

# Modeling Analysis of using Social Media toward Online Political Participation of Young Adults

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**Abstract:** The rise of the Internet platform on social media during past years had supported by the growing number of people that increasing interaction time driven using smartphones. And then, the trend of social media use increases the information, opportunities in the market, includes low-cost advertising, effective tool for the business, and political realms. However, this study is to determine the major factor that related to online political participation of young adults in Indonesia such as social media use, online discussion, political self-efficacy and online political participation. The method is based on the investigation for the factors that influence people to participate in politics. Much prior research showed that the factors such as social media use, online discussion, and political self-efficacy related to online political participation.

## 1 INTRODUCTION

The wide of availability of information seeking by the Internet facilitated people to discuss, share and interact to any political topics by using social media like Facebook or Twitter. In order to win the election, many candidates use social networking sites to get attention and sympathy from voters. Then, some of the candidates and political parties created the campaign to promote their self to the public.

The campaign can be in the form of a traditional method such as debate and speech in the public and modern method which based on the Internet like social media. For example, the Major City of Bandung named Ridwan Kamil is an example of a successful politician that created a creative campaign through social media such as Facebook, Twitter, YouTube and so on (Jamilah, 2016). Besides that, social media has created political marketing and also provided political education for the citizens.

The fundamental strategy of political marketing is using an effort made by the political parties, candidates, and volunteers or the success teams carried information and programs of the political actor through certain mass media and the Internet (Suyanto, 2016; Suyanto and Arwiyah, 2015). While political education can be understood as a process of

socialization to internalize the values which considered ideal and needs to be fought thus the achievements of the process is in the form of political attitudes and behaviors that oriented on the efforts to achieve and support the ideal system (Suyanto and Arwiyah, 2015).

Prior studies stated that the variables such as social media use, online discussion, political self-efficacy are the dominant factors to influence online political participation of young adults (Kushin and Yamamoto, 2010; Dimitrova, 2014; Yang and DeHart, 2016; Li and Chan, 2016). It was undeniable if the political impact on social media is resulted to create public opinion and a tool of civil movement includes winning the elections. For example, on the Jakarta governor election in 2012, Joko Widodo and Basuki Tjahjaja Purnama won the election through digital volunteer which the member of Jokowi-Ahok Social Media Volunteers or JASMEV (Burhanuddin, 2015). And also, social media is created online and offline discussion which delivered political information to the public and increased political interest of young adults.

The Ministry of Communication and Informatics or Kemenkominfo mentioned that the internet users in Indonesia currently reach 63 million people. From that number, 95 percent of people use the internet to access social networking (Nn, 2013). While the majority of Facebook users in Indonesia is 16 percent from 13 until 19 years old, 22 percent from

20 until 29 years old, 7.5 percent from 30 until 49 years old, and the rest of the users are more than 50 years old (Noviandri, 2015). Thus, many young adults are the social media users in Indonesia. In addition, the use of social media is not only to increase the communication and strengthen the friendship between people but also to discuss the political issues, government policies, and public figure behaviors.

## 2 LITERATURE STUDY

Social media is a group of the Internet based application that build on the ideological and technological foundations of Web 2.0 thus allow the creation and exchange of user-generated content (Kaplan and Haenlein, 2010). The characteristics of social media that contain of network, information, interactivity among users can be used in politics of young people on information seeking and participate in online communities (Kushin and Yamamoto, 2010). The social media platforms such as Facebook, Twitter, YouTube, Instagram, Line, Blog, Wikipedia and so on wherein enhance young people's online, civic engagement, and offline political participation (Yang and DeHart, 2016).

Previous study discovered that individuals who spend more time on social media also consume more news compared to others media like information from traditional media, traditional broadcast and online media, hence information consumption in social networking sites (SNSs) have a positive direct effect on civic participation in politics (Halpern, 2013). Most studies mentioned that young adult between ages 18-29 in United States used social media for news consumption and political activities have grown since the 2008 presidential campaign (Yamamoto, 2016). Most studies in the US provided some evidence that social media positively related to online discussion and online political participation (Li and Chan, 2016).

The discussion refers to critical to democracy because talk is a decision that procedure involving disputation and agreements which improve both of the public reason and public good, while discussion by online through media technology such as Facebook or Twitter (Li and Chan, 2016). The use of media for information may encourage political discussions and increase the likelihood of communicating about civic life via interpersonal conversations in offline settings, email and personal online (Halpern, 2013). Then, the people who participated in frequent issues specific political

discussion had a better understanding of politics and also, more politically sophisticated (Zhang, 2014).

The proportion of online political discussion is the participants in the form of individuals, bloggers, media, politicians, or associated with the interest group, or other organizations (Hagar, 2014). The forms of young people's political participation in Jakarta only at the level of low consequence such as discuss political issues with friends or colleagues as part of the conversation or daily discussion to pass the time (Morissan, 2014). Besides that, online discussion mostly for the person have less interest in politics thus predicted the information used to analyze three media such as offline, online and Web 2.0 will directly influence the interpersonal discussion in the different forms such as face to face, online via email, and through social networking sites (SNSs) that will create levels of civic participation through collective efficacy (Halpern, 2013).

Political self-efficacy is one of the relatively effective predictors of political participation (Coleman, 2008), while the use of Internet has been influencing society to enhance political participation. Study report that young people's Internet use has been found to facilitate political efficacy and political participation (Grönfeldt, 2016). Bandura stated that the definition of self-efficacy is an individual's belief in his or her ability to perform successfully, it can be general or specific to a task or situation (Grönfeldt, 2016). The concept of political efficacy is to believe that a communicative relationship exists between oneself and the institutions that govern society (Coleman, 2008). Political efficacy is to believe that a communicative relationship exists between oneself and the institutions that govern society (Coleman, 2008).

Scholars have differentiated between 'internal' and 'external' efficacy. The individual competence to understand and participate in politics, to bring change into society through personal engagement and using the individual's resources and capabilities is the definition of internal political efficacy where to belief about the responsiveness of governmental authorities and institutions to citizens demands is the definition of external political efficacy (Grönfeldt, 2016). Most studies on political efficacy including the measures of internal and external efficacy (Grönfeldt, 2016). Recent study has tried to connect political self-efficacy with online political participation, while the political self-efficacy of US college students influencing to online political participation and motivated to use social media to

talk about politics or political purposes (Yang and DeHart, 2016).

Political participation is the participation of citizens in the activities that can influence the structure of government, selection of officials, and policies while online political participation has been defined in the same way as conventional political participation, except that the activities are occurring in an online context (Yang and DeHart, 2016).

In another way, political participation refers to all kind of activities of an individual or group to participate through the Internet for political practices like being a political volunteer on social media.

Besides that, media and the Internet were played important in political information and increased citizen political interest. The number of studies has examined how different types of digital media influence citizens knowledge of political issues (Dimitrova, 2014). While knowledge is influenced by media exposure, both media exposure and knowledge have impact on political participation (Vreesea and Boomgaardenb, 2006).

### 3 METHODOLOGIES

The research framework in this study is based on the literature study. This research is to describe the factors from the previous study which have relationship to political participation.

The research type is investigation which based on the variables such as social media use, online discussion, political self-efficacy that related to online political participation whether directly or mediated by other variables

### 4 RESULTS AND DISCUSSION

The characteristics of net generation are the global generation that grew up with the Internet and social media. Compare to the previous generation, they are smarter, faster and more tolerant of the diversity. The net generation prefers to communicate through the Internet rather than over the telephone because they can perform of multi-tasking activities. The political campaign, analysis, raising support, and opinion war on Twitter about the candidates are one of the political participation in the net generation (Subiakto and Ida, 2014).

Attention to social media like seeking information was significant during the US 2008 campaign especially among young adults (Ajir,

2014). Young voters are usually regarded as not much involves in politics (Utz, 2009). When young adults were interested in politics, they more likely to use the Internet for political purpose rather than others age groups (Utz, 2009). Then, the politicians use the Internet to engage young adults to participate in the campaign by checking SNS (social network sites) candidates account because checking SNS has become a daily routine for many young adults (Utz, 2009). Thus, SNS was one of a tool in the political campaign after web pages and web blogs (Utz, 2009).

The theoretical framework of this study uses four variables such as social media use, online discussion, political self-efficacy, and online participation. Those variables were chosen in this study because the variables could have the relationship on the political decision making. The variables like participation and interaction on social media was mentioned in the previous research stated that participation have influence in winning the election while the other research has mentioned those variables of participation and interaction on social media has effect in the political campaigns which indirectly affected political participation (Andronicus, 2016; Atmodjo, 2014)

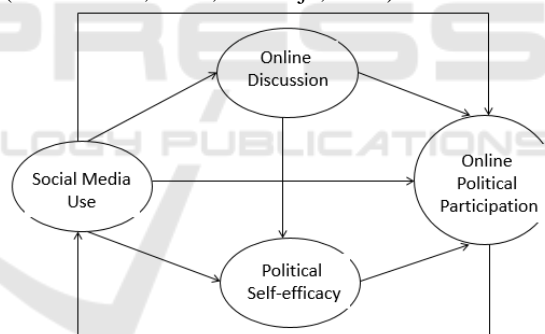


Figure 1: Research framework based on the literature study.

Figure 1 show that the research framework is to know the direct and indirect relationship of social media use toward online political participation. Prior studies mentioned the use of social media is positively related to online political participation in particular young adults (Yang and DeHart, 2016; Li and Chan, 2016; Atmodjo, 2014), political self-efficacy positively related to online political participation (Yang and DeHart, 2016). Besides that, the individuals that have political trust will tend to have the high level of political participation whereas people who lack political trust for the government or politicians will have the low level of political

participation (Bourne, 2010; Wahyudi, 2013). The social media interactions in the political campaigns have a correlation to the electoral success and also shown that online discussion will positively impact to online political participation (Hagar, 2014; Utz, 2009).

## 5 CONCLUSIONS, LIMITATION AND FUTURE RESEARCH

This research is only described the factors that influence political participation of young adults. Thus, the researcher did not collect to statistically analyze the data.

The future research can examine the model in this research whether the model is acceptable or not in Indonesia.

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