CHAPTER 1
INTRODUCTION

1.1. Background

Social media is a product of the impact developments in information and communication technology and has been integrated into Indonesian society. it is internet-based product doesn't have time limit, in which everyone can access it any time (Kholid, 2015). Social media can dominate the public space from the development of the use of social media from the community itself (Atmodjo, 2014)

Nowadays, social media has an important role in influencing all aspects of life, including the political sphere. It also has a significant role in conveying information. In the current era, information is a very important thing that all people need. Most of college students spend their time to access social media to get information. There is much information on social media and one of the examples is information about political developments. Any political information obtained from social media can affect students' insights into their political knowledge, but information contained on social media is not just about politics, they can find anything in it.

As time passes, the development of social media is rapidly increasing. In the past, there were only a few social media that could be accessed such as Facebook and Friendster, but nowadays the social media grow up with the other platforms such as Twitter and Instagram. The more social media used and accessed, the more knowledge and information's people will get. social media can be a source of

knowledge for college students yet risky for them at the same time. It is because if social media is accessed for information and knowledge purposes, it will add a lot of knowledge. However, if it is accessed only for entertainment purposes or just to waste time then it is bad for them.

In 2013 the Ministry of Communication and Information revealed that internet users in Indonesia currently reached 63 million people. Of the 63 million people 95% or around 59 million people is user of social media (Kominfo, 2013). Moreover, in 2018 Detik.com revealed the research conducted by *We Are Social* in collaboration with *Hootsuite*, which obtained data that there were 132.7 million people in Indonesia who were internet users, meanwhile 130 million people were active as social media users. The population of Indonesia in 2018 is 265.4 million people and the number of social media users is 130 million, which means that almost half of the population in Indonesia are active as users of social media (detik.com, 2018). From the data in 2013 and 2018, it can be seen a very rapid increase. In 2013 almost 63 million people used social media meanwhile in 2018 it has twice as much from 2013, which is 130 million people who were using social media. With a huge user of social media, it has power to spread information. Therefore, social media has a crucial role in political insight because of the many political news contained in social media that can be accessed by all social media users.
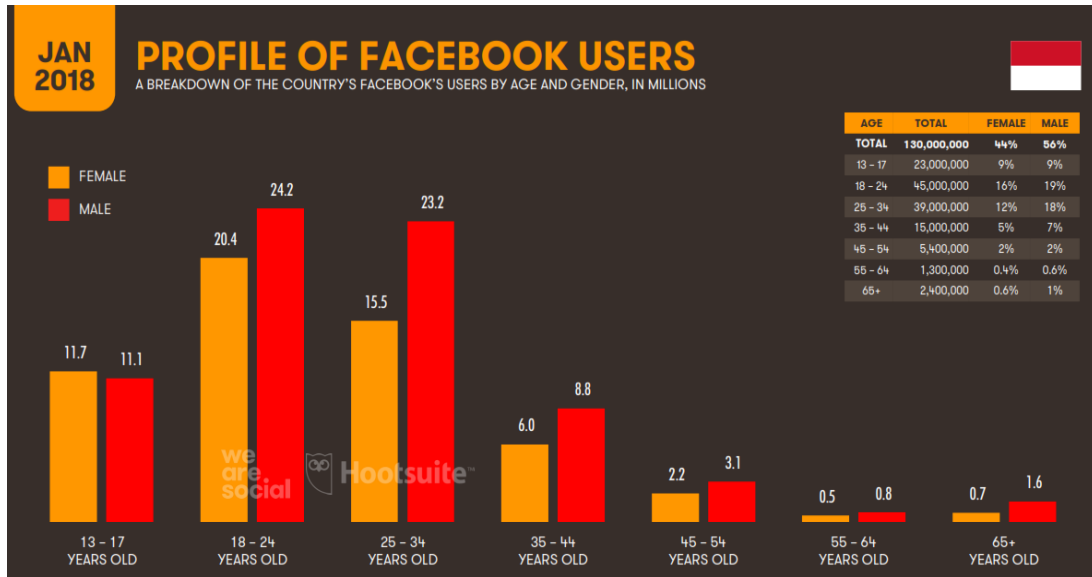
Figure 1.
Most Used Social Media in Indonesia
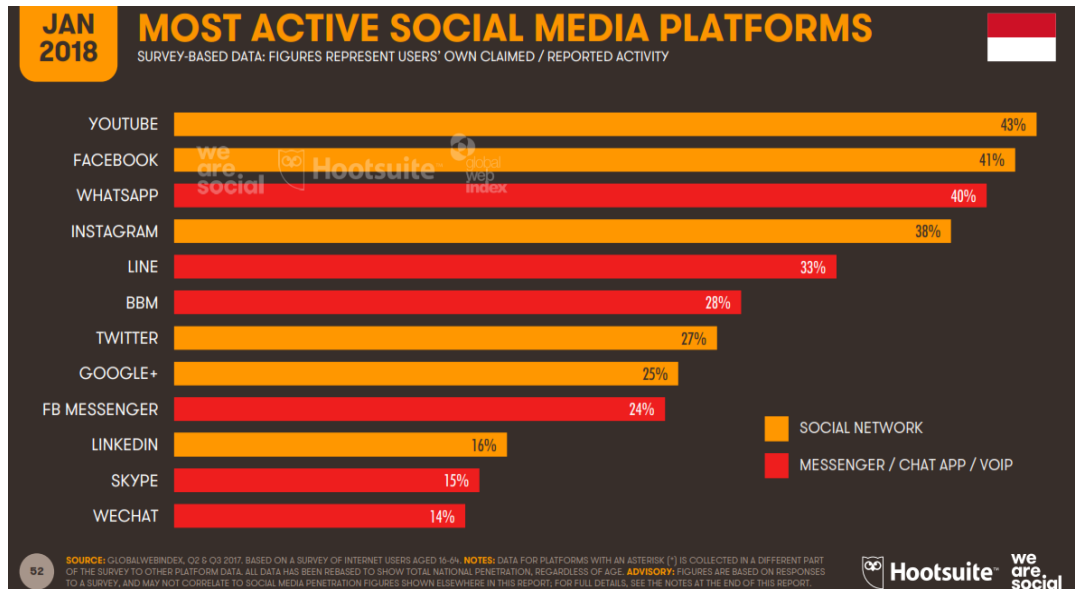
Source: http://wearesocial.sg/(2018)

The data above shows the most used social media in Indonesia. Facebook is in the second rank with 41% followed by Instagram with 38% and Twitter with 27%. The data above indicates that YouTube is the most used platform by Indonesian people, but the researcher not use YouTube as one of the research objects. YouTube has lack of interaction between creator on YouTube and consumers/viewers. It only has communication through comments. Unlike Instagram, Facebook and Twitter which provide direct message feature/facilities that allow two accounts to communicate directly and privately, because communicate directly with the political elite is one of the best ways to obtain information accurately and correctly.

Figure 2.
Profile of Facebook Users

According to research conducted by *We Are Society*, Facebook is the most downloaded social media application in Indonesia. Although Facebook is already leaving by users, especially millennials, according to the survey, it is proven that Facebook is still the highest downloaded social media. Based on the data from *We Are Society* not all millennials leave Facebook and there are still many who access Facebook. Most users are between the ages of 18 and 24 years of data taken in January 2018 (We Are Social & Hootsuite, 2018). One of the advantages of using Facebook is that there are group features that are not available on Instagram or Twitter. In a group, you can usually discuss with other users.

Reporting from Kompas.com, Instagram users around the world reached 1 billion in June 2018. In 2018 Instagram is the fastest growing social media compared to other social media (Kompas.com, 2018). From the data obtained by

We Are Society collaborated with *Hootsuite,* Instagram is the third rank in the application that was mostly used during 2018 in Indonesia. One of Instagram's advantages in spreading information makes Instagram becomes a rapidly growing social media. In choosing social media, teenagers mostly decide to use social media that has a millennial theme. Their choice leads to Instagram because it has features that are considered more suitable for teens or millennials (digitalenterpreneur.id, 2018).

From research data conducted by *We Are Society*, Twitter is one of the most used social media during 2018 in Indonesia after Facebook and Instagram. Reporting from CNBCIndonesia.com that the most used social media by World Leaders based on data from Twiplomacy 2018 is Twitter with 951 accounts of World Leaders (CNBCIndonesia.com, 2018). One of the advantages Twitter has is a trending topic feature that is useful for knowing what things are viral or that are mostly talked by Twitter users.

Since the reformation era in 1998, mass media has experienced extraordinary changes. Now the media has got the freedom to argue, especially after the establishment of Law Number 40, year 1999 about press freedom, concern. Nowadays everyone can easily access and disseminate news or information through social media (Mustapa, 2014). In the era of social media, social media users not only receive or get news and information, but social media users can also share the news and information to other social media users. However, that become a boomerang for Indonesia at this time, because everyone can spread the news easily and has not proven its truth. Especially in Indonesia today the fake news about

politics is very rapidly spreading among the public, through social media and eventually becomes viral. One of the goals of social media is to made public opinions on certain matters including politics. Between politics and media are two things that need each other and influence each other, even the media can form and influence public opinion.

With the freedom of mass media today it can be utilized by political elites for political purposes, for example Indonesian president Joko Widodo has an Instagram account to inform what activities the president is carrying out or to provide the latest information of the government. Not only Joko Widodo, politician like Fadli Zon also often conveys his aspirations through Twitter which most of it expressed his criticism to the current government, and that often becomes viral among the social media user community. One of the presidential candidates in the presidential election 2019, Prabowo Subianto, also has his own popularity on his Facebook account which has reached more than 9 thousand followers, Joko Widodo is the second with 7 thousand followers. (Kumparan.com, 2017).

According to Donatella Della Porta (2013) in (Galuh, 2017) democracy, social media is actually meaningful because it encourages the participation of civil society in social movements (Galuh, 2017, p. 2). It was proven that social media such as Twitter and Facebook played an important role in overthrowing the Mubarak (Egypt) government in 2011. In this social media there are groups who are contra with the government communicating and mobilizing power. A big debate between pro-government groups and contra-government occurred. The Egyptian government then tried to block Facebook and Twitter, but the effort did not block

up the growing movement so Hosni Mubarak was demoted on 11 February 2011 (Galuh, 2017, pp. 3-5). However, there are still negative things in social media, social media is often used as a practice of political campaign manipulation (Galuh, 2017, p. 16). In other word social media can be a support for the government but it can also be a problem for the entire community and the government.

In the current era, social media has a big influence on the political sphere, and can influence people's perceptions of social media users. There are so many accounts that provide information about politics and a lot of fake news that is not proven its truth and this is become viral among the public. Social media users in Indonesia are very large, which is almost half of Indonesia's own population. With the many users of social media and the amount of information available on social media, the power of social media is significant in Indonesia. Based on the situation above, the author is interested in analyze the impact of social media on political knowledge in the 2019 presidential election, a case study on students of the Faculty of Social and Political Science Universitas Muhammadiyah Yogyakarta.

1.2. Problem Formulation:

Currently social media users in Indonesia are more than half of the total population. In the 2019 presidential election there were two presidential candidates namely Joko Widodo and Prabowo Subianto. Quoted from kumparan.com on August 10, 2017, Prabowo and Joko Widodo were ranking one and two in politicians with the highest number of Facebook followers. This proves that the two presidential candidates have a platform to spread their

political ideas and campaigns. By campaigning and disseminating political ideas from the two presidential candidates, this has become an information area for the public to know about the political profiles and ideas of the two presidential candidates.

Based on the backgrounds above, the authors, formulates the problem in the research as follows:

1. How is the impact of social media (Instagram, Facebook, Twitter) on political knowledge in 2019 presidential election among students of the Faculty of Social and Political Science at Universitas Muhammadiyah Yogyakarta?

2. How is the Real Impact of Political Knowledge on Influencing Millennials especially in 2019 presidential election among student of Faculty of Social and Political Science on Universitas Muhammadiyah Yogyakarta?

1.3. Research Purpose

This research aims to determine how is the impact of social media and to determine the real impact of political knowledge in the 2019 presidential election among students of Faculty of Social and Political Science of the Universitas Muhammadiyah Yogyakarta.

1.4. Benefit of Research

a) **Theoretical Benefit**

   The benefits of this research are expected to be able to contribute to existing education in Indonesia, especially regarding political science and the impact of social media on the political realm so that teens can maximize the use of social media to access news or information about politics.

b) **Practical Benefit**

   Practically the benefits of this research are expected to give contribution to the development of knowledge related to the influence of social media on the political sphere.

1.5. Literature Review

Some research with the theme of the impact of social media on politics had been done before. Previous research used a survey method entitled *Analisis Partisipasi Politik Pengguna Media Sosial Facebook dan Twitter di Indonesia Selama Masa Pemilihan Presiden 2014*. The research was conducted by Anwar Kholid from Universitas Muhammadiyah Yogyakarta written in 2015. The purpose and benefit of this study was to analyze how the participation of social media users among students, especially undergraduate students (S1) Faculty of Social and Political Science on five Universities in Yogyakarta namely Universitas Gajah Mada, Universitas Islam Negeri Sunan Kalijaga, Universitas Muhammadiyah Yogyakarta, Universitas Negeri Yogyakarta and Universitas Pembangunan Nasional "Veteran" Yogyakarta. The benefit of this research was the author's hope to be able to contribute academically in the development of online discussions about

politics in society as one of the efforts to implement democracy in Indonesia. With survey methods to obtain data, the results of this study indicate that political participation of undergraduate students (S1) of Faculty of Social and Political Science in Yogyakarta can be said good. Although it can be said that the political participation is good, students still cannot make maximum use of the facilities on social media (Kholid, 2015).

Another previous study that examined the impact of social media was research conducted by Adam Mustapa from Lampung University in his thesis entitled *Pengaruh Pemberitaan Media Massa dalam Gejolak Politik Menjelang Pemilu 2014 Terhadap Pembentukan Sikap Pemilih Pemula di Desa Terpandi Kelurahan Kotabumi Udik Lampung Utara*. The method used in this study was descriptive survey with a quantitative approach. The purpose of this study was to find out and explain the effect of social media reporting on the behavior of first-time voters in the 2014 election. The research carried out a total of 94 respondents. From the total respondents, 72.34% of the beginner voters answered that social media coverage of political greatly influenced the attitude of the beginner voters in the 2014 election. Meanwhile, 19.14% of the voters answered that they were little bit influenced and the rest of 8.52% was not influenced at all (Mustapa, 2014).

The next study of the impact of social media on politics was research entitled *Komunikasi Politik di Era Media Sosial* by Faridhian Anshari from Staff Instructor STT PLN Jakarta. The research was appointed in a communication journal in 2013. This paper discussed the development of communication technology that has penetrated human life, including the political sphere. One form

of the development of communication was the appear of social media. This paper also addressed the challenges and opportunities of social media to political actors (Anshari, 2013).

Another previous research was conducted by Afindiary Novalinda Viani from faculty of Communication and Information Science Program at Universitas Muhammadiyah Surakarta in her thesis entitled *Media Baru dan Partisipasi Politik (Pengaruh Twitter Terhadap Tingkat Partisipasi Politik Remaja dalam Pilkada Serentak 2015 pada Mahasiswa Fakultas Ilmu Komunikasi dan Informatika Universitas Muhammadiyah Surakarta Angkatan 2014)* in 2017. This study used a quantitative survey method and data collection used a questionnaire to 63 respondents. This study aimed to determine the effect of Twitter social media on the level of youth political participation in simultaneous regional elections in 2015 among students Faculty of Communication and Information Science at Universitas Muhammadiyah Surakarta bachelor program year 2014. From the results of research that has been carried out, the influence of Twitter social media on young political participation was only 12.8% meanwhile the remaining 87.2% was influenced by other variables (Viani, 2017).

The other research with the theme of social media impact on political knowledge, namely research from Chang Sup Park entitled *Do Social Media Facilitate Political Learning? Social Media Use for News, Reasoning and Political Knowledge.* Chang Sup Park is an Assistant Professor of Mass Communication at Bloomsburg University of Pennsylvania. The method of data collection was using survey methods that conducted in South Korea in 2014. This study aimed to

determine the differences in the use of social media types of political knowledge (*Blogs, Youtube, Twitter, Facebook*). From this study, it can be said that Twitter and Blogs had a major impact on political knowledge, meanwhile Facebook and Youtube did not have a significant effect (Park, 2015).

Another research was taken from a book entitled *Media Sosial dan Demokrasi* by I Gusti Agung Ayu Kade Galuh published by *Penerbit PolGov* in 2017. Analysis in this book showed how meaningful social media was for movement activists. Social media was considered a strategy to achieve demands from activists. In this book the researcher became the Balinese movement to reject Benoa Bay Reclamation as an object of research, because researcher, they get that the movement was important and this was where the role of social media became one of the strategies to manifest the movement through the virtual world and would continue to the real world. In this paper, the appointment of the Benoa Bay Reclamation issue through the media succeeded in strengthening this issue as a political agenda.

The next research was from *Komunitas Independen Sadar Pemilu (KISP)* that made a book entitled *Millenial Voters (Pemilu Dalam Kacamata Anak Muda)*. This book described the millennial generation or Y generation in expressing itself towards elections in Indonesia. In the 2019 election our responsibility as a community was not only the responsibility of the Organizer. In this book, the author explained how the problems of elections used the perspective of young people or millennial generations (Pahlevi, et al., 2018).

1.6. Theoretical Framework

1. **Social Media**

   Paolo Gerbaudo (2012) argued that social media interactivity has helped to widen interconnectivity between actors and has made it possible to open spaces. It also increased the complexity and heterogeneity of the messages. He argued that to some degree; each social media platform plays a different role for the public to shape and appropriate the public sphere and reorganize citizens. The main importance of social media communication is the availability of space to train netizens in democratic practices (Seto, 2017).

   The development of communication technology has affected people's daily lives. One form of technological development is the appearing of new media which later gave something to social media (Chavez, 2012).

   According to Becker (1998) the development of information and communication technology had a significant impact and influence on the understanding and practices of democratic governance (Loader, 1999).

2. **Knowledge**

   According to the Indonesian Dictionary (2003) Knowledge is something that is known to be related to the learning process. This learning process is influenced by various internal factors such as motivation and external factors in the form of available information and social and cultural conditions.

Foucault explained that power was spread, not centered on individuals or institutions. The power spreads in relationships in society, gives structure to activities, and attaches to knowledge. For Foucault power and knowledge are two interrelated things. Foucault argument that power and knowledge are like two sides of a coin, which is inseparable. There is no power relationship that is not related to the formation of a field of knowledge, and vice versa (Adlin, 2016, pp. 18-19).

According to Foucault in the relationship of power and knowledge must be involved "truth". The "true" knowledge is not just made. The truth of a knowledge is related to the context and limits of whether knowledge can be accepted or not (Foucault, 1977).

Michel Foucalt in his book *Power/Knowledge Selected Interviews and Other Writings 1972-1977* explained that:

> "Modern humanism is therefore mistaken in drawing this line between knowledge and power. Knowledge and power are integrated with one another, and there is no point in dreaming of a time when knowledge will cease to depend on power; this is just a way of reviving humanism in a utopian guise. It is not possible for power to be exercised without knowledge, it is impossible for knowledge not to engender power." (Foucault, 1977, p. 52)

Knowledge conduct in everyday life and its interesting how this reality appear in various theoretical perspective to intellectuals. Therefore, Peter Berger and Thomas Luckmann thought that sociology and knowledge are two things that have relation. The understanding of the sociology of knowledge is that the sociologies of languages and religion cannot be considered peripheral specialties of little interest to sociological theory. The

sociology of knowledge presupposes a sociology of a language and that a sociology of knowledge without religion is impossible (Berger & Luckmann, 1966).

3. **Political Knowledge**

Miriam Budiardjo in his book entitled Basics of Political Science stated that political science is the study of politics. Meanwhile politics is an effort to achieve a good life (Budiardjo, 2008, p. 13). Then Miriam Budiardjo concluded that politics in a country is closely related to decision-making power, public policy, and allocation or distribution. As time goes on, definitions of politics that are very normative have been pushed by other definitions which emphasize more on efforts to achieve a better society (Budiardjo, 2008, p. 14).

According to Peter H. Merkl: "Politics, at its best is a noble quest for a good order and justice". However, Peter H. Merkl also mentioned that the political definition which was not commendable. He stated that politics in its worst form is if the struggle for power, position and wealth is aimed at self-interest (Merkl, 1967, p. 13).

In general, it can be said that politics was an attempt to determine the rules that can be accepted by society towards a better life or can be called *the good life* (Budiardjo, 2008, p. 15).

Political theory according to Miriam Budiardjo was a discussion and generalization of phenomena that are political in nature, in other words political theory was a discussion and reflection on (Budiardjo, 2008, p. 43):

a) The purpose of political activity,
b) Ways to achieve these political goals,
c) The possibilities and needs caused by certain political situations,
d) Obligations caused by certain political goals.
Meanwhile the concepts that included in political theory are: society,

state, social strata, sovereignty, power, rights and obligations, independence, state institutions, etc. (Budiardjo, 2008, p. 43).

Roger F. Soltau in his book An *Introduction to Politics* argued that: "Political Science studies the country, the goals of the country, and the Institutions that will carry out these objectives, the relationship between the community and the country and relations between countries" (Soltau, 1961, p. 4). Whereas Harold D. Laswell and A. Kaplan in *Power and Society* said that: Political Science studies the formation and division of power (Budiardjo, 2008, p. 18).

W.A, Robson, in *The University Teaching of Social Science*, said: "Political Science studies the power of society, namely the nature, essence, processes, scope, and results. The focus of attention of a political science scholar is on the struggle to achieve and maintain power, exercise power, or oppose the exercise of that power (Robson, 1954, p. 24)."

1.7. Conceptual Definition

1. Social Media

Paolo Gerbaudo (2012) argued that social media has widen interconnectivity between people to open spaces. It also increases the

complexity and heterogeneity of the messages. In this study the boundaries of social media are including Instagram, Facebook and Twitter.

2. **Knowledge**

According to the Indonesian Dictionary (2003), knowledge is something that is known to be related to the learning process. This learning process is influenced by various internal factors such as motivation and external factors in the form of available information and social and cultural conditions. Moreover, according to Foucault (1977) knowledge must have a proven element of truth.

3. **Political Knowledge**

Knowledge is the result of the process of finding out / learning, meanwhile political knowledge is how far is the result of learning obtained in a political context or how understand someone is about politics. In addition, Roger F. Soltau (1961) stated that political knowledge that was finding out about anything relating to countries, state institutions that will achieve the goals of the country, as well as relations between society and the state.

1.8. Operational Definitions

To find out and measure the level of political knowledge of the students of the Faculty of Social and Political Sciences of the Universitas Muhammadiyah Yogyakarta, this undergraduate thesis uses two operational definitions taken from the theoretical and conceptual definitions. The two definitions used are namely:

1. Social Media Use

    a. There is activity on social media Instagram, Facebook and Twitter.

    b. There is the interest of social media users in political information, especially about the presidential election in 2019.

2. Political Information on Social Media

    a. There is political information received about 2019 presidential election from social media.

    b. There is response to political information, especially about the presidential election in 2019.

    c. There is a spread of information about 2019 presidential election from social media.

3. Political Knowledge

    a. knows information about both presidential candidate pairs.

    b. knows information about general elections.

1.9. Hypothesis

Based on the theory described above, the author proposes the following hypothesis:

1) H_1: The use of social media has a significant impact on political knowledge.

2) H_2: The receive political information has a significant impact on political knowledge.

1.10. Research Method

a) Type of Research

The purpose of this study is to explain whether there is an influence of social media on students' political knowledge about presidential election 2019 Faculty of Social and Political Science in Universitas Muhammadiyah Yogyakarta. In this study there are three research variables namely the use of social media and political information in social media as independent variables and political knowledge as the dependent variable. Then from the three indicators those will be developed into a question which later be used as a questionnaire. After that from the results of the data obtained will be made statistics. This study uses a mixed method between qualitative and qualitative. Using research methods that aim to connect between variables by using the SPSS.

b) Population and Sample:

The population in this study involved students from the Faculty of Social and Political Sciences starting from the Study Program of Communication Studies, International Relations and Government Science. The description of the population is as follows:

Table 1.
The Population of Students in the Faculty of Social and Political Sciences
Universitas Muhammadiyah Yogyakarta

Faculty of Social and Political Science Universitas Muhammadiyah Yogyakarta	
Department	**Number of Students**
Communication Studies	1.377
Governmental Studies	1.423
International Studies	1.838
Total	**4.638**

Sources: Pangkalan Data Pendidikan Tinggi, Direktorat Jenderal Pendidikan Tinggi http://forlap.dikti.go.id/ - 10 December 2018

Based on the number of the population, the sample is taken with a value of 90% precision and the desired error rate is 10%. To determine the number of samples, researcher uses formulas from *Slovin* (Riduwan, 2005) as follows:

$$n = N / N (d^2) + 1$$

Explanation: n = Sample, N = Population, d = Value of Precision 90% or 0,1.

By entering the *Slovin* formula above, we can obtain the following method of collecting:

Population= 4638
d = Value of Precision 0,1

$n = N / N (d^2) + 1$

$n = 4638 / 4638 (0.1^2) + 1$

$= 4638 / 46,38 + 1$

$= 4638 / 47,38$

$= 97,8$ People

By using the *Slovin* formula and by including the existing population, the sample number is 97,8 people and rounded up to 98 people.

c) Data Collection Technique

The data collection technique in this study uses two types of data sources. The minimum primary data are obtained from the distribution of questionnaires which are 98 samples and secondary data can be obtained through interviewees. This study uses three methods of data collection, namely: Observation Technique, Interview, Questionnaire. The definitions of the three methods are as follows:

a. Observation

Observation is to make direct observations. Observations can be made with tests, questionnaires, various images, and sound recordings. The observation guide contains a list of types of activities that might arise and will be observed (Aditya, 2013, p. 16).

In this study the observations conducted by the researcher. The researcher observed the behavior, actions and reactions of social media users in searching for news or information about the 2019 presidential election. To make observations, researcher also often see posts about the presidential election in 2019 and sees the discussions/comments given by the community. In addition,

researcher often examines social media accounts of politicians from supporters of the two presidential candidate camps.

b. Interview

The interview is a meeting between two people to exchange information and ideas through question and answer so that meaning can be constructed in a topic. Interviews are used by researcher to assess the state of a person, for example, to look for data on student background variables, parents, education, attention and attitudes toward something (Aditya, 2013, p. 16).

In this research, the interview method is used as the second data source for the reinforcement/validity of the questionnaire. In the interview the researcher will interview several students of Faculty of Social and Political Science in Universitas Muhammadiyah Yogyakarta to look for data about the student's attention to information on 2019 presidential elections.

Criteria of interviewees are as follows:

- Active students of the Faculty of Social & Political Sciences, Universitas Muhammaadiyah Yogyakarta year 2015-2017.

- Interviewees are taken from questionnaire sources data based on the results of the questionnaire answers.

- Must have at least 2 social media accounts including Facebook, Twitter or Instagram.

- Minimum open/access 1 account from 3 accounts (Facebook, Twitter, Instagram) every day.

- Always post on one account at least once a week.

c. Questionnaire

Questionnaire is a method of data collection conducted by giving a set of questions or written statements to respondents to answer. Questionnaires are a more efficient method of collecting data if researcher has known exactly which variables to measure and know what is expected from respondents. In addition, the questionnaire is also suitable for use if the number of respondents is quite large and spread over a wide area (Kurnia, Nurmaliza, Wati, Hendra, & Setiyono, 2016, p. 7).

On the method of distributing questionnaires, researcher will spread questionnaires with questions related to social media and knowledge about 2019 presidential elections and it was distributed to 98 calculated samples.

The criteria of respondents are as follows:

- Active students of the Faculty of Social & Political Sciences, Universitas Muhammaadiyah Yogyakarta year 2015-2017.

- Must have at least 2 social media accounts including Facebook, Twitter or Instagram.

- Minimum open / access 1 account from 3 accounts (Facebook, Twitter, Instagram) every day.

- Always post on one account at least once a week.

d) Analysis Data Technique:

The data analysis technique used in this study is descriptive. Descriptive technique is employed to answer the problem formulation of how social media impact the political knowledge of students of the Faculty of Social and Political Sciences at the Universitas Muhammadiyah Yogyakarta. This technique which is combining two independent variables namely Social Media Use (X1) and Political Information on Social Media (X2) and dependent variable namely Political Knowledge (Y) is explained according to the data collected and conclusions can be drawn.

Flow of product moment correlation analysis and X variable regression to variable Y is as follows:
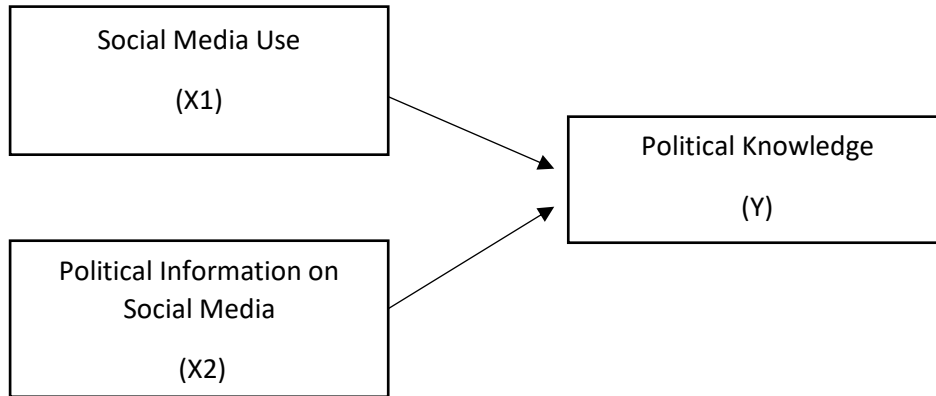
The results of the Product Moment Correlation and Multiple Linear Regression analysis are described in table form and then described descriptively.