

**TITLE PAGE**

**THE IMPACT OF SOCIAL MEDIA INSTAGRAM, TWITTER  
AND FACEBOOK ON POLITICAL KNOWLEDGE IN 2019  
PRESIDENTIAL ELECTION**

**(Case Study on Students at the Faculty of Social and Political Science at  
Universitas Muhammadiyah Yogyakarta)**

**UNDERGRADUATE THESIS**

Submitted as Partial Fulfillment of the Requirement for The Degree of Bachelor of  
Arts in Government Affairs and Administration

**Written By:**

**Ivan Cahya Tri Hantoro**

**20150520315**

**INTERNATIONAL PROGRAM OF GOVERNMENT AFFAIRS AND  
ADMINISTRATION**

**FACULTY OF SOCIAL AND POLITICAL SCIENCE  
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

**2019**

## **ENDORSEMENT PAGE**

This undergraduate thesis entitled:

### **THE IMPACT OF SOCIAL MEDIA INSTAGRAM, TWITTER AND FACEBOOK ON POLITICAL KNOWLEDGE IN 2019 PRESIDENTIAL ELECTION**

By:

Ivan Cahya Tri Hantoro  
20150520315

This Undergraduate Thesis has been Examined and Endorsed by The Board of Examiners from Department of Governmental Studies, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta on:

Day/date: Tuesday / 12 March 2019

Place: Defense Room of Faculty of Social and Political Sciences

Time: 14.00 – 15.00 pm

#### **BOARD OF EXAMINER**

Advisor/Chef of examiner

David Efendi, S.IP., MA

NIK:19830223201204 163 129

Examiner I

Examiner II

Bambang Eka Cahya Widodo, S.IP., M.Si.

NIK: 19691214199409 163 029

Tunjung Sulaksono, S.IP., M.Si.

NIK: 19770501200104 163 069

Acknowledge by:

Chairman of Governmental Studies Department

Dr. Muchamad Zaenuri, M.Si.

NIK: 19660828199403 163 025

## **STATEMENT PAGE**

I the undersigned hereby:

Name : Ivan Cahya Tri Hantoro

NIM : 20150520315

Department : International Program of Government Affairs and Administration  
(IGOV)

Faculty : Social and Political Science

Research Title : The Impact of Social Media Instagram, Twitter and Facebook on  
Political Knowledge In 2019 Presidential Election

I stated that this Undergraduate Thesis is originally my work result. There are no other works that ever been proposed to gain Bachelor Degree in any Universities. As far as my knowledge, there is also no working result that ever published in the reference list. Moreover, if someday there are certain parties were feeling pain and report, I will responsible and overcome all the consequences.

Yogyakarta, March 2019

Ivan Cahya Tri Hantoro

**MOTTO**

*“Live as if you were to die tomorrow. Learn as if you were to live forever.”*

– Mahatma Gandhi

## **DEDICATION PAGE**

This undergraduate thesis is dedicated to:

1. My Family, my father, my mother, my sister, my brother who always give support and pray for me to do this undergraduate thesis.
2. David Efendi, S.IP., MA as my advisor during to finished this undergraduate thesis.
3. My examiner Bambang Eka Cahya Widodo, S.IP., M.Si and Tunjung Sulaksono, S.IP., M.Si. who gave me useful advice and input to make this undergraduate thesis become better.
4. Thank you to all lectures who has teach me in International Program of Governmental Studies (IGOV).
5. Thank you to Nurny Sofwah and her family who always gives encouragement and always gives support in every situation.
6. Thank you to Tomy and Azhari who always accompanied and helped make this undergraduate thesis.
7. Thank you to komite garis keras which consist of Syaiful, Dion, Tomy, Azhari, Fathul, Bagas, Yusuf, Dyas, Septian, Wildan, Harish, Tatag and Risang. Thank you for all the moment, joke, laugh and everything, see you on top guys.
8. Thanks to MMD Squad Dion, Dredha, Iwan, Alvin, Danu, Husayn, Andik, Yoga Budi, Rangga, Ray, Rio, Riza and Firdaus, you guys still my best friend.
9. Thank you to all my friend in IGOV batch 2015, all IGOV Students, IGOV office, IGSC, The Students of Governmental Studies
10. Above all I thank Allah SWT, the Highest and Almighty one.

## PREFACE

Praise to Allah SWT, who has given us all the blessings and guidance, and greeting to Rasulullah S.A.W and his family. I am so grateful that I can finally finish my undergraduate thesis, with a “**The Impact of Social Media Instagram, Twitter and Facebook On Political Knowledge in 2019 Presidential Election**” which has gone through a long process. Thanks to everyone that gets involved in making this undergraduate thesis.

This Undergraduate Thesis would not finish without the support and help from the lecturer and all the staff in Faculty of Social and Politic Sciences. the author would like to express his deep gratitude to :

1. Dr. Ir. Gunawan Budiyo, M.P. as a Rector of Universitas Muhammadiyah Yogyakarta.
2. Dr. Titin Purwaningsih, S.IP., M.Si. as a Dean of Faculty of Social and Political Science of Universitas Muhammadiyah Yogyakarta.
3. Dr. Moch. Zaenuri, M.Si. as the Head of Government Affairs and Administration Department, Faculty of Social and Political Science, Universitas Muhammadiyah Yogyakarta.
4. Dr.phil. Ridho Al-Hamdi, MA. As the Director of International Program of Government Affairs and Administration, Faculty of Social and Political Science, Universitas Muhammadiyah Yogyakarta.
5. David Efendi, S.IP., MA As the supervisor which has given so many valuable inputs, ideas and correction for this thesis.

6. All administrative staffs both at IGOV and at the Department of Government Affairs and Administration for all the helps from the beginning until the end of the process.
7. All the respondent both in questionnaire or interviewees for all your help and all your answer in this research.

Yogyakarta, February 2019

Ivan Cahya Tri Hantoro

## TABLE OF CONTENT

TITLE PAGE .....	i
ENDORSEMENT PAGE .....	ii
STATEMENT PAGE .....	iii
MOTTO .....	iv
DEDICATION PAGE.....	v
PREFACE .....	vi
TABLE OF CONTENT .....	viii
LIST OF TABLES .....	x
LIST OF FIGURES .....	xi
ABSTRACT .....	xii
CHAPTER I.....	1
INTRODUCTION .....	1
1.1. Background .....	1
1.2. Problem Formulation.....	7
1.3. Research Purpose .....	8
1.4. Benefit of Research .....	9
1.5. Literature Review .....	9
1.6. Theoretical Framework .....	13
1.7. Conceptual Definition .....	16
1.8. Operational Definitions .....	17
1.9. Hypothesis .....	18
1.10. Research Method.....	19
CHAPTER II.....	26
SOCIAL MEDIA, MILLENNIALS AND DEMOCRACY .....	26



2.1. Social Media.....	26
2.2. Millennial Generation and Democracy .....	30
2.3. Media dan Democracy.....	31
CHAPTER III .....	34
RESULT AND DISCUSSION .....	34
3.1 Description of Respondent Profile .....	34
3.2. The Test Results of Research Instruments .....	36
3.3. Real Impact of Political Knowledge on Influencing Millennials.....	55
3.4. Discussion of Research Results.....	56
CHAPTER IV .....	59
CONCLUSION.....	59
4.1. Summary of finding .....	59
4.2. Suggestion .....	61
REFERENCES.....	63
ATTACHMENT .....	72
RESEARCH QUESTIONNAIRE .....	72

## **LIST OF TABLES**

Table 1. The Population of Students .....	20
Table 2. Descriptive Statistics.....	37
Table 3. Validity Test Result .....	38
Table 4. Reliability Test Results .....	39
Table 5. Coefficient.....	40
Table 6. Correlation Hypothesis 1 .....	41
Table 7. Correlation Hypothesis 1 .....	44

## LIST OF FIGURES

Figure 1. Most Used Social Media in Indonesia .....	3
Figure 2. Profile of Facebook Users .....	4
Figure 3. Age of Respondents .....	35
Figure 4. Social Media Used .....	36
Figure 5. Impact of Social Media.....	46
Figure 6. Hoax Posts Regarding the 2019 Presidential Election .....	48
Figure 7. Knowing the Vision / Mission of Both Candidates .....	50
Figure 8. Interested with Debate .....	51
Figure 9. Respondents' Knowledge About Electability Surveys .....	52
Figure 10. Respondents' Knowledge about the Program of Both Candidates President.....	53
Figure 11. Already have the choice of the President and Vice President? ....	54