



Different Levels of Social Media Use on Online Political Participation

Tingkat Penggunaan Media Sosial yang Berbeda pada Partisipasi Politik Daring

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Article Info

Article History Submit: February 19, 2024 Accepted: October 25, 2024 Published: October 31, 2024

Keywords:

political participation, source credibility, social media, news use, political trust

Kata kunci:

partisipasi politik, kredibilitas sumber, media sosial, penggunaan berita, kepercayaan politik Abstract: In many studies, social media use related to political information impacts political participation. However, only some have seen how different levels of social media use affect online political participation. This study aims to see how different levels of social media use affect online political participation by using the theory of source credibility. This study was conducted using a survey method by distributing questionnaires through social media networks. The population is Jakarta residents. Using purposive sampling, we obtained a sample of 500 respondents. Results showed that in the low category, apart from gender and education, the use of social media also impacts online political participation. In the medium category, besides the use of social media, gender, education, age, and political trust affect online political participation. In the high category, what influences online political participation are the use of social media, political trust, and social media credibility. The source credibility theory is confirmed only among high users.

Abstrak: Penggunaan media sosial terkait informasi politik dalam banyak penelitian menunjukkan adanya dampak terhadap partisipasi politik. Namun, hanya sedikit yang melihat bagaimana tingkat penggunaan media sosial yang berbeda berpengaruh terhadap partisipasi politik daring. Penelitian ini bertujuan untuk melihat bagaimana tingkat penggunaan media sosial yang berbeda mempengaruhi partisipasi politik daring. Penelitian dilakukan dengan metode survei dengan menyebarkan kuesioner melalui jaringan media sosial. Populasi adalah penduduk Jakarta, dengan menggunakan purposive sampling diperoleh sampel sebanyak 500 responden. Hasil menunjukkan penggunaan media sosial pada kategori rendah, sedang, dan tinggi signifikan berpengaruh terhadap partisipasi politik daring. Selain itu, yang berpengaruh pada partisipasi politik daring pada kategori rendah adalah gender dan pendidikan; pada kategori sedang adalah gender, pendidikan, usia, dan kepercayaan politik; pada kategori tinggi, yang turut berpengaruh pada partisipasi politik daring adalah, kepercayaan politik dan kredibilitas media sosial. Teori kredibilitas sumber hanya terkonfirmasi di kalangan pengguna kategori tinggi.

INTRODUCTION

Social media is an interactive, instantaneous, and borderless online communication platform. Social media has changed how people communicate and become a channel for discussing political issues. It had an impact on the political mediatization in democratic countries. Social media platforms provide political information through the network that allows citizens to engage in public discourse. This discourse may help to build a democratic society. Social media allow users to express their opinions on political issues on social media platforms and amplify information obtained television in online political involvement (Intyaswati et al., 2024). Taneja et al. (2017) stressed that digital natives are less interested in traditional sources of political information and news.

The use of media related to political information is inevitable, even for someone not interested in politics. The political conditions will be more exciting due to the presidential election of 2024. Political information can be received through various social media platforms. The use of social media, in general, can have a negative impact, especially when someone has yet to receive complete information but has already given his assessment online. Social media has changed how individuals understand politics by providing a place for discussing obtaining and political information (Tan, 2022). Social media is increasingly being used as a source of upto-date information about happening on the ground (Westerman et al., 2014; Degen et al, 2024). Social media allows individuals to obtain knowledge on platforms, leading to political participation among their online connections (Vitak et al., 2011). Furthermore, the extensive use

of social media as a source of political information would influence election results. Even if social media did not affect the final election outcomes, it did create space, outlets, and routes for people or voters to discuss and participate with political leaders and candidates (Shiratuddin et al., 2016).

Differences in the frequency of access to social media have consequences for differences in knowledge about current social conditions, which become a treasury for interacting on social networks. Previous studies suggest that excessive use of Facebook and Twitter may be a barrier to online political participation for American students. Some regular users of Facebook and Twitter may be too concerned with building social relationships in their small neighborhoods and need more time and energy for community and politics (Yang & DeHart, 2016). Although many previous studies have confirmed the impact of media use on political engagement, only a few have further evaluated the impact of differences in the quantity of access to information, especially on political issues. By concentrating on how social media may boost political engagement, the study aimed to close the gap created by earlier studies.

Communities with access to various sources of information and news can follow the advancement of events and political issues. The network allows the deployment of information politics and encourages the generation to actively participate in politics by providing an environment for discourse and discussion (Alargan, 2020). Social media has been used to launch campaigns to help reveal political issues and pressure the taker's decisions to take action (Valenzuela, 2013). Social media use significantly influences online

participation in politics among young Indonesians (Intyaswati & Fairuzza, 2023).

Social media has provided a powerful for activism, mobilization, tool political expression in youth, but this platform can bring risks and difficulties. Heavy users are characterized by more references about the social problem and experience. that introduce Previous studies found that light user reference on the problem of social and literacy is on a lower level; this is related to social media effectiveness and engagement (Drabble, 2015).

Citizens must distribute distrust to participate in politics and use democracy in voting, speaking, or protesting, which is "committed distrust" called (Warren, based 2018). The trust on order institutions functions as an essential precondition for the political participation of citizens. When multiple types of political trust and ways of political engagement are considered, the link between them becomes more complex (Weiss, 2020). Flemish vouths with low trust institutions representative tend to withdraw from political life. However, those with a low level of trust in the order institution seem more motivated to use various methods of institutionalized participation (not including voting), including politically illegal ways (Stals et al., 2022). Social media can be seen as a double-edged sword in the development of institutional trust since it makes it easier for both correct and false information to be disseminated (Van Dijck & Alinejad, 2020). Ceron (2015) discovered that access to social media information was connected with lower levels of political trust. These contradictory findings indicate that the relationship between trust in government and social media use has yet to be fully disclosed, necessitating further research such as that undertaken in this study.

According to Park et al. (2015), social media use increases trust in the

government, increasing the number of platforms used. Lu et al. (2016) discovered that social media increased perceptions of political trust. Song et al. (2015) discovered that the experience of using social media influenced individual perceptions government transparency. People believe that their experience with government agencies on social media provides quick access to information about government information services, speeds up transmission, and reaches a larger number of people.

Social media can reduce the cost of shipping services and make them more reachable to the public. Civil affairs provides administration completely executable services. All transactions can be completed online, and a service guide advises residents on how to obtain something. According to Song and Lee (2016), the government's usage of social media serves the following purposes: (1) to provide public information delivered by the government and (2) to give people access to all the information they want to know. (3) opportunities generate new engagement and relationships with relaxed authorities, quick potentially increasing responsiveness. (4) provide a forum for citizens to turn their ambitions and deliberative processes into legislation (5) save time, reduce costs, enhance service delivery, and automate procedures.

According to Allam et al. (2022), the majority of young people get their political information online, mainly through social media. Social media has a huge impact on individuals' political environment and the voting choices of young people (Allam et al., 2022). Although youth play a prominent role in representing and making significant contributions in some countries (Nawi et al., 2020), the accountability and reliability of online political information are important variables in shaping their political perceptions.

Social media pages influence source credibility and cognitive elaboration after exposure page. When social networking becomes popular, more information sources are used, and role gatekeepers are handed over to users (Westerman et al., 2014). Studies show that activity marketing politics on social media, direct and indirect, influence political participation through trust (Hamid et al., 2022). Social networks become a learning medium for politics; proven media credibility increases the knowledge of politics of online education students, then become stock participation in politics (Intyaswati et al., 2021a). This study aims to see the impact of different levels of access to political information from social media on online political involvement. The groups were divided into three (high, medium, and low) based on the average and standard deviation of media usage data. The categorization methodology utilizing mean and standard deviation is a fundamental statistic principle, with the division into three groups being extensively employed (Snedecor & Cochran, 1989; Walpole et al., 2016).

Based on previous literature and to answer the research objectives, the researcher determined the following research hypotheses;

H1: Social media use with different groups of use frequency significantly influences online political participation.

H2: There is a significant influence of political trust on online political participation

H3: There is a significant influence of social media credibility on online political participation

METHOD

The study, conducted in May 2023, used a survey method with a questionnaire distributed through social media networks. This study's population includes social

media users from diverse backgrounds. Purposive sampling established several criteria to find more particular social media users aligned with the research's objectives (Campbell et al., 2020). The sampling technique had criteria for respondents aged 17-64 and domiciled in Jakarta. The total sample is 500 respondents, consisting of 136 men and 364 women. The age of the respondents ranges from 17-55 years, with an average of 22.32 and a standard deviation of .216. Respondent's education includes high school (26%), diploma (7.8%),undergraduate (64.6%), magister (1.6%). The questionnaire uses a Likert scale with five-choice answers from 1 to 5, which met the validity and reliability criteria (Intyaswati, 2023). Data analysis used multiple regression analysis with the help of the SPSS 25 application.

There are four research variables: political participation as the dependent variable and three independent variables. Social media use, measuring the frequency of social media use of the respondents on various platforms. Media credibility measures respondents' perception of social media political content related to accuracy, truth, information depth, and reporting fairness. **Political** trust measures respondent's of perception performance of ministers and government. Meanwhile, online political participation measures the level of following and participating in political discussions and creating and sharing content.

The use of social media has a mean of 3.139 and a standard deviation of .735. Furthermore, for data analysis, the variable use of social media is divided into three groups in which the limit of low usage value is below the mean minus standard deviation (3.139 - .735 = 2.404 or less), while the limit of high usage is above the mean plus standard deviation (3.139 + .735 = 3.874 or more). The range for the medium group is between 2.404 and 3.874.

RESULT AND DISCUSSION

The respondents in this study are young people with an average age of 22.32 years old, and most have an undergraduate education. Young people are the primary social media users and have been the subject of many studies examining its

impact on political engagement. For the answer question study related to the existing impact of differences in social media usage, social media usage data was grouped into three groups, namely 1) Low group, 2) Medium group, and 3) High group. Table 1 describes each group.

Table 1: Descriptive Groups of Social Media Use

| | N | Mean | Std. Deviation | Std. Error | Minimum | Maximum |
|--------|-----|--------|----------------|------------|---------|---------|
| Low | 101 | 2.1129 | .29040 | .02890 | 1.00 | 2.40 |
| Medium | 319 | 3.1824 | .38026 | .02129 | 2.60 | 3.80 |
| High | 80 | 4.2625 | .30289 | .03386 | 4.00 | 5.00 |
| Total | 500 | 3.1392 | .73503 | .03287 | 1.00 | 5.00 |

Field Data. N=500

Furthermore, testing the average difference between the groups proved that each group has differences in the average use of social media. Table 2 shows the

results of the Post Hoc Test, which stated each group significantly differently, with sig < .05.

Table 2. Group Difference Test

| Category (I) | Category (J) | Mean Difference (I-J) | Std. Error | Sig. |
|--------------|--------------|-----------------------|---------------|------|
| Low | Medium | -1.06957* | .04022 | .000 |
| | <u>High</u> | <u>-2.14963*</u> | <u>.05272</u> | .000 |
| Medium | Low | 1.06957* | .04022 | .000 |
| | High | -1.08005* | .04404 | .000 |
| High | Low | 2.14963* | .05272 | .000 |
| | Medium | 1.08005^* | .04404 | .000 |

N = 500

Table 3, table 4, and table 5 respectively, describe the use of social media in groups low, medium, and high. Findings based on the average of the variables show that the more social media is used, the more the perception of social media credibility increases trust in politics.

The group with more social media use has a higher average age, though the medium and high groups have an average age of almost the same. The greater social media use indicates a higher level of online political participation.

Table 3. Characteristics of Low Group Variables

| | Minimum | Maximum | Mean | Std. Deviation |
|------------------|---------|---------|--------|----------------|
| Social_Media_Low | 1.00 | 2.40 | 2.1129 | .29040 |
| Credibility | 1.60 | 4.40 | 3.0178 | .60801 |
| Trust | 1.38 | 4.25 | 2.7992 | .54444 |
| Age | 17 | 55 | 21.59 | 5.432 |
| Participation | 1.00 | 4.50 | 1.5842 | .61469 |

N=101

Table 4. Characteristics of Medium Group Variables

| | Minimum | Maximum | Mean | Std. Deviation |
|------------------|---------|---------|--------|----------------|
| Social_Media_Med | 2.60 | 3.80 | 3.1824 | .38026 |
| Cred | 1.20 | 5.00 | 3.2050 | .67197 |
| Trust | 1.00 | 5.00 | 2.8579 | .67833 |
| Age | 17 | 52 | 22.46 | 5.002 |
| Participation | 1.00 | 5.00 | 2.2696 | .84338 |

N=319

Table 5. Characteristics of High Group Variables

| | Minimum | Maximum | Mean | Std. Deviation |
|-------------------|---------|---------|--------|----------------|
| Social_Media_High | 4.00 | 5.00 | 4.2625 | .30289 |
| Cred | 1.40 | 5.00 | 3.8825 | .81237 |
| Trust | 1.38 | 5.00 | 3.4236 | .95916 |
| Age | 16 | 30 | 22.65 | 3.011 |
| Participation | 1.00 | 5.00 | 3.4281 | .99857 |

N=80

Table 6 shows that in the Low group, besides the use of social media influential participation in online politics with a value of .432 (sig = .029), other variables are also influential, such as sex with a value of -.435 (sig = .001) and education with the value of

.212 (sig = .001). The minus value indicates that participation in politics online among males is lower than that of females; the contribution of social media use with sex and education to participation in online politics is 23%.

Table 6. Regression Model of Low Group

| | Unstandard | ized Coefficients | Standardized Coefficients | | |
|-------------|------------|-------------------|------------------------------|--------|------|
| Model | В | Std. Error | Beta | t | Sig. |
| (Constant) | 045 | .623 | | 072 | .942 |
| Sex | 435 | .130 | 315 | -3.347 | .001 |
| Edu | .212 | .060 | .333 | 3.536 | .001 |
| Age | .021 | .011 | .182 | 1.950 | .054 |
| Credibility | 042 | .102 | 041 | 411 | .682 |
| Trust | .165 | .114 | .146 | 1.440 | .153 |
| Socmed_Low | .432 | .195 | .204 | 2.220 | .029 |
| R Square | .230 | | | | |

Dependent Variable: Participation

Use of social media in medium groups influential to participation in online politics with a value of .508 (sig = .000) in Table 7; other influential variables to participation in politics are sex with grade -.283 (sig = .006), education with value .110 (sig = .024), age with value .020 (sig = .026), and political trust with value of .293

(sig = .000). Findings show with increasing social media use will foster political trust. Both education and age contribute the same to involvement in politics (.118). Social media use, age, sex, education, and political trust contribute to participation in online politics by 19.1%.

Table 7. Regression Model of Medium Group

| | | ndardized | Standardized | | |
|------------|------|------------|--------------|--------|------|
| | Coe | fficients | Coefficients | | |
| Model | В | Std. Error | Beta | t | Sig. |
| (Constant) | 847 | .531 | | -1.597 | .111 |
| Sex | 283 | .101 | 147 | -2.790 | .006 |
| Edu | .110 | .049 | .118 | 2.270 | .024 |
| Age | .020 | .009 | .118 | 2.242 | .026 |
| Cred | .104 | .071 | .083 | 1.456 | .146 |
| Trust | .293 | .071 | .236 | 4.152 | .000 |
| Socmed_Med | .508 | .115 | .229 | 4.416 | .000 |
| R Square | .191 | | | | |

Dependent Variable: Participation

Table 8 shows the social media use of high group effect on online political participation with a value of .690 (sig = .038); other influential variables to participation in politics are the political trust of .298 (sig = .006) and social media credibility of .344 (sig = .012). In high groups, personal characteristics such as sex, education, and age do not influence

participation in online politics. Results show that political trust (.287) delivers an enormous contribution to political involvement, followed by the perception of social media credibility (.280) and frequency of social media use (.209). The magnitude of the three variables (35.3%) of the high group has a significant role in the

increased online political participation of the group.

Table 8. Regression Model of High Group

| | • | , | 0 1 | | |
|----------------|-------------|------------------|------------------------------|--------|------|
| | Unstandardi | zed Coefficients | Standardized Coefficients | | |
| Model | В | Std. Error | Beta | t | Sig. |
| (Constant) | -2.761 | 1.635 | | -1.689 | .096 |
| Sex | 145 | .204 | 068 | 708 | .481 |
| Edu | .080 | .123 | .063 | .646 | .520 |
| Age | .037 | .033 | .113 | 1.131 | .262 |
| Cred | .344 | .133 | .280 | 2.583 | .012 |
| Trust | .298 | .106 | .287 | 2.826 | .006 |
| Socmed_High | .690 | .326 | .209 | 2.117 | .038 |
| R Square | .353 | | | | |
| | | | | | |

Dependent Variable: Participation

The results accept H1 that using social media with different usage frequency groups has a significant effect on online political participation. Acceptance of H2 applies only to medium and heavy users;

political trust influences online political participation. The effect of social media credibility on online participation is only for heavy users, so H₃ is accepted only for heavy users.

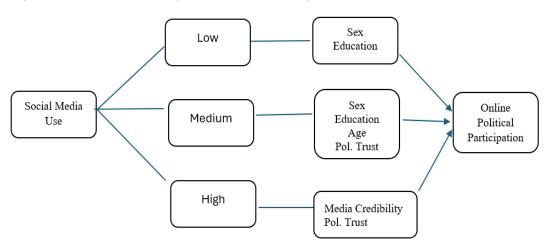


Figure 1. Study Analysis Result Model **Source**: (Researcher Data Analysis, 2024)

Figure 1 illustrates the analysis's results, with each social media usage group showing its variables of influence on online political participation. This model provides an overview that can facilitate understanding of the analysis's results.

Findings show that social media use related to information politics with different group access frequency impacts online political participation. Social

political effect online media's on engagement is consistent with earlier research (Intyaswati & Fairuzza, 2023; Gil de Zúñiga et al., 2014). The young bring up conversation politics and mobilize the through **Twitter** movement (Wahyuningroem et al., 2022). Messages on social media have proven to persuade users (Venus et al., 2023), stating that cognitive processes also influence the

process. Even social media content becomes a consideration in voting decisions (Intyaswati et al., 2021b). Social media users with high engagement have high social interaction and connections with other users, such as consistently sharing and creating material on their social media pages (Choi & Sung, 2018). The active users frequently interact with other users; more acknowledged and validated were accepted (Kim et al., 2011).

For users with little access to information about politics, the political messages accepted still impact political engagement with contributions from personal characteristics such as sex and education. Verduyn et al. (2015) found social media users with less browse content on social media platforms tend not to create or share content; they typically have low levels of self-disclosure and are unwilling to reveal their personal information or ideas. Geeng et al. (2020) discovered that social media users are more likely to read and share hilarious and abbreviated content. Thev unconcerned with the authenticity of information published on social media. Less conscientious people were less inclined to investigate the story's truth before sharing the data (Buchanan, 2020). When the frequency of access to information politics increases, trust plays a role in influential political engagement. The relationship of political trust with political involvement is stated by (Warren, 2018), who states that when the level of trust in institutional government is low, citizens will pull out of politics. According to Buchanan & Benson (2019), social media users are more likely to share, like, and promote a message delivered by someone they trust. Most significantly, the level of trust in the communication source is more likely to be significant. Citizen studies in the election area show that political trust increases political participation (Bakar et al., 2022). Social media has become a channel for those with low trust to follow, choose directly, and distribute political involvement online (Koivula et al., 2021).

The heavy social media users group showed that personal characteristics do not impact political engagement. Apart from access to information, social media politics, political trust, and social media credibility influence participation. The findings indicate that, for heavy users, media credibility is an essential factor because mav own comparison source information from various media channels. Heavy users pay more attention to the credibility of social media than light users because they are more experienced in filtering more information and resources to be trusted (Johnson & Kaye, 2014). Inline studies among young Selangor, Malaysia, show that perception of information credibility can influence their behavior based on how far they look at information credibility (Asri & Sualman, Rahmawati (2014) discovered that those who used social media more frequently for general reasons also used it more frequently for political purposes.

Kang (2010) emphasized the need for credibility in increasing public participation and ensuring effective communication on social media. Credible media has a higher chance of capturing readers' attention and earning their trust. Zulgarnain & Hassan (2016) discovered that social media credibility had a beneficial impact on the consumption of local and international political news. According to Johnson & Kaye (2014), because social media sites primarily serve their political interests, people view them as legitimate sources of political news. They have indicated that as more people use the site, they find it more credible. The increased use of social media will eventually induce users to see the content as credible (Asri & Sualman, 2019). When people's perceptions of media credibility are poor, the good information they acknowledge on social media may not be deemed fair, accurate, or believable; nonetheless, the effects of media usage on political trust may be modest or inconsequential (Gong et al., 2022). In other words, young adults are more likely to develop positive political sentiments about the government if they believe the political material they receive on social media is credible.

CONCLUSION

The study grouped the social media users of political information into three categories based on the frequency with which they access information on social media. In significant ways, these groups show the impact of social media usage on participation in online politics. In light users, gender and education contribute to users' political engagement; as social media use increases (medium users), age and political beliefs increase participation. Heavy users are social media users where personal characteristics (gender, education, age) do not play a role in determining political engagement; political trust and media credibility contribute to increasing participation in politics on social media. The role of heavy users in political online involvement contributes more than that of light users. Political trust, especially trust in the government, should be further enhanced, and how the government utilizes social media to promote its performance becomes the basis for consideration of online participation. The credibility of social media political content is also examined when users decide to engage in politics. Online participation then leads people to political activities in the community.

Further research by determining the topic of information and type of social media platform will produce more significant findings. Adding indicators of political trust with an assessment of other state institutions makes the measurement more comprehensive. The study results can be a consideration for content creators with political issues to provide content that meets the values of truth, accuracy, depth of content, and fair reporting. Credible political information will lead media users to engage in politics, at least online. Political participation of citizens, especially young people, is needed in democratic life.

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