frequent respondent with a frequency of 24 people. The results of this research show that the Instagram social media account @pinterpolitik has no effect on generation Z's political participation.

The results of the respondents' achievements in table 1 for the indicators in the variables that answered quite high were X1.10, with a total score of 350 and answers of strongly agree 59 and agree 34. Besides that, the results of the respondents' achievements for the indicator variable Y which had quite high answers was Y1.1 with a total score of 317 answers strongly agree 35 and agree 49. If concluded, the independent variable "Instagram @pinterpolitik uploads the latest or most recent political information" which is in the communication settings indicator gets a higher response and variable Y "Instagram @pinterpolitik encourages followers to use "right to vote in the election" which is in the electoral participation indicator received a higher response. The results of the respondents' level of achievement had the highest percentage in the communication regulation indicator "Instagram @pinterpolitik uploads the latest or most up-to-date political information" with a percentage of 87.5% in the very high category. The results of respondents' achievements in table 2 have the highest percentage of the dependent variable in the electoral participation indicator.
"Instagram @pinterpolitik encourages followers to exercise their right to vote in elections" with a percentage of 79.25% in the high category. According to the results of hypothesis testing, it is known that social media accounts have a positive effect on political participation. If it is interpreted that the @pinterpolitik social media account has an influence on the political participation of generation z. This is reinforced by the results obtained by the Sig value. worth 0,000. Significance with a Sig value of 0.000 < than value (a) which is 0.05. In terms of percentage, it is known that the Rsquare results get a value of 0.218. According to the calculation results, it can be concluded that social media accounts influence political participation at a low level, namely 0.218 and if determined in percentage, social media accounts influence political participation by 21%. The results of this research show that political participation is influenced by social media accounts in the low category and social media accounts are able to influence political participation by 21%.

The t test results in table 5 show that the calculated t is greater than the t table. The hypothesis is accepted based on the results of this research showing that social media accounts partially have a positive effect on generation z's political participation. The results of this research are in line with Perangin-angin & Zainal (2018) that social media is currently a reference source for political news and information in determining political decisions. Dwitama et al., (2022) also explained that social media is very influential and is a tool of power that is easy to use in attracting, directing attention, inviting opinions and assumptions to influence people's choices, and making people participate politically. The results of this research are different from research conducted by Ratnamulyani & Maksudi (2018) which shows that the use of social media is not considered influential and does not have appeal, because the content of the campaign content that is packaged does not match the characteristics of beginner voters among students.

CONCLUSION

Based on research results and discussions regarding the influence of social media on generation Z's political participation, this research concludes that the @pinterpolitik
Instagram account encourages followers to exercise their right to vote in elections. This research also shows that the electoral participation indicator received a higher response. The results of the achievement level of respondents in the highest percentage on the Instagram communication management indicator @pinterpolitik upload the latest or most up-to-date political information. The partial test results also show that the Instagram social media account @pinterpolitik has a positive influence on the political participation of generation Z. The results show that the Instagram account @pinterpolitik has an influence on the political participation of generation Z. It can be seen from the high achievements of these respondents in the electoral participation indicator. Although this research shows that respondents' achievements are high, this research has only reached the electoral stage and has not yet reached the stage of voting or coming to the polling location. This research also has shortcomings because it is too specific about generation z's political participation and how the @pinterpolitik account influences generation z's political participation.

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