ANALYSIS OF SOCIAL MEDIA USE TOWARD POLITICAL PARTICIPATION OF YOUNG ADULTS IN INDONESIA

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Abstract: The increasing social media user every year creates the opportunity for political practices especially politicians to enhance voters. In Indonesia, many people actively use social media to search various informations, including political news. This study adopted the Orientation-Stimuli-Reasoning-Orientation-Response (O-S-R-O-R) model of political communication effect. Online & offline political participation were examined to know the relationship with information seeking whether mediated by Online & offline discussion and political trust. Besides that, the aim of this research is to know the characteristics of social media platforms and to test the hypothesis by using structural equation modeling (SEM). The result showed that information seeking through social media and political trust directly has positive effect to online and offline political participation, and also information seeking positively related to online and offline political participation mediated by online discussion. But, the political trust did not mediate between information seeking and online & offline political participation in Indonesia. In addition, the finding of young-adults political participation is discussed.

Keyword: Information seeking; political discussion; political trust; political participation; communication mediation model

INTRODUCTION

The trend of social media use is not only for entertainment and business practices but also for political practices. In Indonesia, many political parties and politicians create social media account to publish their self in public. Consequences, use of social media generated political practices to produce political marketing thus create political education for the citizens [1]. For example the implement of social media as the political marketing is self-promotion and public discussion. There are some political figures that use social media as political tools such as Joko Widodo and Ridwan Kamil utilized social media to communicate and facilitate public opinion for the citizens [2]. Besides that, in Indonesia there are some factors enhanced the practice of political participation from the Reformation era like the emerge of a democratization process that created press freedom which facilitated by Law No. 40 The year 1999 and

followed by the emergence of new media from the technology advance of information and communication technology or ICT [3].

Generally, most of the social media users are young adults. Where young adult in particular college students is the person that most often use and active in social media [13]. They are also quickly in realized the current situation or social conditions that already happen in society. Thus some of them put the action or express their opinion whether it's by offline or online. Besides that, examining the political implication of communication technology use by young generation creates potential for political change [4], wherein the college student expected to monitor the government because in this democracy era many college students plunge directly to the public to give an opinion/oration to the governments. In addition, many college students are the same with young voters because most of the college

students have characteristics that similar to novice voters which the age already 17 and have an identity card.

The previous research showed there is the small influence of microblogging Twitter toward political participation of college students in Muhammadiyah Surakarta University [5] while another research showed teenagers in Jakarta have low participation in politics although they are usually using social media platforms like Facebook, Twitter, Yahoo Messager and so on [6]. However, there is a still unclear characteristic of young people to use social media to participate in politics. Thus the framework of political communication effect which is orientation-stimulus-reasoning-orientation-response (O-S-R-O-R) model to use in order created gratifications theory of this study. Moreover, it is to examine the relationship between information seeking to political participation as well as mediated by political trust and online & offline discussion and also to determine the application of O-S-R-O-R model in Indonesia.

LITERATURE STUDY

The O-S-R-O-R Model of Communication Effects

The concept of the first orientation (O) refers to structural, cultural, cognitive, and motivational characteristics the audience brings to the reception situation that affects the impact of the message while the second orientation (O) refers what is likely to happen between reception of the message and the response of the audience member [4]. In the previous study, the stimulus (S) refers that contains media use and interpersonal communication, while the reasoning (R) refers to the psychological process that mainly works to deepen the understanding of information thus the response (R) refers to the result of final effect from the stimulus [4]. Theoretically, previous research defined the first O is social context (political participation), then the explicating S and R are informational social media use and political engagement (political participation), thus explicating reasoning of the first R is online and offline discussion, the last explicating orientation of the second O is political trust [4].

Information Seeking on Social Media

Social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content [7]. Specifically, social media have several characteristics such as network, information, archive, interactivity, simulation of society, and user-generated content [8]. There are three main platforms for social media: (1) online communities and forums like Kaskus in Indonesia, (2) bloggers (individuals and networks such as Sugar and Gawker), and (3) social networks like Facebook, Twitter, and YouTube [9].

Information seeking on social media refers consumption and information seeking or processing behaviors have been traditionally related to different forms of civic and political participation through social media [10] [4]. The consumption of political information or processing behaviors was related to civic and political participation such as the individuals who spend more time on social media compared to traditional media positively affected to civic participation in politics [10]. The previous study examined whether using social media for political information affects political participation although the studies were mixed like the relationship between social media use and political participation, using social media for news predicted and increased social media political expression, offline political participation and online political participation [11].

Online and Offline Public Affairs Discussion

The discussion refers to critical to democracy because talk is a decision that procedure involving disputation and agreements that improve both public reason and the public good [4] wherein online discussion through media on the Internet such as Facebook or Twitter and offline discussion like direct communication among people or face to face. 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 [10]. Then, the people who participated in the frequent issues specific political discussion had a better understanding of politics and also more politically sophisticated [12].

However, when people less interest in politics, they may not visit friends to discuss public affairs but they may comment on the news share or post on social media

[10]. Besides that, offline political participation such as volunteering for a campaign or finding others to discuss public affairs needs a more substantive commitment of resources and thus only some individuals that extremely interested will participate [10], which means online discussion mostly for the person that has less interest in politics [10]. Previous scholar founded news consumption and political talk indirectly affected civic participation through collective efficacy [10] whereas in Jakarta, the forms of young people political participation only at the level of low consequence such as to discuss political issues with friends or colleagues as part of the conversation or daily discussion to pass the time [13].

Political Trust

Political trust refers to the factors that affect an individual's psychological involvement in politics or the trust toward the components of the current political system [14]. Political trust in a society reflects the quality of the cultural value of certain politics while the democratic political culture provides a tendency to the participation of the political stage [14]. Besides that, the individuals that have political trust will tend to have the high level of political participation while people who lack political trust for the government or politicians will have the low level of political participation [15] [16].

Online and Offline Political Participation

Political participation refers to the participation of citizens in 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 [17]. The importance of a community to participate in politics such as voting and petition has resulted in individual political awareness. The political activities also called political socialization, which is the learning of someone to involve in the politics or political events and increasing the dynamic of the political life of a country [18]. Besides that, media and the Internet play important role in political information and increase citizen political interest. The number of studies has examined how different types of digital media influence citizens knowledge of political

issues [19]. While knowledge is influenced by media exposure, both media exposure and knowledge have an impact on political participation [20].

The prior research mentioned that the use of social media influenced Indonesian young people's political information [13], specifically for the Indonesian teenager which use of Twitter in the form of political information was positively influenced by political participation [5]. Moreover, the use of social media was related to political engagement [21]. Another research conveyed that news consumption of politics through SNSs (social networking sites) has affected to political participation [10] whereas seeking through social media was positively influenced online and offline political participation [17] [4] [11].

Framework

The framework uses six variables such as information seeking, online & offline discussion, political trust, and online & offline political participation. The framework was adopted from previous research which based on the O-S-R-O-R model of political communication effect [4].
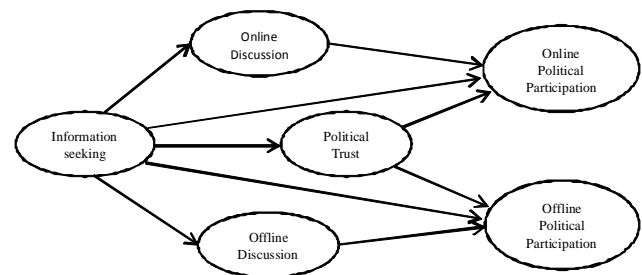
Figure 1: Theoretical framework based on the O-S-R-O-R model

The previous study mentioned about participation and interaction on social media have influence in winning the election and [22]. Then, participation and interaction on social media have effect for political campaigns which indirectly affected political participation [6] [22]. Thus the following hypotheses as follows:

H1a: Information seeking is positively related to online political participation

H1b: Information seeking is positively related to offline political participation

H2a: *Online discussion will mediate the relationship between information seeking and online political participation*

H2b: *Offline discussion will mediate the relationship between information seeking and offline political participation*

H3a: *Political trust will mediate the relationship between information seeking and online political participation*

H3b: *Political trust will mediate the relationship between information seeking and offline political participation*

METHOD AND RESULT

A web questionnaire on Google forms was obtained to collect data from various universities in Indonesia. The questionnaire was distributed through online (social media like Line and Instagram) and offline (directly to the students). In total, 384 respondents were used to examine the relationship of social media use toward online and offline political participation. In order to fill the questionnaire, the respondents must be having social media account. This study uses structural equation modeling (SEM) with LISREL version 8.8 to test hypotheses and to examine the model. The survey questionnaire consists of 34 questions which adopted from various prior studies [4] [6] [17]. Among the total respondents, more than 50% respondents are female. Thus this study is categorized respondents into 5 different age groups wherein 66.93 % respondents are between 21 until 24 years old, 29.43% respondents between 17 until 20 years old, 3.39% respondents between 25 until 28 years old, and 0.26% respondents more than 28 years old. Most respondents came from the middle-class family (26.04%) and upper-class family (29.95%) which shows the respondents have good financial status while the others 10.94 % of respondents have the low income per month. Most of respondents parents' education levels are higher than high school. Then, the respondents are grouped based on the types of social media. From the total respondents, 196 of respondents are selected 3 until 5 kinds of social media (51.04%), followed by respondents that chosen less than 3 kinds of social media and more than 5 kinds of social media. The respondents prefer to use Line in order to read news about politics, followed by Instagram, Youtube, Facebook, Twitter, Blog, and Wikipedia. Besides that, the respondents are also grouped based on duration in using social media. The longest duration in using social media is 40.89% of 157 respondents are more than 2 hours, followed by 30 until 1 hours, 1.5 hours until 2 hours, 1 hour until 1.5 hours, and the other 8.59% of respondents use social media less than 30 minutes during the day.

Analyses based on the model for Indonesian sample showed 4 hypotheses are accepted (p-value less than 0.05) while the 2 hypotheses are rejected (p-value more than 0.05) as we can see in Table 1.

Furthermore, this study used testing fit to test appropriateness of the model such as chi-square (X^2: small value, $p > 0.05$), non-centrality parameter (NCP: small value), goodness of fit index (GFI: $\geq 0.8/0.9$), root mean square error of approximation (RMSEA ≤ 0.08), expected cross validation index (ECVI: ECVI Saturated < ECVI independence), and comparative fit index (CFI ≥ 0.9). And also, model fit of the prior research showed excellent fit [Chan & Li (2016)]. Thus analysis based on testing fit showed in Table 2.

Table 1
Hypotheses testing

hypotheses	Variable Relationship	Coefficient	Effect	p-value	Conclusion
$H1a_0$	IS -> ONP	0.211	4.45%	0.000	Accepted
$H1b_0$	IS -> OFP	0.208	4.33%	0.000	Accepted
$H2a_0$	IS -> OND -> ONP	0.108	1.17%	0.000	Accepted
$H2b_0$	IS -> OFD -> OFP	0.051	0.26%	0.007	Accepted
$H3a_0$	IS -> PT -> ONP	0.000	0.00%	1.000	Rejected
$H3b_0$	IS -> PT -> OFP	0.000	0.00%	1.000	Rejected

Table 2
Testing fit

Size of GOF	Chi-Square	NCP	GFI	RMSEA	ECVI	CFI	Description
IS -> ONP	$X^2 = 6.16\,(0.72)$	23.000	0.842	0.054	2.34 < 12.59	0.864	Good fit
IS -> OFP	$X^2 = 6.40\,(0.85)$	19.000	0.895	0.039	0.83 < 13.85	0.940	Good fit
IS -> OND -> ONP	$X^2 = 11.33\,(0.08)$	30.000	0.840	0.066	2.71 < 12.91	0.858	Good fit
IS -> OFD -> OFP	$X^2 = 8.58\,(0.07)$	26.000	0.890	0.062	1.15 < 13.44	0.934	Good fit
IS -> PT -> ONP	$X^2 = 49.97\,(0.00)$	100.000	0.000	1.000	2.44 < 7.55	0.000	Unfit
IS -> PT -> OFP	$X^2 = 62.76\,(0.01)$	127.000	0.000	1.000	2.01 < 7.16	0.000	Unfit

Examination of the direct effect showed that Information seeking through social media was positively related to online and offline political participation likewise the relationship between information seeking and online & offline political participation mediated by online discussion. Overall, both of the hypotheses $H1a_0\&b_0$ and $H2a_0\&b_0$ were supported in this research. This result is consistent with the previous studies [4] [17] [19] [5]. The finding is indicated if the more people use social media to look the information about politics result to the high level of the intensity to participate in politics through online and offline. But political trust did not mediate between information seeking and online & offline political participation. Then, the hypothesis $H3a_0\&b_0$ is rejected. Moreover, Indonesia sample model in Figure 2 showed good fit with the highest coefficient is among the relationship of information seeking to online political participation (0.26 & 0.42) mediated by online discussion which mean information seeking is influenced 26% of online discussion thus online discussion influenced 42% of online political participation.
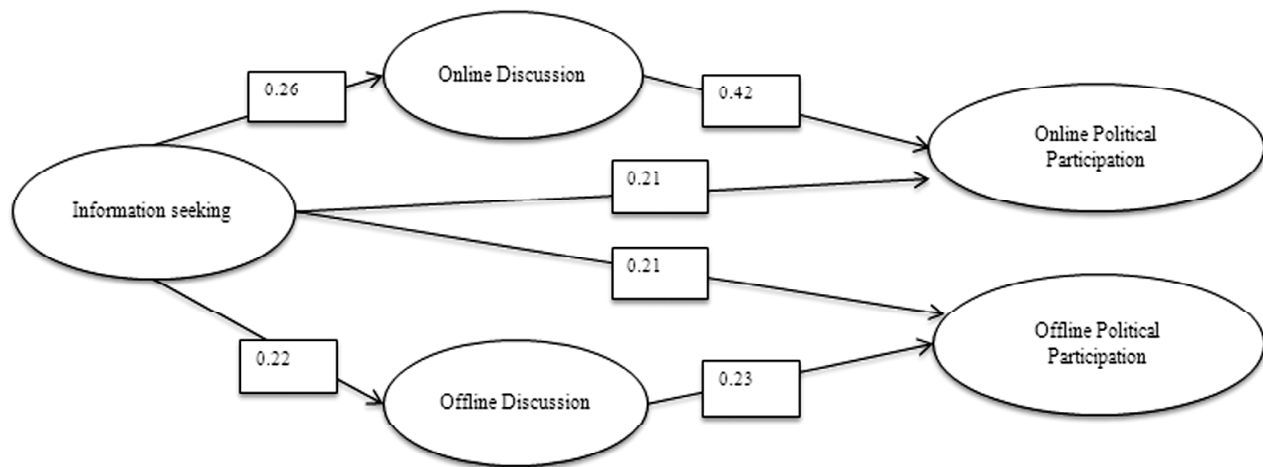
Figure 2: Indonesia sample model. (The coefficient < 0.50: weak, 0.50-0.75: moderate, > 0.75: strong)

DISSCUSSION

The regulation of press freedom create an open environment for media and public opinion in Indonesia. The citizens can freely speak on the Internet or public place about politics as long as the argument is not disregarding or blaming another party. Most of the collage students chosen Line because the feature of "Line Today" that contains various kinds of news included political news to facilitate people reading and commenting on Line conviniently without open many sources/websites even though most people do not believe entirely about political news on social media. Besides that, collage students are also used Instagram to see the official account of

politicians or about the political news. The activities of the political practices on Instagram inform users about their lifestyle wherein interest users to see the post. Similar with this research, past study founded the direct influence of informational use on social media push participatory activities where assigned the role of stimulus in O-S-R-O-R model [4].

Information seeking activities create people awareness to participate online & offline in politics. And also, people who discuss politics by offline and online show tend to have a higher level of willingness to accept political risks, so they can attentively engage participated in politics both online and offline [4]. Online and offline discussion also increased awareness of young adults to participate in politics and leads them to monitor the governments. For example many young adults asking about Bandung facilities or social issues on official account of Ridwan Kamil. However, it is predicted based the previous research that political trust did not mediate the relationship between information seeking and online & offline political participation wherein young adults have low trustworthiness to the news and information about politics via social media. In Indonesia, many of social media accounts were presented untruthful news and some of that create social conflicts between the users. For example, media sharing like Instagram, Facebook, and YouTube provides the users to freely upload all the political contents which may contain negative and false information. Therefore the negative information online perhaps decrease political trust of young adults.

LIMITATION AND FUTURE RESEARCH

The few limitations of this research and suggestions for further research should be mentioned. There are the limitations of this study such as the researcher do not know the origin of the respondents. Then, the future study expected to create preliminary questions such as the origin of respondents and are they ever have political activity on social media like read, comment, or sharing about politics in Indonesia. Besides that, because information seeking do not positively relate to political trust hence the future researchers can added some variable that will related to online and offline political participation or can be displace political trust such as political self-

efficacy. Wherein political self-efficacy is one of the factors that relatively effective predictor of political participation (Coleman *et al,* 2008). The suggestion for the politicians is increasing to use social media platforms like Line and Instagram because most of the respondents prefered using Line and Instagram to know about politics in Indonesia thus they can actively in using Line and Instagram to increase their popularity and utilize their social media as a medium to discuss and communicate with the citizens.

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