

The Influence of Social Media on the Political Participation of Beginner Voters in the 2024 Presidential Election in Padang City

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Abstract

This research was conducted based on the high use of social media by people from all groups, small to large. This is used by politicians and presidential and vice-presidential candidates as a campaign strategy. However, not all of them are used to access political activities and are vulnerable to exposure to hoax news that cannot be accounted for. This research aims to determine the influence of social media on the political participation of novice voters in the 2024 presidential election in Padang City. The research location is in Padang City, and the methodology approach is quantitative with 100 respondents using the Multistage Random Sampling technique from the research population consisting of first-time voters aged 17-20 years. The data was processed using a simple regression analysis method. Based on research results, social media has an influence on the political participation of first-time voters in the 2024 presidential election in the city of Padang by 38%.

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1. INTRODUCTION

The popularity of social media has now reached all levels of society, including children, teenagers, adults and the elderly. Reporting from the apjii.o.id site, states that Indonesia's internet users will be quite high in 2024, reaching 221,563,479 people. an increase of 1.4% compared to 2023. The majority of users in terms of age are Gen Z 34.40%, millennial generation 30.62%. Popular social media used by generation z and millennials in 2024 include: Instagram, Tiktok, Twitter, etc. (source: kataboks.katakata.co.id). Social media can be used in all areas of life including political activities or political campaigns.

In a political context, social media is used as an alternative communication channel that can influence voters' political views and final decisions. According to Ruben (in Wilhelm, 2003) states that communication via social media has a good influence on the political process. Social media is used as an introduction in the form of a vision and mission, it is hoped that it can attract sympathy and increase people's political participation which is contained in content in the form of advertisements, infographics, memes, and content containing political content which is intensively carried out as a means. However, behind the potential positive image through social media of presidential candidates, it is also used by political buzzers to spread hoax information, cyberbullying and black campaigns. It is realized that online news is able to influence readers and change the political orientation of recipients and is also often used by accounts that want to divide and create commotion, especially bringing political elements.

Political participation is the main component in the implementation of elections. The aim is for political participation of voters, especially novice voters, to understand political phenomena. New voters are people who have the right to vote for the first time because they are of legal age according to the provisions. (Rudini, 1994). New voters, according to Article 1 Paragraph 10 of Law No. 2008, are Indonesian citizens who are 17 years of age or older and whether or not they are married. The majority of first-time voters are high school students, university students and young workers aged 17-20 years.

This research was conducted in Padang City because the population of Padang City is greater than other cities in West Sumatra. Social media is also in high demand among the people of Padang City, almost 80% of people are internet users. Based on the 2024 Election Permanent Voter List. In the 2024 election, the Padang City KPU issued 666,178 permanent voter lists (DPT) with 63,166 first-time voters and spread across 11 sub-districts in Padang City.

The participation of the people of Padang City in the 2024 general election was 73.70%, a percentage 21% lower than in 2019 which was 79.39%. This shows that as many as 26.3% of voters still do not exercise their right to vote or abstain. Based on the problems above in the context of the 2024 presidential election in the city of Padang, campaigning via social media is a key factor that will influence the political participation of first-time voters. Therefore, the researcher entitled this research with the title "The Influence of Social Media on the Political Participation of Beginner Voters in the 2024 Presidential Election in Padang City".

2. RESEARCH METHOD

This research uses a quantitative survey method. According to Sugiyono (Sugiyono, 2017), a quantitative approach is a sampling method used through data or statistical analysis, which is carried out randomly and with a positivist philosophy. The sampling technique was carried out using Multistage Random Sampling. A gradual sampling method (cluster and proportional sampling) was used in this research. There were 3 sub-districts selected as samples from 11 sub-districts in Padang City. In this study, the total sample was 100 beginner voters aged 17-20 years. Data collection was carried out through distributing questionnaires distributed online via gform, and the analysis used was simple linear regression.

3. RESEARCH RESULTS AND DISCUSSION

3.1. Research result

a. Classic Assumption Test Results

1) Normality Test

The normality test is used to determine the analysis that will be used to test the hypothesis. If the distribution is normal then the parametric analysis is continued using the Kologrov-Smirnov test.

Table 1. Normality Test Results

Unstandardized Residual	
Asymp. Sig. (2-tailed)	0,200 ^{c,d}

Source: 2024 Data Processing Results

According to the data in table 1, the sig value. For Asymp.Sig (2-tailed) obtained = 0.200 with exceeding 0.05. Based on the results obtained from the normality test, it can be concluded that the data collected from this research has a normal distribution.

2) Linearity Test

The linearity test determines whether the specifications used are linear or whether there is a relationship between variables that follows a straight line.

Table 2. Normality Test Results

		Sum of Square	Df	Mean Square	F	Say.
Political Participation	Deviation from linearity	332,869	2	12,418	0,706	0,839

Source: 2024 Data Processing Results

The results in table 2. Above shows the sigma deviation value from linear of 0.839. Because the sig value of 0.839 is greater than 0.05, it can be concluded that H_0 rejected and H_a accepted, which means there is a linear relationship from the social media variable to the political participation variable.

3) Heteroscedasticity Test Results

This test is carried out to determine whether or not there is inequality of variance in the regression model.

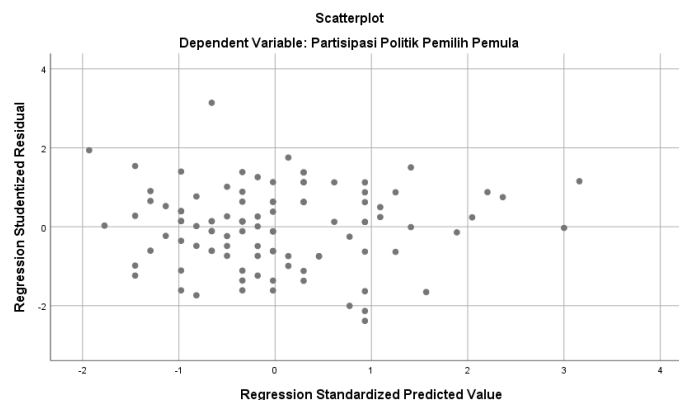


Figure 1. Heteroscedasticity Test Results

Source: Data Processing 2024

Based on Figure 1 above, it shows the results of the randomly distributed point test both in the part where the zeros on the vertical Y axis do not form a particular pattern. If heteroscedasticity does not occur, then this regression model meets the requirements.

4) Multicollinearity Test Results

According to the analysis carried out, variable X and variable Y show a linear relationship. One way to find out whether there are symptoms of multicollinearity in variable X is to look at the variation inflation factor (VIF) value. A VIF value of less than 10 and a tolerance value of less than 0.1 indicate that the independent variables do not experience multicollinearity problems. Shown in the following table:

Table 3. Multicollinearity Test Results of the Influence of Social Media on Political Participation

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.	Collinearity Statistics	VIF
	B	Std. Error	Beta		Tolerance	
Social media	0,508	0,064	0,632	7,99	1	1

Source: 2024 Data Processing Results

b. Research result

- 1) The Influence of Social Media (Instagram, Tiktok, and Twitter) on the Political Participation of New Voters in the 2024 Presidential Election in Padang City.

Table 4. Results of the Determination Coefficient of the Influence of Social Media on the Political Participation of New Voters

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,623 ^a	0,388	0,382	4,028

Source: 2024 Data Processing Results

The results of table 4 above show the test results for an R value of 0.623^a and the R Square value is 0.382. The results show that the model has the ability to predict 38% of the contribution of the influence of social media variables on political participation, while other variables not examined in this study influence as much as 62%.

Table 5. Results of the Determination Coefficient of the Influence of Social Media on Political Participation

		Anova ^a				
Mode		Sum of Squares	Df	Mean Square	F	Say.
1	Regression	1007,151	1	1007,151	62,088	0,000 ^b
		1589,689	9	16,221		
		2596,849	9			

Source: 2024 Data Processing Results

Based on the results from the table above, it can be seen that the F value_{count} greater than F_{table} = 63,088 > 3.09. From the Anova or F test the F result with df 1/254 was found to be 62.088 with a probability of 0.000. This can be 100% reliable because the significance level obtained is below 0.05, namely 0.000. Based on the simultaneous test decision making method, it is significant for the political participation of novice voters. From these results, the participation of novice political voters in the 2024 presidential election in the city of Padang. So, it can be concluded that H₀ rejected and H_a accepted.

Table 6. Results of the t test on the influence of social media variables on the political participation of novice voters

Model	Unstandardized Coeffients	Standardize d Coeffients	T	Say
	B	Std. Error	Beta	
Social media	0,508	0,064	0,632	7,90

Source: 2024 Data Processing Results

The calculation results in table 4.43 above, the regression equation between social media (X) and political participation (Y) shows the calculation results below:

$$Y = -0.802 + 0.508X$$

The calculation results show that the social media variable regression coefficient of 0.508 has a positive sign at sig 0.000 which is less than 0.05, or sig 0.000 is less than 0.05. As a result, the resulting conclusion shows that the proposed hypothesis is accepted and shows the politics of novice voters

3.2. Discussion

Explaining research data. According to the results of research that has been conducted regarding the influence of social media on the political participation of first-time voters in the 2024 Padang City Presidential Election. After the research was completed, data analysis showed that social media variables influenced people's political participation; there is a significant value of 0.000 below 0.05 and the tcount value (7,880) is greater than the ttable value (1.985), which indicates that H0 is rejected and Ha is accepted. This states that social media has an influence on the political participation variable of novice voters in the city of Padang. Therefore, it can be said that the greater the influence of social media, the more active first-time voters will be in the 2024 Padang City presidential election.

Apart from that, the results of this research are in line with research conducted by (Anggraini et al., 2022). In this research, it was stated that media use had a significant effect of 64.4% on political participation. Social media is intended as the frequency, duration and intensity of use of social media causing an increase and contribution of students in the 2019 presidential election. Media can influence voting behavior and attitudes in choosing political leaders.

Apart from that, this research is in line with previous research conducted by Jamin (2020). In this research, social media is considered to be able to influence millennials to find out the profile and background of candidates.

The research results show that network indicators provide the largest contribution to social media at 75%, while user content indicators provide the smallest contribution at 39%.

Research results (Yusran & Sapar, 2022) show that voting behavior significantly influences voters $0.000 < 0.05$. By exercising their right to vote, the people of Mappedeceng hope to be more involved in politics in the 2024 elections.

Dahlan's study (Laemang, 2023) found that the majority of voters use social media to obtain information, background, profiles, news and vision and mission of candidates which can influence their voting decisions through content available on Microblogging, Wikipedia, social media Instagram, blogspot, Twitter, and Facebook are some of the social media used.

The research results contradict Nina Novita's research (Novita, 2019) which tested the hypothesis that there is no relationship between social media use and voting behavior. What this means is that information cannot necessarily influence someone's choice.

The results of this research show that novice voters use social media, the majority of which are Instagram, TikTok and Twitter for daily activities, most of which are networking with friends or relatives, they are also used for education, college assignments, and the frequency of accessing political content is still low. The political activities used by voters are just to view information, and there are still minimal activities to participate in political participation on social media.

The conclusion of this research is that it is very likely that the political participation of novice voters in the 2024 presidential election in Padang City is significantly influenced by social media, the media used are Instagram, TikTok and Twitter. More and more people are participating in elections and regional elections along with increasing political knowledge and increasing voter literacy with various information contained in various interesting content. Therefore, the General Election Commission must continue to provide training to the general public and political party actors, especially novice voters, about politics in order to increase the political knowledge of novice voters.

4. CONCLUSION

Based on the findings discussed previously by the author, it is concluded that Instagram (X) has an impact on the political participation of first-time voters in the 2024 presidential and vice-presidential elections in Padang City. This is indicated by the Tcount value of $63.088 > 3.03$. This information indicates that political participation is influenced by social media Instagram. Furthermore, there is a simultaneous influence between social media on the political participation of first-time voters by 38%. Then 62% is influenced by other variables that are not discussed and explained in this research.

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