



JURNAL POLITIK PEMERINTAHAN DHARMA PRAJA

e-ISSN 2721-7043 ISSN 1979-8857

Website: <http://ejournal.ipdn.ac.id/JPPDP>

Faculty of Politics Governance, Governance of Home Affairs (IPDN)

JPPDP, Vol 17 No. 1

Doi: <https://doi.org/10.33701/jppdp.v17i1.3997>

THE INFLUENCE OF SOCIAL MEDIA ON ONLINE POLITICAL PARTICIPATION OF NOVICE VOTERS ON THE ISLAND OF JAVA AHEAD OF THE 2024 ELECTION

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Abstract

Community political participation is a very necessary involvement in the General Election process. Every Indonesian citizen who already has the right to vote is certainly required to participate in voicing his or her voice in the election. According to several studies, there is an influence of media exposure on the level of political participation. Therefore, this study aims to explore more deeply the influence of social media exposure on the online political participation of novice voters in Java ahead of the 2024 General Election. This research uses a quantitative descriptive method, with data collection techniques using questionnaires distributed through social media as primary data in the time span from November 27, 2023 to December 6, 2023. The population used is the community of novice voters on the island of Java with a sample taken as many as 395 people from the calculation of the convenience sampling technique. In analyzing this research data, simple linear regression analysis techniques were used. The results of this research show that there is an influence of exposure to social media on the online political participation of novice voters on the island of Java ahead of the 2024 elections.

Keywords: social media exposure, online political participation, novice voter

Abstrak

Partisipasi politik masyarakat merupakan sebuah keterlibatan yang sangat dibutuhkan dalam proses Pemilihan Umum. Setiap warga negara Indonesia yang sudah memiliki hak pilih tentu diharuskan untuk ikut serta menyuarakan suaranya dalam ajang Pemilu. Menurut beberapa penelitian, terdapat pengaruh terpaan media terhadap tingkat partisipasi politik. Oleh karena itu, penelitian ini ditujukan untuk menggali secara lebih mendalam pengaruh terpaan media sosial terhadap partisipasi politik *online* pemilih pemula di Pulau Jawa menjelang Pemilu 2024. Penelitian ini menggunakan metode deskriptif kuantitatif, dengan teknik pengambilan data menggunakan kuesioner yang disebar melalui media sosial sebagai data primer dalam rentang waktu dari tanggal 27 November 2023 sampai dengan 6 Desember 2023. Populasi yang digunakan adalah masyarakat pemilih pemula di Pulau Jawa dengan sampel yang diambil

sebanyak 395 orang dari perhitungan teknik *convenience sampling*. Dalam menganalisis data penelitian ini digunakan teknik analisis regresi linear sederhana. Hasil dari penelitian ini menunjukkan bahwa adanya pengaruh terpaan media sosial terhadap partisipasi politik *online* pemilih pemula di Pulau Jawa menjelang Pemilu 2024.

Kata Kunci: Terpaan media sosial, partisipasi politik *online*, pemilih pemula

INTRODUCTION

General elections are an arena for public participation in determine their leaders. All people will vote in voting, including young people as first-time voters. At Indonesia, the participation of first-time voters in the 2014 to 2019 elections has increased. Referring to the results of a survey conducted by the Center for Strategic and International Studies (CSIS), it was recorded that 85.9% of novice voters voted in the 2014 elections, 11.8% did not vote, and 2.3% did not answer. The percentage of political participation of novice voters increased in 2019, as many as 91.3% voted in the 2019 elections, 8% did not vote, and 0.7% did not answer. Voters in elections are dominated by young people aged 17-39 (Annur, 2022). Results Another result of the DPT recapitulation determined by the KPU also said that the 2024 elections will be dominated by young voters. the 2024 elections will be dominated by voters from generation Z and the millennial generation, as much as 56.45% of the generation as much as 56.45% of the total voters (Muhamad, 2023). This shows that political participation from young people is

needed to determine future leaders.

In this era of digital development, there are many uses of the internet in people's lives. One of them is social media, which has been widely used by the community, including young people. Social media has now been used as life information, one of which is political information. According to a survey from the Indonesian Institute of Sciences (LIPI) revealed that as many as 60.6% of the younger generation accessed political news through social media (Setyowati, 2018). The changing times from conventional media to digital or online media reconstruct the political experience of society. One of them is the involvement of community political participation. The exposure that social media provides to its users will have an impact on both a person's political knowledge and attitude.

Political participation of first-time voters can be linked to social media exposure. Voter participation in political activities, especially first-time voters, is driven by the use of social media and online participation (Quintelier & Vissers, 2008). The study also shows that political activities

that the media provide, such as on Facebook, are very effective in motivating young people in the political participation process. Several other studies have also studied the impact of using social media for political discussions on political behavior in a person. The intensive use of social media will make it easier for young people to be exposed to online political information. The results of a study conducted by (Ishaq et al., 2017) show that higher voting rates are made possible by exposure to online political information. In addition, the exchange of political information through social media will increase community engagement, trust and satisfaction among young people.

The results of the research conducted accepted a hypothesis that the use of new media has an effect in shaping political awareness among young people. This is supported by the results of research (Hussain et al., 2022) which revealed that the use of social media, especially Facebook, has an impact on self-efficacy so as to encourage online or offline political participation in novice voters in Pakistan. In addition, existing research has examined the relationship between social media use, especially Twitter, and political engagement among young adults (Journell et al., 2013). Based on this, social media plays an important role in shaping the political participation awareness of first-

time voters.

This encourages researchers to focus on this research to prove the influence of social media exposure on the online political participation of novice voters in Java ahead of the 2024 elections. Given the high number of social media users in Indonesia, as shown by the results of the APJII (Indonesian Internet Service Providers Association) survey that the internet penetration rate among 19-34 year olds reached 98.64% (Pahlevi, 2022). The researcher seeks to find and fill the gap from previous studies by exploring the influence of broader social media exposure on online political participation to novice voters in Java Island as the object of this study.

LITERATURE REVIEW

Online Political Participation

Nowadays, the development of technology has accelerated significantly and has an impact on information exposure. The media is now also undergoing a transformation, people who used to rely on conventional media have now switched to social media to get all the information. The impact of changing the traditional world to the digital world also affects a person's political process. One of the impacts that can be felt is the increase in political knowledge received from news or information sources on social media which will affect political participation attitudes.

In fact, political participation can now be divided into two parts, there are offline and online political participation. Political participation is not only limited to the activity of choosing a leader in an election, but more than that. Public engagement such as demonstrations, boycotts, contacting public officials, and volunteering in a party community are also included in the scope of political participation (Boulianne, 2020; Zúñiga et al., 2012).

Globalization has now changed the direction of people's political views. Political experience has now moved to the digital world, including political participation. People's political involvement in the digital world, especially in online media, has made a new change. People can now not only participate offline, but can channel political involvement online. Several previous studies have assessed the process of online political participation. As stated by several researchers, online political participation is divided into three parts, namely consumption of political information, expression of political opinion and mobilization. The first participation related to political information consumption includes activities such as: searching and collecting political news, following news media, searching for political issues, reading news and watching video clips about political issues (Ekström & Shehata,

2018). Second, related to the expression of political opinions, including activities such as the following: commenting, sharing, and posting content about political issues (Bergström & Belfrage, 2018). Finally, related to mobilization, in the form of activities such as: joining interest groups, encouraging others to get involved in demonstrations by spreading mobilization information, organizing online demonstrations, participating in online petitions, and donating to political activities (Valenzuela, 2013; Ekström & Shehata, 2018).

Some other researchers tested online participation through activities such as searching for political news and discussing with others on social media, commenting, giving opinions and providing support on social media (Akmal & Salman in (Halim & Jauhari, 2019). Kim and Chen (2016) assessed online political participation with activities such as searching for news about candidates, sharing campaign-related photos, videos, or votes, forwarding comments and audio or video posts to others, and subscribing to political information.

The online political participation activities above show that we can not only be involved in politics offline, but also through the online world. The media updates that have emerged over time should be put to good use to stay involved in

politics.

Social Media Exposure

In today's digital world, people are not far from using social media. People who have a close relationship with the use of social media will be exposed to various information shared on the media. According to Kriyatno (2014), the frequency of time used to consume media, types of media content, media consumed or media as a whole is included in media exposure. According to (Ardianto et al., 2015) considers that media exposure is the use of media, and the frequency of media use. Another case with (Vreese & Boomgaarden, 2006) which assesses media exposure only through media content. Social media exposure is considered to have a relationship with a person's political participation activities. The amount of information provided by social media to its users certainly contains information about politics. This political information is able to involve social media users in online and offline political activities. The amount or frequency of time spent using social media is considered likely to influence a person's level of political participation. The more time spent on social media, the more likely a person is to access political news. Therefore, these online activities form human relationships in the media that can increase the level of political participation.

In addition, the pattern of social media use will also affect the level of political engagement. Using social media for different purposes will result in different positive or negative impacts on the level of political participation. In light of this, social media can create new opportunities for people to vote and get involved in the political arena.

Social media exposure to political information can be influenced by how users consume political information. Users can be exposed to political information on social media when they actively seek political information or are accidentally exposed to political information while doing other things (Stroud, 2017) (Fletcher & Nielsen, 2018). Active exposure refers to when a person intentionally searches for facts about a specific issue and acquires the issue, while accidental exposure is when a person uses social media and comes across political information without any intention to search for the information. Thus, people need to be exposed both intentionally and unintentionally to increase their engagement in political participation.

Novice Voters

Novice voters according to Law No.10 of 2008 concerning General Elections are Indonesian people who are voting for the first time in an election and have aged 17 years or more or have been/are married and have the right to vote. The

presence of first-time voters in an election is considered quite important, because the millennial generation and generation Z today have a large portion of votes in determining future leaders. As swing voters who do not yet have a fixed choice and can still be swayed by the many choices of candidate candidates, they encourage novice voters to be more critical in thinking about and deciding on their political activities. This group of people is usually aged between 17 and 21 years old, where this group includes digital native people who live in the midst of digital civilization. The amount of information that can be presented by the media to beginner voters makes it a challenge to understand the political conditions that exist in this country. The participation of novice voters in the 2024 elections in Indonesia is considered quite important, because judging from the KPU data, most of the voters in the 2024 elections will be dominated by the millennial generation and generation Z, which is 56% of the total voters. Therefore, there is a need for a political socialization strategy to form political awareness for beginner voters and make beginner voters as smart voters in determining their political decisions.

Thus, based on the literature review that has been carried out, the researcher will propose the following hypothesis:

H0: There is no effect of social media

exposure on the online political participation of novice voters in Java Island ahead of the 2024 General Election.

H1: The influence of social media exposure on online political participation of novice voters in Java Island ahead of the 2024 General Election

METHOD

Population and Sample

The population that is the focus of this research is the novice voters who live in Java. The minimum sample needed in this study is 385 people based on calculations through the surveymonkey.com website which is rounded up to 400 people to avoid errors. The total sample obtained in this study was 415 people, but only 395 were taken according to the required respondent criteria. Based on the results of the KPU's recapitulation data on the DPT for the 2024 Election, it states that the largest number of voters recorded is in Java with a total of 115,373,669 voters (kpu.go.id). The KPU also noted that in the 2024 elections, most voters will be dominated by generation Z and millennials as novice voters, as many as 56% of the total number of voters in the 2024 elections. This is what underlies the researcher to determine Java Island as the research location and novice voters as the target in this study.

Sampling Technique

The sampling technique used in this study is a non-probability sampling technique. According to (Acharya et al., 2013), non-probability sampling techniques are sampling techniques where the selected research subjects are unknown and will result in selection bias in the study. The sampling technique chosen is convenience sampling. This technique was chosen because it was easy and economical. Respondents targeted by this technique are selected because they are in the right area and time (Acharya et al., 2013). Respondents who are sought are limited by criteria as needed, namely:

1. First-time voters in Java Island
2. Actively using social media

Data Collection Technique

This research uses quantitative methods in data collection by distributing questionnaires. The questionnaire was distributed from November 27, 2023 to December 6, 2023 and there were 415 respondents who filled in. Data collection is done by spreading Google Forms through various social media such as LINE, WhatsApp, X, and Instagram.

Based on the research technique chosen, this study used a measurement instrument in the form of a closed questionnaire. The questionnaire consists of 4 sections. The first part contains 3 questions in the form of filter questions to

filter respondents who match the required criteria. The second section consists of 19 questions to measure social media exposure (variable X) which is divided into 4 question indicators, namely the type of social media used as a source of information on the 2024 Election news, the frequency of using social media, the type of news content that is often seen, and the news content that is often sought by respondents. The third section is in the form of questions to measure the level of online political participation (variable Y) which consists of 9 questions. And in the last section in the form of demographic questions containing 5 questions containing gender, age, domicile, education level, and occupation.

The scale used as a measurement tool in this research questionnaire is the Likert Scale. The use of this scale is in a 5-point range with information 1 (Never); 2 (Rarely); 3 (Sometimes); 4 (Often); 5 (Always).

The data that has been collected will be processed by hypothesis testing using simple linear regression analysis test. This test was chosen to measure the effect of media exposure (variable X) on the level of online political participation (Variable Y). In this test, it will be feasible if the number of variables X is one, the values must be normally distributed, the number of samples used must be the same, and there is a linear relationship between variable X and

variable Y. In this study, the results of the data obtained will be analyzed using IBM SPSS version 27.0 software.

RESULTS AND DISCUSSION

Validity Test

X2.5	.614	.000	Valid
X3.1	.693	.000	Valid
X3.2	.781	.000	Valid
X3.3	.784	.000	Valid
X3.4	.826	.000	Valid
X3.5	.804	.000	Valid
X3.6	.806	.000	Valid
X3.7	.815	.000	Valid

Table.1 Validity Test of Social Media Exposure

Variabel	Item	Pearson Correlation	Sig (2-tailed)	Keterangan
Y	Y1	.690	.000	Valid
	Y2	.802	.000	Valid
	Y3	.783	.000	Valid
	Y4	.650	.000	Valid
	Y5	.799	.000	Valid
	Y6	.680	.000	Valid
	Y7	.706	.000	Valid
	Y8	.722	.000	Valid
	Y9	.644	.000	Valid

Table. 2 Validity Test of Online Political Participation

Variabel	Item	Pearson Correlation	Sig (2-tailed)	Keterangan
X	X1.1	.484	.000	Valid
	X1.2	.235	.000	Valid
	X1.3	.513	.000	Valid
	X1.4	.323	.000	Valid
	X1.5	.503	.000	Valid
	X1.6	.437	.000	Valid
	X2.1	.420	.000	Valid
	X2.2	.558	.000	Valid
	X2.3	.654	.000	Valid
	X2.4	.616	.000	Valid

Based on the results in Tables 1 and 2, it can be seen that the significance value of each statement instrument is .000 which means it is smaller than 0.05. The instrument can be said to be valid if the Sig value. (2-tailed) value <0.05 with a positive Pearson Correlation value. Therefore, with the above significance value, the question items in the research instrument can be said to be valid.

Reliability Test

Table.3 Reliability Test Results

Variabel	N	Cronbach's Alpha	Keterangan
X	18	.901	Reliabel
Y	9	.876	Reliabel

Based on table 3, it can be stated that the items of the two variables (X and Y) in this study are reliable. This is evidenced by the Cronbach's Alpha results of both variables > 0.6 . An item will be declared reliable if the Cronbach's Alpha value is

Variable		Persentase
Gender	Male	25.8%
	Female	74.2%
Age	17-19 Year	62.5%
	>19 Year	37.5%
Education level	School but did not finish elementary school	0,30%
	Junior high school graduate	1.3%
	High school graduate	98.5%
Work	Student	89.6%
	Private Employees	5.6%
	Entrepreneur	0.3%
	Laborer	1%
	Freelance	1.5%
	Not Employed	1.3%
	Other	0.8%
Domicile	Banten	3.5%
	DKI Jakarta	5.8%
	Jawa Barat	44.3%
	Jawa Tengah	28.6%
	Jawa Timur	13.7%
	DI Yogyakarta	4.1%

above 0.60. So the questionnaire items in this study are said to be reliable or consistent.

Karakteristik Responden

Tabel.4 Karakteristik Demografi Responden

The sample used in this study amounted to 395 people. Of the total number of research respondents, there were 25.8% male respondents and 74.2% female respondents. The age of respondents ranging from 17-19 years was 62.5% and the age of those over 19 years was 37.5%. Most of the respondents came from high school graduates with a total of 98.5%. The province of domicile of most respondents is in the West Java region, which is 44.3%. The demographics of the respondents' occupations are mostly students, 89.6% (See Table 4).

Descriptive Statistical Test

1. Types of Social Media as a Source of Information for the 2024 Election

Table.5 Types of Social Media Used as Sources of Information for the 2024 Election

Variable	Persentase
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Types of Social Media	IG	27.6%	X3.1	2.69	1.181
	(X)	42.3%	X3.2	3.08	1.270
	Youtube	5.6%	X3.3	2.92	1.233
	Tiktok	23.5%	X3.4	3.06	1.206
			X3.5	3.25	1.195
			X3.6	2.98	1.247
	Facebook	1%	X3.7	3.10	1.210

Looking at the data results from table 5, it can be concluded that the most social media used as a source of information for the 2024 Election is Twitter (X) with 42.3% users, followed by Instagram as much as 27.6%, Tiktok as much as 23.5%, Youtube as much as 5.6%, and Facebook as much as 1%.

Social Media Exposure

Table.6 Descriptive Data Analysis of Social Media Exposure on Respondents

Variable	Mean	SD
X1.1	3.07	1.185
X1.2	1.34	.813
X1.3	3.22	1.416
X1.4	1.25	.640
X1.5	2.48	1.251
X1.6	3.02	1.437
X2.1	3.83	.881
X2.2	3.26	1.124
X2.3	3.02	1.111
X2.4	3.29	1.094
X2.5	3.55	.995

Based on the results of the descriptive data test on the social media exposure variable (variable X) in table 6, when viewed as a whole, the frequency of respondents using social media in seeking information about the 2024 Election during the past month is considered quite frequent, the respondents' activities to see types of content about the 2024 Election are also considered quite frequent, and the respondents' activities to find news content about the 2024 Election are also quite frequent. This is evidenced by the calculation of the average value (mean) which is greater than the standard deviation value of each statement item. Judging from table 6, the smallest mean value is at 1.25, and the largest mean value is at 3.83. Meanwhile, the smallest standard deviation value is 0.640 and the largest standard deviation value is 1.437.

Based on the results of the descriptive statistical test in table 6, it describes that the first to sixth sections of the questionnaire statement explain the results of the frequency of using social media to find

information about the 2024 Election. The data results show that the social media Twitter (X) (M = 3.22, SD = 1.416) is most often used by respondents in finding information sources for the 2024 Election. Other social media used are Instagram (M=3.07, SD=1.185), Tiktok (M=3.02, SD=1.437), Youtube (M=2.48, SD=1.251), Facebook (M=1.34, SD=.813), and the last is Telegram (M=1.25, SD=.640) as a social media that is rarely used as a source of information for the 2024 Election. The seventh to eleventh sections describe the results of data on the types of content about the 2024 Election that are often seen by respondents. Looking at table 6, the type of content in the form of memes (funny pictures/video) related to the 2024 Election (M=3.83, SD=.881) is content that is often seen by respondents. Followed by other types of content that are often seen, such as advertising content for candidates for the 2024 elections (M=3.55, SD=.995), opinion content of figures/ulamas related to the 2024 elections (M=3.29, SD=1.094), video/vlog content supporting candidates for the 2024 elections (M=3.26, SD=1.124), and finally, news links for the 2024 elections (M=3.02, SD=1.437) as content that is rarely seen by respondents. In the twelfth to eighteenth sections, it can be concluded that the news content most frequently sought by respondents is issues related to financial support or public

rejection of candidates for election pairs (M=3.25, SD=1.195). The next news is related to cases dragging candidates for the 2024 election pair (M = 3.10, SD = 1.210), news related to the vision and mission or promises of candidates for the 2024 election pair (M = 3.08, SD = 1.270), news about the electability of candidates for the 2024 election pair (M = 3.06, SD = 1.206), news related to political elite interference in the 2024 Election (M=2.98, SD=1.247), news related to violations/deviations and campaign funds for the 2024 Election (M=2.92, SD=1.233), and the least sought after issue is information related to the implementation of the 2024 Election (M=2.69, SD=1.181).

Online Political Participation

Table.7 Descriptive Data Analysis of Online Political Participation among Respondents

Variabel	Mean	SD
Y1	1.35	.794
Y2	1.64	1.004
Y3	1.49	.916
Y4	2.96	1.297
Y5	1.68	1.040
Y6	1.33	.842
Y7	2.81	1.209
Y8	2.36	1.202
Y9	1.35	.803

In table 7, the results of the descriptive

data analysis of the online political participation variable when viewed broadly show that the level of online political participation of the respondents is considered quite high. This is based on the results of the average value (mean) higher than the results of the standard deviation value. Looking at the data in table 7, the smallest average value is 1.33 and the largest is 2.96. Meanwhile, the smallest standard deviation value is 0.794 and the largest is 1.297. In the first statement in the questionnaire, it states that respondents made writings or pictures about the 2024 Election on social media (M = 1.35, M = 1.35). (M=1.35, SD=0.794), in the second part it states that respondents provide comments/opinions on the issue of the 2024 Election on social media (M=1.64, SD=1.004), in the third part it states that respondents are involved in online forums to discuss the issue of the 2024 Election on social media (M=1.49, SD = 0.916), in the fourth section states that respondents pay attention to discussions about the 2024 Election on social media (M = 2.96, SD = 1.297), in the fifth section states that respondents share content about the 2024 Election with others on social media (M = 1.68, SD = 1.040), in the sixth section states that respondents are actively involved in joining and inviting someone to a group supporting or rejecting one of the 2024 Election candidate pairs (M = 1.33, SD =

0.842), in the seventh section states that respondents like content related to the 2024 Election on social media (M = 2.81, SD = 1.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6857.07	1	6857.07	267.382	.000 ^b
	Residual	10078.565	393	25.645		
	Total	16935.635	394			

a. Dependent Variable: Y

b. Predictors: (Constant), X

209), in the eighth section states that respondents are involved in following various news of the 2024 Election on social media (M=2.36, SD=1.202), and in the ninth section states that respondents are involved in creating and signing petitions related to the 2024 Election on social media (M=1.35, SD=0.803). From the results of the data above, it can be concluded that the community of novice voters in Java Island has a fairly high level of online political participation ahead of the 2024 Election.

Simple Linear Regression Test of Social Media Exposure to Online Political Participation

Table.8 Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.636 ^a	.405	.403	506.411
a. Predictors: (Constant), X				
b. Dependent Variable: Y				

Based on table 8, the R-Square value (coefficient of determination) is 0.405, which means that the social media exposure

variable is able to predict the influence on the online political participation variable by 40.5%. The remaining 59.5% is predicted by other factors besides social media exposure. Because the coefficient of determination is at 0.405, it shows that the influence of variable X to variable Y can be categorized as a moderate influence.

Table. 9 ANOVA Test (Uji F)

As can be seen in table 9, the calculated F value is 267.384 with a test significance of 0.000. The test significance value is <0.05, so it can be stated that the linear equation $Y = a + bX$ is correct and can be used. Variable X, namely social media exposure, has a simultaneous influence on variable Y, namely online political participation.

Tabel.10 Tabel *Coefficients* (Uji T)

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.		
	B	Std. Error	Beta				
1	(Constant)	-0,259	1.084			-0,239	0.811
	X	0.329	0.020	0.636		16.352	0.000

a. Dependent Variable: Y

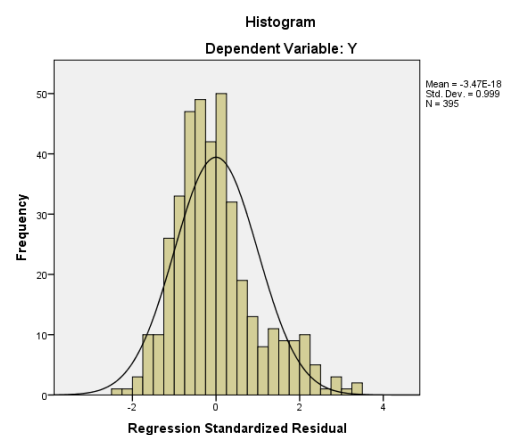
Based on the t test results above, it can be seen that the significance value is 0.000,

which is smaller than 0.05. It can be concluded that H1 is accepted, which means that there is a partial influence of the social media exposure variable on online political participation. The regression equation obtained is as follows:

$$Y = -0.259 + 0.329X$$

The equation explains that each addition of 1 unit of variable X social media exposure will increase the value of variable Y online political participation by 0.392.

Figure.1 Normality Test



From the histogram image above, it can be seen that a graph of online political participation (Variable Y) follows the normal distribution form with a histogram shape that resembles a bell. It can be said that it fulfills the assumption of normality.

CONCLUSION

The purpose of this research is to prove the influence of social media exposure on online political participation of novice voters in Java. From the results of

the analysis that researchers have conducted on novice voters on the island of Java, the results of a simple linear regression test with the t test and f test are obtained, namely a significance value of 0.000 which means <0.05. Based on the results of several hypothesis tests above, it can be concluded that H0 is rejected and H1 is accepted, which means that there is an influence of social media exposure on the online political participation of novice voters in Java ahead of the 2024 elections. The results of this study strengthen previous research with a different perspective, namely media exposure has an effect on political participation.

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