

PUBLICATION PAPER

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FACEBOOK ON POLITICAL KNOWLEDGE IN THE 2019
PRESIDENTIAL ELECTION**

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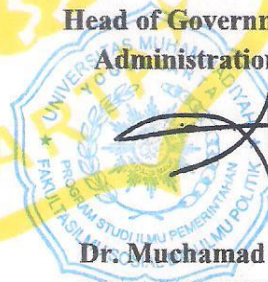
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THE IMPACT OF SOCIAL MEDIA INSTAGRAM, TWITTER AND FACEBOOK ON POLITICAL KNOWLEDGE IN THE 2019 PRESIDENTIAL ELECTION

Ivan Cahya Tri Hantoro

Abstract

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. The purpose of this study is to explain whether there is an influence of social media on students of Social and Political Science of Universitas Muhammadiyah Yogyakarta. This study uses a mixed method between quantitative and qualitative and uses research methods that aim to connect between variables by using the SPSS. The data collection technique in this study employs two types of data sources. The primary data are obtained from the distribution of questionnaires from 114 samples and secondary data are obtained through interviewees. Social media are the focus of research namely Facebook, Twitter and Instagram. The results of this study indicate that social media has a significant influence on the political knowledge of the students of the Faculty of Social and Political Science of the Universitas Muhammadiyah Yogyakarta.

Keywords:

Social Media; Political Information; Political Knowledge.

1. Introduction

Social media is a product of the impact developments in information and communication technology and has been integrated into Indonesian society. It is an internet-based product that doesn't have a time limit, in which everyone can access it any time (Kholid, 2015). 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.

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). 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.

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). 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 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).

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, and how is the real impact of political knowledge on influencing millennials especially in 2019 presidential election among students of the Faculty of Social and Political Science Universitas Muhammadiyah Yogyakarta.

1.1 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 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).

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 (Galuh, 2017).

The next research was from *Komunitas Independen Sadar Pemilu (KISP)* that made a book entitled *Millennial 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).

1.2 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.

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 Foucault 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).

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. 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).

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).

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).

1.3 Hypothesis

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

- 1) H₁: The use of social media has a significant impact on political knowledge.
- 2) H₂: The receive political information has a significant impact on political knowledge.

2. Research Method

1) 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 quantitative. Using research methods that aim to connect between variables by using the SPSS.

2) 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:

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

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

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

$$n = 4638 / 4638 (0.12) + 1$$

$$= 4638 / 46,38 + 1$$

$$= 4638 / 47,38$$

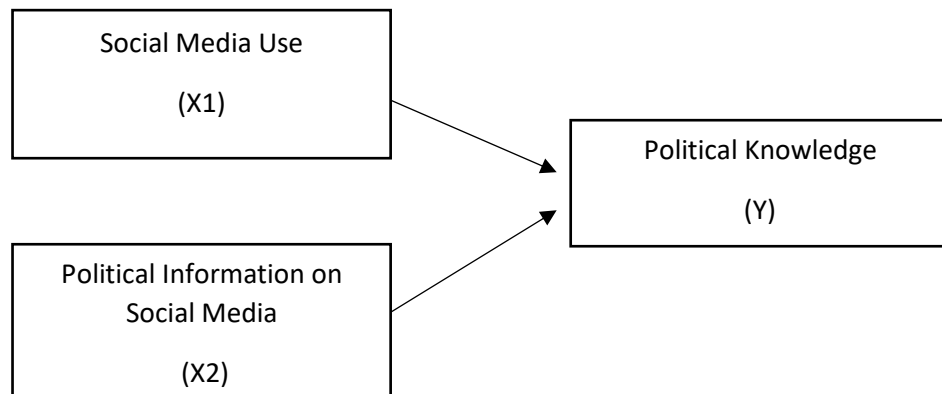
$$= 97,8 \text{ Orang}$$

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

3) 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.

Flow of product moment correlation analysis and X variable regression to variable Y is as follows:



The results of the Product Moment Correlation analysis are described in table form and then described descriptively.

3. 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? And the results of the first hypothesis test in this research show that the use of social media has a positive and significant correlation (p value = 0.003 <0.05) on political knowledge. This shows that the use of social media can influence political knowledge among students the Faculty of Social and Political Science Universitas Muhammadiyah Yogyakarta. From the results of interviews with several respondents received answers that support the results of the test hypothesis 1. Tomy Waskitho (one of the interview respondents, 2019) that social media has a big influence and Tomy often gets political information, most of it he gets through the Twitter. This is in line with findings from Oscar Garcia Luengo's "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 also received answers that support the results of hypothesis testing 2. Dimas Tatag (Respondent interview, 2019) argues that social media often makes information become viral. According to Dimas, Instagram is one of the social medias that has a lot 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 argues 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 asked. 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 absorbed by students.

From the findings in above can answer the quantitative research method, that had result most respondents already have a lot of political knowledge, most of the respondents know information about presidential candidates such as 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 this research also have qualitative research method to answer the second question. The data researcher took from the interviewees with some respondent. Political knowledge has real impact on millennials. It can be seen from Azka Abdi and Aris Munandar both are respondent interview. Azka active as member in *Komunitas Independent Sadar Pemilu* (KISP). 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). *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.

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, an example of the bustling hashtag during the presidential debate, among others #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.

4. Conclusion

The construction of knowledge networks through social media is something new. In a sense, knowledge is made to reach a wider public, faster and without obstacles space and time. Compared with making knowledge through the media directly (Galuh, 2017).

Many studies link social media with democracy. For the political sphere, social media is considered capable of lifting and disseminating political issues quickly and widely among the public. Social media is considered as a tool that is free of control from the state so the society can communicate freely (Street, 2001). In other countries. Social media and democracy are very closely related, as evidenced by the case in Malaysia the use of blogs and Facebook pages in the 2008 and 2013 general elections based on findings of the content analysis and in-depth interviews with the socio-political bloggers. It highlights the trends in blog use among the relatively distinct groups of socio-political bloggers and discusses some of the key findings within the prevailing political landscape in 2008 and 2013. This helps to contextualize and present a more comprehensive picture of the manners in which the online platform was used at particular moments in an election. The ways in which the online platform was utilized seems to reflect the particular social and political culture of Malaysian society (Hah, 2016). In the Philippines with the overthrow of Philippine President Joseph Estrada on January 17, 2001. Society communicate through social media and finally gather at one point and conduct demonstrations. Meanwhile, social media in Indonesia has great strength and can influence democratic life. This is proven by the rise of the case “Koin Prita” and “Save Satinah” the movement of the two cases originated from social media which emerged into the real world so demonstrations and fundraising took place in both cases.

4.1 Summary of finding

Some of the findings from the above analysis are as follows:

1. After the data is collected from 114 respondents and has been tested, the results obtained are that social media has a strong influence on the students' political knowledge of the Faculty of Social and Political science at Universitas Muhammadiyah Yogyakarta. This finding is proven by the result of questionnaire which showed that knowledge of program, vision and mission, survey about both candidates had high result. From the result of interviews which revealed that the role of social media is very strong in disseminating political information and converted into an act and movement of caring for the nation and state of Indonesia.
2. Other findings from interviews are fake news or many hoaxes found on social media. Millennials also already have immunity to hoaxes by filtering information that is correct and reliable.
3. Social media twitter greatly contributed in the hashtag war between the two camps supporting the presidential candidates in the lead up to the presidential candidate debate. The example of Hashtag are #DebatPilpres2019, #PrabowoMenangDebat and #DebatPintarJokowi. The hashtag participated in enlivening the 2019 presidential debate. Each of these hashtags aims to do propaganda which ultimately affects social media users and form public opinion. The most popular hashtag is #2019GantiPresiden and #RakyatMauJokowi2019.

4.2. Suggestion

Based on the results of the research and conclusions that have been made, the researcher has several suggestions, as follows:

- 1) Social media has a significant influence on political knowledge, therefore political elites and accounts of political parties on social media as producers

of information should be more intelligent in using social media and disseminating information, because the political elite is an example or role model for society who consume political information circulating among the public. Therefore, all information that spread in the society can be proven and accountable for its truth, so the fake news or hoaxes cannot spread and make chaos in the society, especially in the millennial generation as the biggest consumer of social media.

- 2) For the millennial generation, be more careful in using social media. It is very important to filter the information to be absorbed and avoid news that contains hatred that recently has been viral on social media
- 3) The government can crack down on hoax spreader accounts on social media in order to be able to punish hoax spreaders because it is very detrimental and can cause chaos in this country.
- 4) Political knowledge is expected to be used as a tool to initiate political movements or practices to build a better Indonesia.

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