Instagram and Political Education for Net Generation in Indonesia
Study on the Usage of Instagram for Political Education in Palembang City

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Abstract: Net Generation is an important part of the democratisation of this nation. Aside from being the next generation of the nation's leadership, the sizeable population cannot be ignored in today's democratic party events. Generations born in the digital age more often access and utilise technology and internet than the previous generations. The Net Generation is not only technologically literate but also politically literate, and they are willing to participate in political life and so they should get access to political education. By using a descriptive qualitative research method, this article has tried to analyse the political education obtained by the Net Generation of Palembang City through social media, focused on Instagram. Beginner voter behaviour generally tends to be rational and has the ability to access various media in order to obtain information. With different characters, the Net Generation can easily get their political education through social media, with one of them being through Instagram. The political education that can be obtained by the Net Generation through Instagram can be political information, viral political news, the introduction of political figures and there can also be a reduction in the attitude of political apathy. The Net Generation can therefore become an active political participant.

1 INTRODUCTION

The development of the internet as a new media (the second media age) marks a new period in which interactive technology and network communication, especially the virtual world, will change the community and society. The presence of the accessible internet, even just through smartphones, has opened up new trends in socialisation patterns. In general, many young people are more familiar with this new internet-based medium because they are born as digital residents (digital natives) compared to their parents (digital immigrants). The time spent by the net generation (term for the younger generation of internet users) is more widely used on Twitter, Facebook, Instagram, Path, Youtube, Google and others than using traditional mass media. Even the intensity of the time used to watch television has began to decline, while the time spent on social media has continued to increase. This trend will bring in tremendous consequences. Internet users will increase rapidly in line with the increasingly cheap communications technology and the increasing welfare of people in various countries.

In Indonesia, until early 2014, internet users have been recorded as standing at 65 million. There are 51.6 million Facebook users. Twitter has reached 31 million accounts. The city of Jakarta is known as The Social Media Capital of The World, and has become the world's number one city with the most tweets, followed by other major cities in the world such as Tokyo, London, New York and Sao Paolo. The city of Bandung occupies the 6th place. For Instagram use, Indonesia is the largest community using social media in the Asia-Pacific. Instagram had 45 million active users every month in the first quarter of 2017 in Indonesia. This makes Indonesia one of the largest Instagram markets in the world, which now has 700 million active users globally. Indonesian users are among those that utilise Instagram's Story content in the world since the feature was launched a few months ago. Indonesian users also enter into the top five countries that most often use Instagram as a business account, along with the United States, Brazil, Russia and the United Kingdom.

The use of Instagram as one of the most commonly accessed social media by the net generation makes Instagram a medium used to gain

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access to information, including political information. For the net generation, politics is considered to be too formal, and even some refuse to participate or to talk about politics. Instagram can be an alternative when providing education for the net generation, by prompting them to speak up against political activity. It can also be an open channel for direct feedback between the government and youths. Social media provides the flexibility to discuss politics and other public issues because the users can 'meet' at any time and anywhere virtually. Research has reported on the effects of a strong community network and not a weak one, and state that it will provide an association between online and offline political participation.

The tendency of the net generation to use social media can be utilised by related parties such as the government, political figures and even political parties to encourage them to interact with political social media such as campaigning, introducing the vision and mission of certain political figures, submitting government programs and so on. According to Rusadi Kantaprawira (2004: p.55), political education is intended to increase the knowledge of the listeners so then they participate optimally in the political system. According to the sovereignty of the people and of democracy, the people must be able to carry out the task of participation. Social media is seen of as a medium that is easily accessible and cheap compared to conventional media. Moreover, most users of social media are of the net generation¸ as a group of novice voters who need information in order to prompt their own interest in politics as the successor of the nation's leadership. With the existence of social media such as Instagram, the net generation is able to get information so then they are no longer apathetic to the condition of the nation.

2 LITERATURE REVIEW

One of the most dynamic cyberspace communities are those where the actors are active in building interactions and utilising networking in cyberspace. This is often a group of urban teenagers, commonly referred to as the net generation. The Net generation is growing in the context of the acceleration of the rapid development of indent technology. According to William Strauss and Neil Howe in reference to generation theory (Generation Theory), to date there are five generations: the baby boomer generation (born 1946-1964), generation X (born 1965-1980), generation Y (born 1981-1994), Z generation (born

1995-2010) and the alpha generation (born in 2011-2025). Generation Z is also called the iGeneration, Generation Net or the Generation of the Internet that is born from generation X and generation Y. The net generation is a generation born and raised in the digital era with a variety of complete and sophisticated technology available to them, such as computers / laptops, smartphones, the internet and other electronic devices. Since childhood, they have known (maybe even been introduced to) and become familiar with a variety of sophisticated gadgets, either directly or indirectly which then affects the development of their behaviour and personality.

Don Tapscot, a digital media expert, has been conducting research in several countries. He put forward the characteristics of the net generation or Z generation. They are a growing global generation with access to the internet and social media. Compared to the previous generation, they are smarter, faster and more tolerant of diversity. In everyday life, they need time to update their status, and they need time for Assassin's Creed. They blend work, play and social interactions and often still live at home. All work is done through smartphone technology. They instinctively master smartphone technology without needing to read the manual. They prefer communications through the internet rather than through the telephone, because with the internet, they can multi-task. For them, smartphone technology is like air and cannot be separated from everyday life. They are also very concerned with the environment and pay attention to issues of justice, society and politics. They also like to volunteer. The net generation has shaped new values, such as respect for freedom, wanting customisation and being aware of everything that happens in society. They, through social media, also build relationships and collaborate with fellow Net generation individuals. Nevertheless, they have the character of upholding integrity, and wanting to have fun during school and working. For those with technology, speed is a normal thing, and innovations are a fact of life.

Research on what individuals learn from political communication shows that one's interest in a particular topic will make a difference. W. Russell Neuman, Marion Just and Andd Crigler found that individuals who use technology will have better information about the issues they care about accessible in their daily lives. They are also able to learn more about issues that they already know about. Those interested in a particular topic will study the topic and have a balanced cognition, more so than those who are smarter but not interested in learning about the topic. The purpose of political education for

the younger generation has been set forth in the Presidential Instruction No. 12 Year 1982 on Political Education for Young Generations, which states that 'the purpose of political education is to provide guidance to the younger generations of Indonesia in order to raise awareness of the life of the nation and the state'. While the other political education goal is to create a young generation in Indonesia who are aware of the life of the nation and the state based on Pancasila. The 1945 constitution is one effort to build a complete Indonesian man. Political knowledge makes the study of the communication process move one step forward, especially in terms of the individual's active role in understanding political messages.

3 METHODS

This research was descriptive and qualitative, where the research had the purpose of analysing the political education obtained by the net generation through social media (Instagram). Besides that, this research also aims to know the interests of the net generation as beginner political voters. The research study was conducted in Palembang City with the focus of the research being on the net generation located in Palembang City. This is because the number of residents of Palembang City in the age classification of 15-24 years, amounted to 312,284. This is the highest percentage of the population compared to the other age classifications in Palembang City. The number of respondents sampled in this study was 147.

4 DISCUSSION

The current social system has changed radically since the development of information technology that has enabled the convergence of media platforms, as well as the convergence of mass, interpersonal and group channels through contemporary social media. Social media can be defined as "a way to transmit or share information with a broad audience, while social networking is at the heart of engagement" (Hartshorn, 2010). For social media, all it takes is an internet connection as a tool for sending messages. In social networks, the users must be intertwined in groups and connected with those who share similar interests, and engage in two-way communication with conversations and discussions at the core of the fabric. Based on the research conducted by APJII 2016 on the behaviour of internet users in Indonesia,

97.4% of Indonesian people use social media. This figure is considered to be higher than the access to public services used by netizens in the internet world.
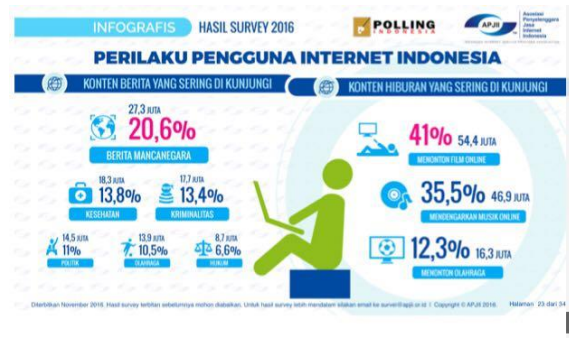

Figure 1: Type of Internet Accessible Content.
Source: APJII 2016

Based on the data, it can also be seen that internet users who fall into the category of net generation are the most common type of internet user than internet users in other age ranges. This shows that the net generation is an active user that has great potential when accessing information via the internet or virtual worlds
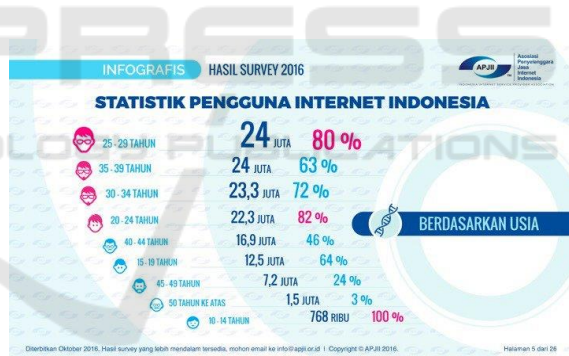

Figure 2: Internet Users in Indonesia by Age.
Source: APJII 2016

According to the research conducted by APJII, as many as 80% of internet users in general are young people aged 25-29 years and aged 15-19 years old, with the percentage being 64%. [7] As for Instagram users in Indonesia, according to international research institute Taylor Nelson Sofres Indonesia, the majority of Instagram users in Indonesia are young people (by 89%). Young people are mobile-first users with good financial abilities and who often have a Bachelor's degree. Based on TNS research, 59% of Instagram live users are 18-24 years old, 30% are 25-34 years old, and the rest are 34-44 years old. [8] Instagram users who are between the ages of 18-24 years are

commonly referred to as the Z generation (born 1995-2010) or as the iGeneration. Generation Net or the Generation of the Internet born from either generation X and generation Y.

Figure 3: Frequently visited Entertainment News and Entertainment content.
Source: APJII 2016

APJII research results in 2016 showed that the behaviour of internet users in Indonesia concerning those who access political news content is lower than that accessing foreign news, which was only about 11%. This shows that, in general, the people of Indonesia consider politics to be less desirable, especially among the net generation. Based on the results of a survey conducted by the Centre for Strategic and International Studies, the results show that the millennial generation or net generation is like sports more than politics. This shows that the net generation has a disinterest in politics and regards politics as something that is too formal for them.

The disinterest of the net generation in the political content of the internet world is not without cause. The lack of political education has caused some negative stereotypes about politics, which is the main reason for such disenchantment. According to Hutchinson, political awareness can be divided into 5 categories. First, is someone who is politically illiterate. They do not read or follow any news or political issues, either through the media or in the general environment. Secondly, there is the so-called misinformed, i.e. those who have emotionally bonded, charismatic personality movements or personalities. They are often dogmatic about their view of the loss of objective debate. People in this category will usually claim to vote but often do not. Third, is referred to as General. Fourth, is the Activist - someone who has a good understanding of the issues in the sense of being able to read the details of each

side and who has worked on at least one election. Fifth, the expert is someone who understands the language of diplomacy and who can formulate strategies with institutions and community organisations. They always participate as voters in every election

Figure 4: The Most Interesting Activities *Net Generation* Interest.
Source: csis.or.id

Social media has a new media position when it comes to contributing to political education. Social networking media acts as a complement to conventional media in supporting fund-raising activities, identifying and motivating active citizens and it can also be used for internal political communications. Social media today can be an alternative force that can offset the mass media coverage that is not independent. Social media is a manifestation of the active role of the public in the flow of information whose users continue to increase amid the flow of unfeeling media wars (Lupac, 2008; Golinski, 2012; Perez, 2009; Menou, 2006). Social media provides a space for every individual, especially for the net generation, allowing them to participate in the consumption, production and distribution of ideas, knowledge and culture (Lim 2013). Based on the results of the research, the net generation has the ability to express ideas in the form of symbols, signs, symbols and images in various ways. The net generation's level of participation is very low in relation to political issues. Most informants claim to have received messages about politics, but they only read it and do not comment. Only a few feel that they have participated through Instagram. Furthermore, some of them follow political information accounts even though most of them follow more general information accounts in turn. In addition to political information accounts, the informants also followed several accounts belonging to political figures, state institutions and political parties in order to obtain political information about what is going on. However, most of them are passive,

meaning that the net generation only acts as a passive user that reads the info updated and even "likes" it but does not go further. At least this shows that the process of political education through social media is effective enough to attract the interest of the net generation, even though it has not succeeded in making the net generation an active participant in politics through social media.

Social media has an enormous influence on life, including on politics. The presence of political information on social media has also got sympathy from the Net Generation, although not all Net Generation individuals access information containing political elements. The following data shows that the Net Generation is still reluctant to seek information about politics and public issues. Subsequently, the respondents were asked to rank the most frequently visited content related to access to obtaining information about politics, i.e. through general information accounts, political news, political parties, political figures, and state institutions.

In this indicator, the net generation does not have to follow the account, and they are not required to provide a like or comment. The iGeneration respondents can directly search and read the post from the search homepage. This indicates that the respondents include passive users. The table shows that the general information account is the most popular account by next generation to access, which is 98.55%. This is because the account contains information of a contemporary nature, including in which are political issues that are being discussed by the public. This is followed by the accounts of political figures, equal to 94.92%. The accounts of political figure are considered to be motivational and inspirational by the net generation. This is followed by state institution accounts by 49.27% and political news accounts by 45.65%. Only a handful of net generation respondents read the posts from political party accounts, at 10.86%. This is due to the lack of interest from the net generation who assume that the political party is only for the cadres.

Furthermore, the percentage of net generation for mem- follow multiple accounts can be seen to be 95.65%; mem-follow general information accounts (such as @wowfakta, @ infodunia.id, @indo_psikologi, @detikcom, @hariankompas, @tribunsumsel, @palembangterkini, and other - Other); mem- follow political news accounts amounted to 41.30% (like @ politik.idn, @ politikcrazy.id, @obrolanpolitik, etc.), account for 89.85% of political figures (such as @jokowi account, @fahrihamzah, @smindrawati, @fadlizon, @aniesbaswedan, @ridwankamil); 40.57% make up

Indicator	Gender of Respondents				Number of Respondents	
	Man		Woman			
	Σ	%	Σ	%		%
Reading Postings						
1. General Information Account	80	57,97	56	40,57	36	98,55
2. Politics News Account	47	34,05	16	11,59	3	45,65
3. Political Figure Account	76	55,07	55	39,85	31	94,92
4. Government Institution Account	47	34,05	21	15,21	8	49,27
5. Political Parties Account	13	9,42	2	1,44	5	10,86
Follow						
1. General Information Account	80	57,97	52	37,68	32	95,65
2. Politics News Account	45	32,60	12	8,69	7	41,30
3. Political Figure Account	73	52,89	51	36,95	24	89,85
4. Government Institution Account	41	29,71	15	10,86	6	40,57
5. Political Parties Account	11	7,97	2	1,44	3	9,42
Like Postings						
1. General Information Account	59	42,75	37	26,81	6	69,56
2. Politics News Account	7	5,07	1	0,72		5,79
3. Political Figure Account	31	22,46	17	12,31	8	34,78
4. Government Institution Account	24	17,39	7	5,07	8	27,53
5. Political Parties Account	4	2,89	1	0,72		3,62
Comment of Postings						
1. General Information Account	9	6,52	3	2,17	2	8,69
2. Politics News Account	4	2,89	0	0		2,89
3. Political Figure Account	20	14,49	2	1,44	2	15,94
4. Government Institution Account	9	6,52	1	0,72	0	7,24
5. Political Parties Account	2	1,44	0	0		1,44

state institution accounts (such as @dpr_ri, @ official.kpk, @kemenkupr, @ sekretariat.kabinet, @ polri.id and others) and political party accounts make up 9.42% (such as @pdiperjuangan, @pdemokrat, @gerindra, @ partai.golkar, @pkb_muda_indonesia, etc.). This tendency explains that the net generation's interest in politics is still very low. The ctive participation of the net generation in mem- follow or following accounts that convey specific information about politics is still low. Most of the net generation mem- follow political party accounts; generally they are the party cadres or are only interested in candidates promoted by the party. They do not see the

party's ideological background. The iGeneration prefers to follow accounts of inspiring political figures and general information accounts that do not only provide information about the politics and activities of the country in isolation.

Through social media, net-enabling socio-economic attitudes can form. Social media can be used as a means of political education, especially in the run up to the 2019 election. The nature of social media is independent, free and without limit, which allows the net generation to interact directly in the political phenomenon that is happening. Massive and continuous campaigns on social media will also impact voter behaviour in the upcoming elections. The net generation can easily interact directly with the candidates that they are aiming to vote for. Of course, these interactions can be opinions, suggestions and even criticism.

Instagram and Facebook are the two most widely accessed social media platforms - although today, Instagram is considered to be the most used social media platform by the net generation. Social media has the potential to be used to exchange information, discuss public issues, and participate actively. This is possible because social media has the following four characteristics: cheap, fast, non-hierarchical, and with a wide reach. In the context of political education, social media helps to reduce the attitude of neutral political apathy. For the net generation, Instagram is not a medium of social interaction and for the sharing of memory, but this social media platform instead has the role of being a supplier of political information. As a generation that is always shrouded in turmoil, social media plays the role of being a means for political education for the net generation.

5 CONCLUSIONS

Based on the results and discussion in this research study, it can be concluded that the era of digital development today has given birth to a new generation that is more technology literate, referred to as the net generation. These generations often spend more of their time surfing the internet, including spending time on social media. One of the social media platforms favoured by the net generation is Instagram. The use of Instagram can be utilised as one of the means of attracting the net interest of the net generation. It is hoped that the net generation will not be apathetic to politics anymore.

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