

CHAPTER III

RESULT AND DISCUSSION

In this chapter, the researcher will answer two questions on the research problem first question to answer quantitative research method “How is the impact of social media (Instagram, Facebook, Twitter) on political knowledge in 2019 presidential election?” with total respondents 114 students on Universitas Muhammadiyah Yogyakarta and the second question to answer the qualitative research method “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?” with total 6 interviewees.

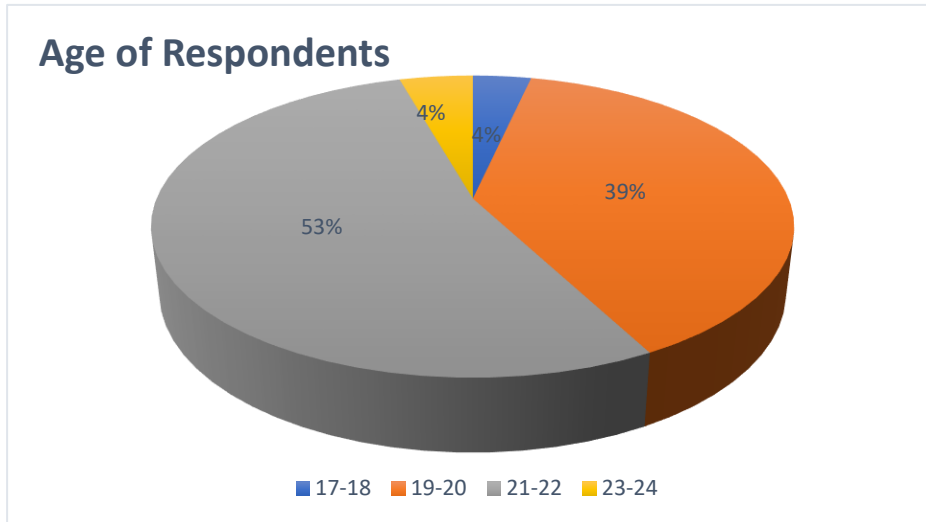
3.1 Description of Respondent Profile

General information from respondents in this study included the name, age and the of social media used by respondents (Instagram, Facebook or Twitter).

- **Age**

The description of the characteristics of respondents based on age is presented in chart 3 below:

Figure 3.
Age of Respondents



Source: The data is compiled by primary data, 2019

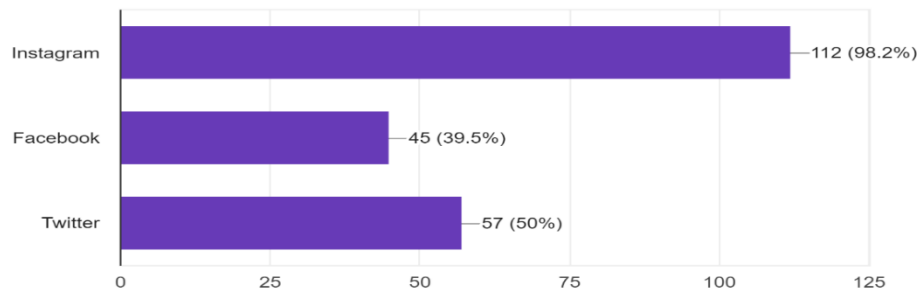
Figure 3 shows that most respondents were 21-22 years old with a percentage of 53% with a total of 61 respondents, then the second were respondents aged 19-20 years with a percentage of 39% with a total of 44 respondents. In addition, there were respondents aged 17-18 years with 4% percentage with 4 respondents, and aged 23-24 years with 4% percentage and a total of 5 respondents.

- **Social Media**

A description of the characteristics of respondents based on the social media used is presented in the chart below.

Figure 4.
Social Media Used

Social Media



Source: The data is compiled by primary data, 2019

From the data obtained it shows that almost all respondents used Instagram with a percentage of 98.2% and a total of 112 respondents, then Twitter reached half of the total respondents, namely 50% and Facebook was only 39.5%.

3.2. The Test Results of Research Instruments

- **Descriptive Statistic**

Descriptive statistical analysis is used to determine the quantity of each variable (Jaggi). In the table below, it presents several results, namely, the minimum value, the maximum value of each variable, and the average value or mean. The results are based on the total number of 114 respondents.

Table 2.
Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Social Media Use (X1)	114	6	20	11.30	3.474
Political Information on Social Media (X2)	114	9	24	14.85	3.254
Political Knowledge	114	8	16	13.58	1.995
Valid N (listwise)	114				

Source: The data is compiled by primary data, 2019

Seen from the table above, each variable has a different minimum and maximum value, and a different average value. The social media use variable (X1) has a minimum value of 6 a maximum value of 20, and the average value or Mean is 11.30. The political information on social media variable (X2) has a minimum value of 9 a maximum value of 24, and the average value or Mean is 14.85. Meanwhile, the political knowledge variable (Y) has a minimum value of 8 a maximum value of 16 and average value or Mean is 13.58.

- **Validity Test Results**

The results obtained from the questionnaire were tested for validity using the *SPSS* application. This research used *Pearson Correlation* and known the minimum validity value was 0.361. Value *r* count must greater than value *r* table to get *valid* results. Table 3 is a table of the results of the validity test.

Table 3.
Validity Test Result

Variable	Item	Loading Factor	Explanation
Social Media Use (X1)	X1.1	0,637	Valid
	X1.2	0,798	Valid
	X1.3	0,649	Valid
	X1.4	0,796	Valid
	X1.5	0,541	Valid
Political Information on Social Media (X2)	X2.1	0,818	Valid
	X2.2	0,819	Valid
	X2.3	0,716	Valid
	X2.4	0,674	Valid
	X2.5	0,773	Valid
	X2.6	0,569	Valid
Political Knowledge (Y)	Y.1	0,776	Valid
	Y.2	0,519	Valid
	Y.3	0,703	Valid
	Y.4	0,385	Valid
	Y.5	0,643	Valid
	Y.6	0,507	Valid
	Y.7	0,599	Valid
	Y.8	0,601	Valid

Source: The data is compiled by primary data, 2019

The results of the validity test in the table above show that all questions in each study variable consist of Social Media Use, Political Information, Political Knowledge has a value of loading factor greater than 0.361. It can be concluded that all questions in all research variables are declared valid or have met validity.

- **Reliability Test Results**

Reliability test is a test of the consistency of each indicator in measuring variables. A questionnaire can be said to be reliable if the respondent's answer to the statement is consistent or stable. The reliability of a test is the accuracy in assessing what it is, meaning that whenever the test is used it will give the same or relatively the same results (Sudjana, 2004). The questionnaire was declared reliable if the value of *Cronbach's Alpha* was greater than 0.6. Reliability test results can be seen in the table below.

Table 4.
Reliability Test Results

The Research Variable	Cronbach's Alpha	Conclusion
Social Media Use	0,723	Reliable
Political Information on Social Media	0,821	Reliable
Political Knowledge	0,727	Reliable

Source: The data is compiled by primary data, 2019

The reliability test results in the table show that all research variables have *Cronbach's Alpha* values greater than 0.60. Therefore, it can be concluded that all questions contained in each research variable in the questionnaire are reliable and the questionnaire can be used to retrieve research data.

- **Hypothesis Testing**

Hypothesis testing was done to determine whether there is a relationship between independent variables and dependent variables. The hypothesis was tested using *Pearson Correlation* analysis or commonly called *Product Moment Correlation*. The table below is a summary of the results of the Coefficients test.

**Table 5.
Coefficient
Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	8.439	.716		11.789	.000
	Social Media Use (X1)	.175	.057	.306	3.054	.003
	Political Information on Social Media (X2)	.213	.061	.347	3.467	.001

Source: The data is compiled by primary data, 2019

To test the hypothesis is by looking at the coefficients table. If a significant value is under 0.5 can be said that the hypothesis is proven or positive. However, if the value is significantly greater than 0.5 the hypothesis is not proven or negative.

The minimum limit value for testing *Pearson Correlation* is 0.5. If the correlation value is less than 0.5, then the relationship between the two variables is not strong. In other words, if the *Pearson Correlation* is greater than 0.5, it can be said that the relationship between the two variables is strong.

1. Hypothesis 1 testing

The first hypothesis proposed in this study is as following:

Ha = The use of social media has a significant impact on political knowledge.

H0 = The use of social media has no significant impact on political knowledge.

Data from the correlation test results of social media usage as independent variables (X1) and political knowledge as dependent variables (Y) are presented in the following table below:

Table 6.
Correlation Hypothesis 1

Correlation	Social Media Use (X1)	Political Knowledge (Y)
Pearson Correlation	1	0.529
N (Total Respondent)	114	114

Source: The data is compiled by primary data, 2019

From the data above *Pearson Correlation* between two variables, namely the use of social media (X1) and political knowledge (Y) have a correlation value of 0.529 which is more than

0.5 which means it has a strong relation. Then seen from the coefficients table, the significant value of the variable X1 is 0.003, which means that the hypothesis can be said to be proven or positive because it is less than 0.5.

The results of hypothesis 1 indicate that social media use has a significant influence on political knowledge among students of the Faculty of Social and Political Science of Universitas Muhammadiyah Yogyakarta. The results of this hypothesis test are also supported by data obtained from interviews that social media has an influence on political knowledge, as Tomy Waskitho said:

“Social media has a big influence on political knowledge. In my opinion the most influential social media is Twitter. Many influential politicians use Twitter are Budiman Sudjatmiko, Fahri Hamzah, Fadli Zon and many others. I think the political information on Twitter is very influential. Mostly in the feature thread on Twitter. Lots of politicians upload their political ideas on Twitter so that political information is widely spread to the society.” (Interview with Tomy Waskitho, held on 2 January 2019 at 04.30 p.m.).

The results of another interview which also supports hypothesis 1 is interview with Dion Satriya Adjie who argued that social media is very influential on political knowledge, as follows:

“Today's social media is a means for political campaigns, which is why social media has a strong influence on the many political activities carried out by politicians through social media. I use Facebook and Instagram and, in my opinion, these two social media have a big influence on the spread of political information and many millennials have commented, especially on Facebook which has a forum for discussion.” (Interview with Dion Satriya Adjie, held on 2 January 2019 at 10.30 a.m.).

From the results of hypothesis 1 testing and the quotations of the two interviews, it can be concluded that social media has a significant influence on political knowledge. This is due to the large number of politicians who use it as an expression media so that information can be widespread among the public. In addition, social media is also used to conduct campaign. This finding is in line with the theory of Becker 1998 who argued that the development of Information and communication technology had a significant impact an influence on the understanding and practices of democratic governance.

2. Hypothesis 2 testing

Ha = The receive political information has a significant impact on political knowledge.

H0 = The receive political information has no significant impact on political knowledge

Data on correlation test results political information on social media as an independent variable (X2) and political knowledge as a dependent variable (Y) are presented in the table 7:

Table 7.
Correlation Hypothesis 1

Correlation	Political Information on Social Media (X2)	Political Knowledge (Y)
Pearson Correlation	1	0.544
N (Total Respondent)	114	114

Source: The data is compiled by primary data, 2019

From the data above, Pearson Correlation between two variables, political information on social media as independent variable (X2) and political knowledge as dependent variable (Y) have a correlation value of 0.544 in which the value is more than 0.5 which means they have a strong relationship. Moreover, seen from the table of coefficients, the significant value of the variable X2 is 0.001, which means that the hypothesis can be said to be proven or positive because it is less than 0.5.

The results of hypothesis 2 test indicate that political information contained in social media has a significant influence on political knowledge among students in Faculty of Social and Political Science at Universitas Muhamadiyah Yogyakarta. The results of the hypothesis testing above are supported by the results of the interview that there is a lot of political information on social

media so that it can influence political knowledge, as Yoga Budi

Setiawan said below:

“There are lots of information on social media and one of them is information about politics. I often read political posts, besides the campaign posters for this 2019 elections. But I don't only see political information, there are also lots of hoax news that are spread especially on Instagram. In my opinion the hoax news was spread because of the dislike of supporters of one of the presidential candidates who then spreading fake news to drop another presidential candidate. My suggestion for social media users, be smart in digesting information or news and not ingesting the information obtained.” (Interview with Yoga Budi Setiawan, held on 3 January 2019 at 02.00 p.m.).

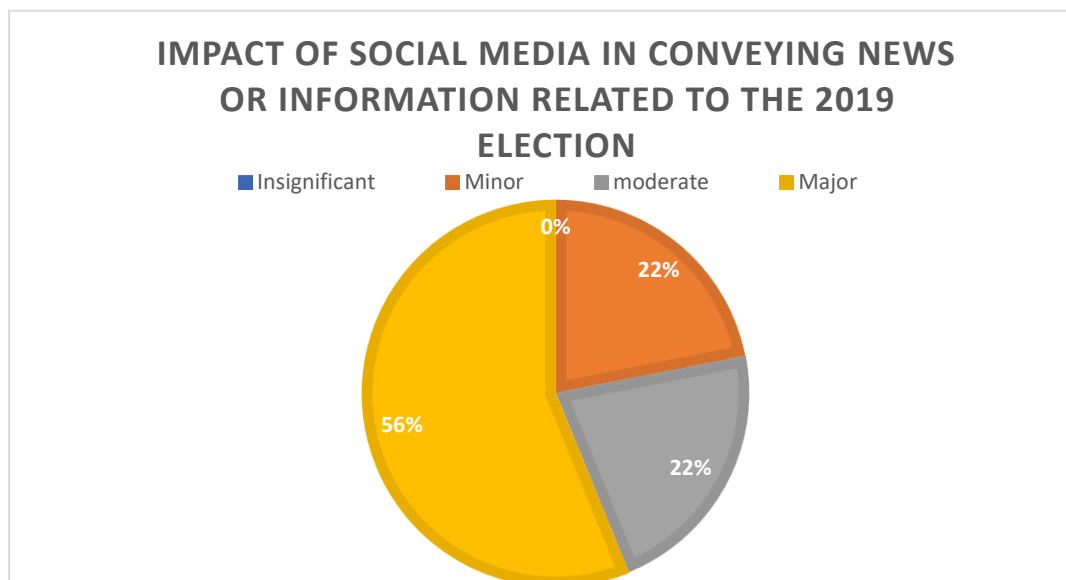
The results of another interview which also supports hypothesis 2 are interview with Dimas Tatag Pambudi who argued that political information contained on social media is very influential on political knowledge, as follows:

“The most information about politics I read from Instagram also facebook. For example, on Instagram, the information I get was like a poster about a presidential candidate debate. From that poster I know when the presidential debate will take time. Another example is fake presidential candidate number 10 with the name nurhadi-aldo. I first saw the joke after viral on Instagram. In my opinion it was only entertainment amid the heat of competition between the two presidential candidates.” (Interview with Dimas Tatag Pambudi, held on 2 January 2019 at 01.30 p.m.).

From the results of hypothesis 2 testing and the quotations of the two interviews, it can be concluded that the information contained in social media has a significant influence on political knowledge. This is due to the many activities and sources of information contained on social media. Of the many information contained in social media there is much information that is fake or

called hoax news. It is better to be more careful in absorbing information and be smarter in filtering the news that has been obtained. Knowledge is very identical with truth and hoax is information that cannot be verified. Therefore, hoax information is unacceptable knowledge. This is in line with the theory of Foucault (1997). 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).

Figure 5.
Impact of Social Media



Source: The data is compiled by primary data, 2019

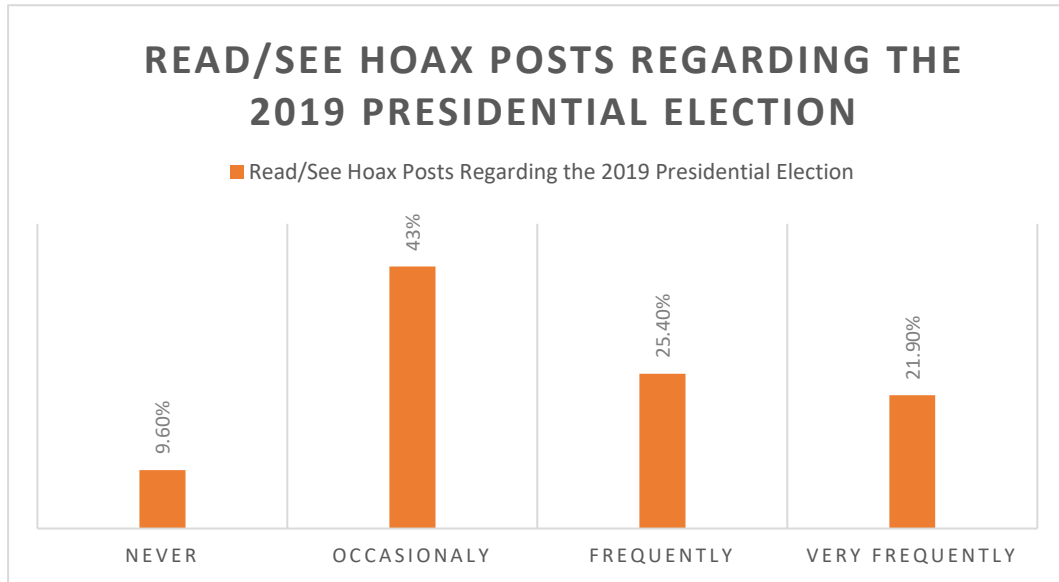
The data in figure 5 shows that the influence of social media in spreading news or information is strong evident as 56% of the total respondents choose very influential. Moreover, from these data none of the

respondents chose that social media had no influence on the dissemination of news and political information. Political communication through social media or political communication digitally, is currently active to get public sympathy. In this digital era, digital politics is considered more relevant as a new political power. Today's digital space has become a new media to conveying aspirations, socialization or even as a tool of political campaigning (Pahlevi, et al., 2018).

The findings prove that the power of social media in disseminating political information specifically about elections in 2019 is enormous. This can be used by political elites and political parties to conduct campaign in the 2019 Presidential Election. This finding is also in line with the theory of Paolo Gerbaudo (2012) who 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).

Figure 6.

Hoax Posts Regarding the 2019 Presidential Election



Source: The data is compiled by primary data, 2019

From the table above, the smallest value is that the respondents did not read/see news and information on hoaxes related to the 2019 presidential election, which was only 9.6%. This proves that most respondents still read or see hoax posts. Although most respondents occasionally read hoax posts, the news of the hoax remains among the public.

Opinions on hoaxes that the author gets from several random respondents are as follows:

”For me personally, it is quite difficult to distinguish which ones are hoaxes and which ones are fact, because political issues are spread very quickly and widely, but the media sometimes do not include complete data. In my opinion, the hoax news has made public trust in the government/politics in Indonesia decline. Especially if the news hoax is spread by the fanatical people who know about us.” (Random Respondent, 2019).

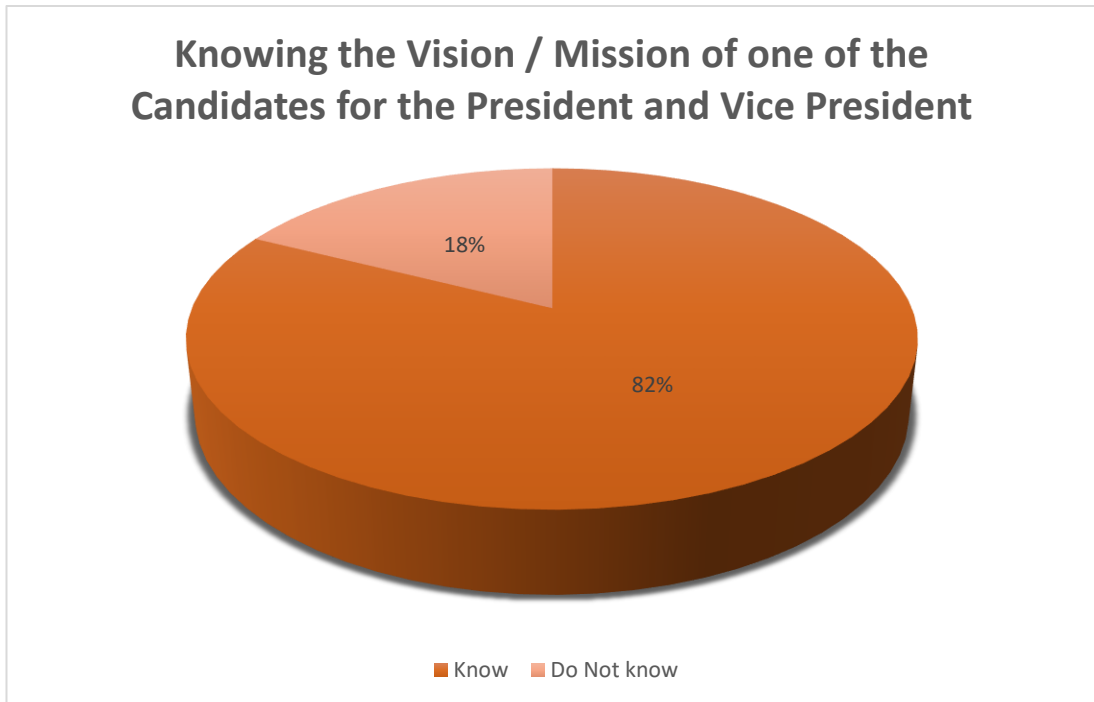
“That is very detrimental to our country. In addition, the name of the country is also badly tarnished by other countries because of the many hoaxes that are happening in our country today, making it increasingly difficult to develop a strong sense of trust from both the community and other countries. If this is not eradicated or the absence of a legal process the thing / event will widen so that it raises the thought that the hoax is "normal". If indeed this is still difficult to eradicate. Then start from the small one. Remind each other, do not spread anything that is not necessarily true, first examine the info or news so that any information and news must be based on the correct fact.” (Random Respondent, 2019).

“In my opinion, the hoax needs to be abolished, the hoax spreader is followed up, if necessary, punished him if what he spreads clearly is hoax.” (Random Respondent, 2019)

From the respondents' opinion data above, it can be said that the large number the of social media usage by the millennials do not necessarily make a positive impact in terms of information dissemination. The dissemination of information through social media also has a negative side in which the existence of fake news harms one party to another and makes a country can be divided and chaotic. Therefore, the millennial generation must have filters to limit the hoaxes and there needs to be a strict follow-up to make the spreader hoax deterrent and minimize other hoax spreader accounts. 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). In this case the spread of news hoaxes in politics is the same as doing politics that is not commendable.

Figure 7.

Knowing the Vision / Mission of the Candidates President and Vice President



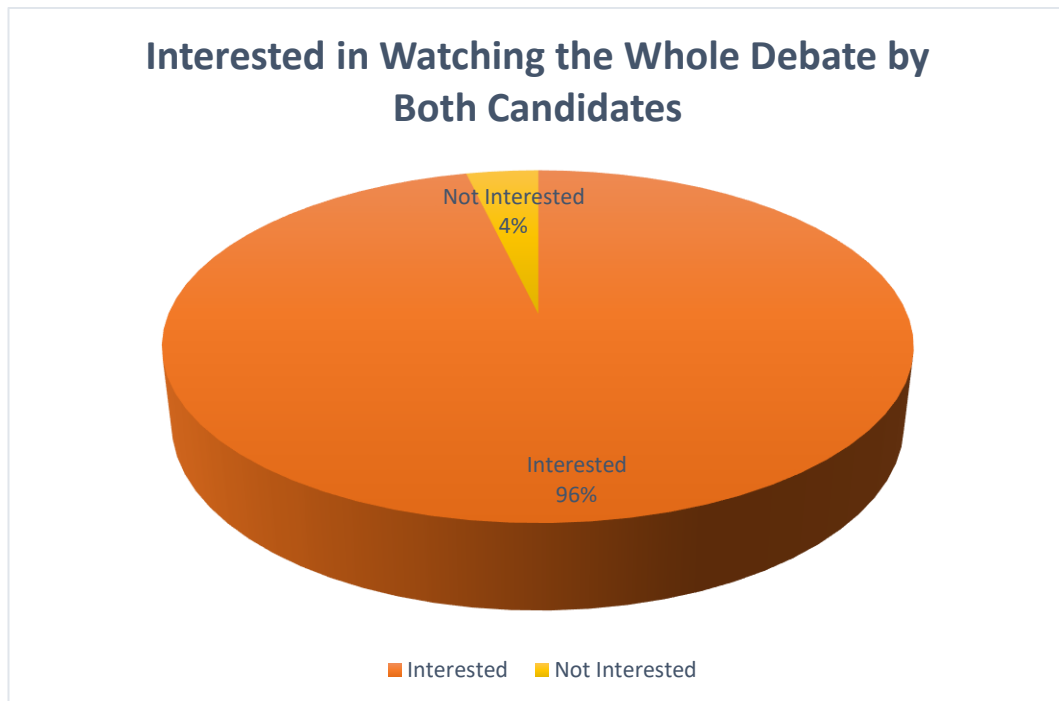
Source: The data is compiled by primary data, 2019

From Figure 7 it can be seen that 82% of respondents knew the vision and mission of one or both presidential candidates and only 18% of respondents did not know the vision and mission of the two presidential candidates. This finding shows that most respondents absorb information from social media so that they become aware of political information and increase knowledge about politics. By knowing the vision and mission of a presidential candidate it can be one of the benchmarks for making choices, which candidate feels better to be elected president. 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). In this finding the information about the two candidates belongs to the same political room as in the W.A Robson theory.

Figure 8.

Interested with Debate



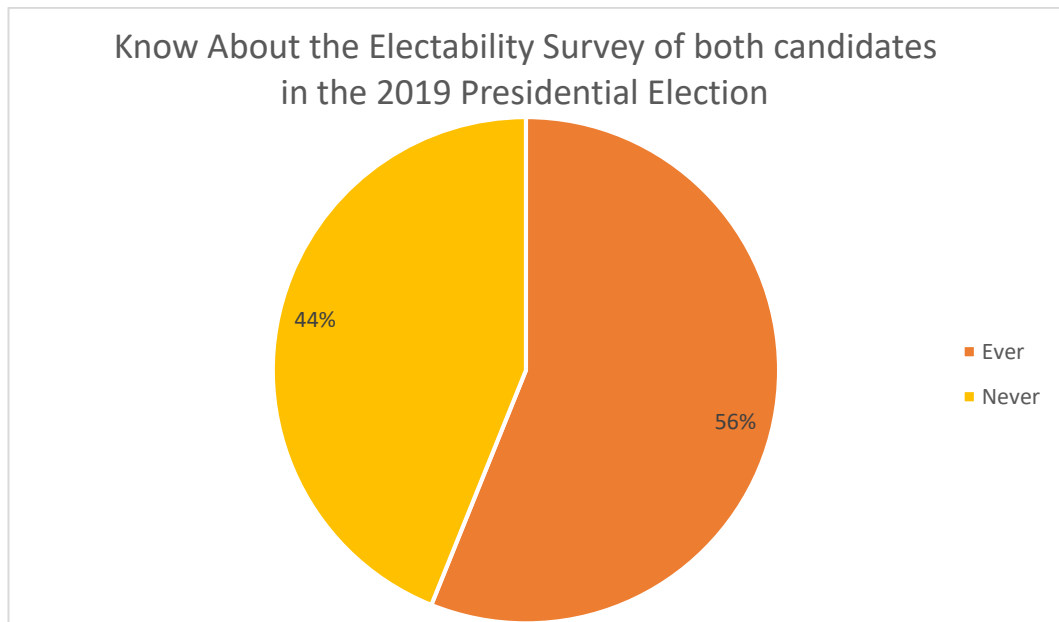
Source: The data is compiled by primary data, 2019

Figure 8 shows how interested respondents were in the debates between both of presidential candidates which showed that 96% were interested in the entire debate and only 4% were not interested. This shows that most respondents were interested in watching the debate. Witnessing debates can also be a benchmark for making choices, because by looking at the debates presented, respondents can judge which candidates are more

feasible to choose. In this finding seeing or witnessing debate is a political attraction. According to Huntington and Nelson (1990) someone's interest in politics will then trigger someone to act on politics.

Figure 9.

Respondents' Knowledge About Electability Surveys



Source: The data is compiled by primary data, 2019

Several institutions released the results of the presidential electability survey in the 2019 presidential election contest. From the seven survey institutions that issued their release, Candidate number 1 Joko Widodo (Jokowi) -Ma'ruf Amin was superior, compared to candidate number 2 Prabowo Subianto-Sandiaga Uno (Tribunwow .com, 2019). The electability survey data above has been seen or read by 56% respondents by and those who do not know is about 44%. Thus, from the findings of the data in Figure 9, it shows that most respondents already knew the results of

the electability survey in the 2019 presidential election. In addition to the above data the researcher also included some opinions from random respondents. The opinion is as follows:

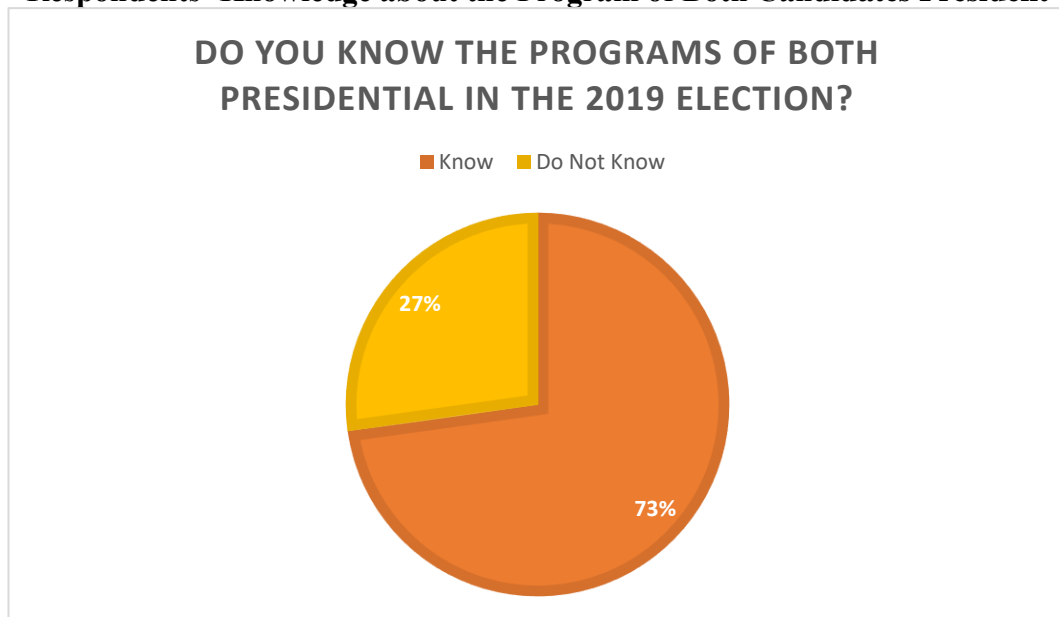
“Candidate number 1 is still championed because he has been in control of the government meanwhile candidate number 2 is still in doubt but is quite interesting because his supporters are fairly numerous and fanatic.” (Random Respondent, 2019).

“Do not fully believe in the existing survey, because media neutrality is very doubtful and lacks objectivity.” (Random Respondent, 2019).

“The survey results do not necessarily determine the victory of one candidate, but can influence voters who are still confused about who will vote during the election.” (Random Respondent, 2019).

From several respondent's opinions, it can be concluded that the respondents did not fully trust the electability survey because the survey results did not necessarily determine the victory of one candidate but could be a reference for voters who were still confused to choose between the two candidates.

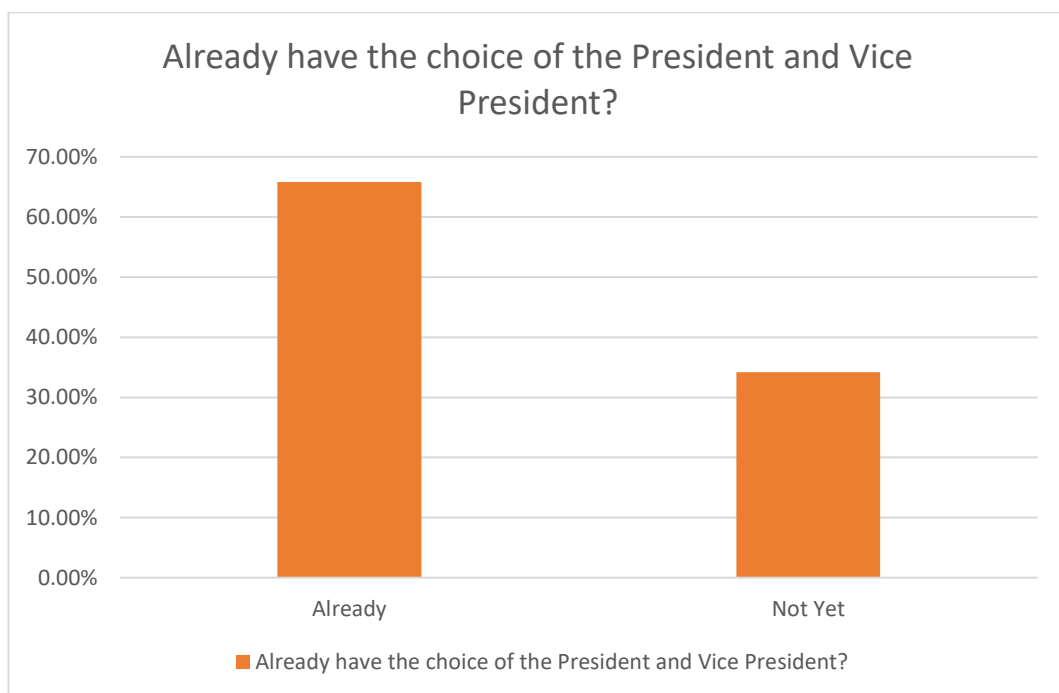
Figure 10.
Respondents' Knowledge about the Program of Both Candidates President



Source: The data is compiled by primary data, 2019

From data above, most respondents know the programs of one or both 2019 presidential candidates, with a total of 73% knowing 2019 presidential candidate programs and 27% not knowing it. Knowledge of the program of the presidential candidates can be a reference for voters who are still confused about their choice, because by looking at the contents of programs from presidential candidates perhaps voters can consider which candidates are suitable to be chosen to lead this country.

Figure 11.
Already have the choice of the President and Vice President?



Source: The data is compiled by primary data, 2019

Seen from Figure 11, 65% of respondents already have a presidential choice and 35% have not had a choice or are still confused about the two presidential candidates. This is in line with the findings above which show

that some respondents have positive political knowledge especially about the 2019 presidential election.

3.3. The Real Impact of Political Knowledge on Influencing Millennials

From the findings above, it shows that social media indeed has an influence on political knowledge. The author also obtained data from interviews with respondents with the following results:

“Social media is very influential because at this time the development of the internet and social media has been very fast so there is no limit of space and time to widespread information. In my opinion, political information for the millennial generation is very important. Do not let the millennial generation become a generation of *receh* that are just following the times and apathetic towards politics. In my opinion, there are still many millennial generations who find it difficult to distinguish hoaxes or not because sometimes they only read half news or even just the headline. Thus, it needs to be given an understanding of media literacy. For the 2019 elections I was active in the electoral community to become a community that cared about the fate of its people and to enliven the 5-year democratic party in Indonesia so as not to be a generation of *receh*” (Interview with Azka Abdi, from *Komunitas Independen Sadar Pemilu*, Held on 20 February 2019 at 02.30 p.m.).

This interview was done by the researcher with one of the members of *Komunitas Independen Sadar Pemilu* (KISP) who is also an active student of Governmental Science academic year 2015. *Komunitas Independen Sadar Pemilu* (KISP) is a community that contains a group of youth who focus on the study of issues regarding elections. *Komunitas Independen Sadar Pemilu* (KISP) gives new paradigm to be part of the electoral activists whose role is to provide election education for young people. It is a real form of political knowledge which was converted into a movement to care for the younger generation.

The next interview was with Aris Munandar who is a member of the *Gerakan Milenial Indonesia* (GMI) and a student of Governmental Science academic year 2015. Aris Munandar's statement is as follows:

“Social media is very influential on millennial generation political knowledge. This is due to technological developments making all sources of information instant. Millennials currently tend to seek political information from social media before searching on the other platform, because social media can spread news quickly. Political information is very important for the millennial generation. As a millennial generation I feel this is very important, because millennials must know political developments in order to have a stand on politics. For me the millennial generation's immunity to hoaxes still must be monitoring, because some millennial sometimes just takes the news without process it. For the upcoming elections, I will participate actively. This is one of the millennial efforts to build the nation. Don't feel disgusted with politics, because this nation is formed from political elements.” (Interview with Aris Munandar from *Gerakan Milenial Indonesia*, held on 24 February 2019 at 8:20 p.m.)

Gerakan Milenial Indonesia (GMI) is one of the millennial movements which aims to gather millennials who care about their nation. It has management starting from the center to the regions. One of them in Yogyakarta is called GMI DIY. For the upcoming General Election, Aris will actively participate as a millennial which is able to build the nation. Being active in GMI DIY and actively participate, that is the real form of political knowledge which is then converted into a movement to care about his country.

3.4. Discussion of Research Results

This study has answered the research questions as follows: How is the impact of social media (Instagram, Facebook, Twitter) on political knowledge in presidential election 2019 among students of the Faculty of Social and Political science at Universitas Muhammadiyah Yogyakarta? The results of the first hypothesis test in this research show that the use of social media has a positive and significant correlation ($p \text{ value} = 0.003 < 0.05$) on political knowledge. It shows that the use of social media can influence political knowledge among students of the Faculty of Social and Political Science of Universitas Muhammadiyah Yogyakarta.

From the results of interviews with several respondents some answers that support the results of the test hypothesis test were collected. Tomy Waskitho (one of the interview respondents, 2019) stated that social media has a big influence and he often gets political information which most of it he gets on Twitter. This is in line with findings from Oscar Garcia Luengo's that "the general use of Internet is profoundly connected to political activism, and in a positive way" (Luengo, 2006).

The results of the second hypothesis test in this study indicate that political information contained in social media has a positive and significant correlation (p value = 0.001 < 0.05) on political knowledge. From the results of interviews with several respondents, it also received answers that support the results of hypothesis testing 2. Dimas Tatag (Respondent interview, 2019) argued that social media often makes information become viral. According to him, Instagram is one of the social medias that has a lot of political news. This shows that the use of social media can influence political knowledge among students. This finding is in line with Castell's theory (2012) in Kholid (2015) who argued that access to transparent information and freedom to communicate is one of the important elements so that the public can participate politically to the maximum (Kholid, 2015).

From the results of the two hypothesis tests above, it can answer the questions that have been formulated. The answer to the research question is that the use of social media and political information contained in social media can influence students' political knowledge. The more students use social media and information available on social media, the more political knowledge is absorbed by the students.

From the findings above, it can be said that most respondents already have a lot of political knowledge and know information about the presidential candidates such as their vision and mission, programs and even electability surveys conducted by several survey institutions in Indonesia. Some of the respondents were also very enthusiastic about the future debate that would be held between the two presidential candidates. In addition, most of them admitted that social media has a strong position in disseminating political information related to the presidential election in 2019. In the interview results it can be concluded that social media has a real movement. The examples such as Azka Abdi who are active in the KISP and Aris Munandar are active in GMI-DIY and both are active as Student of Faculty of Social and Political Science on Universitas Muhammadiyah Yogyakarta.

In a democratic party for the 2019 general election, the community also contributed by making a debate war between the two supporters on social media, for example #2019GantiPresiden and #RakyatMauJokowi2019 (DetikNews, 2018). Hashtag competition is very tight in the lead up to the presidential debate and an example of the bustling hashtag during the presidential debate, among others are #DebatPilpres2019 #PrabowoMenangDebat and #DebatPintarJokowi (Suara.com, 2019). Moreover, knowledge is also used or converted as a form of movement that focus about politics in Indonesia.