

THE EFFECT OF SOCIAL MEDIA USAGE BY MILLENNIAL GENERATION ON POLITICAL PARTICIPATION THROUGH POLITICAL EFFICACY IN THE 2020 REGIONAL HEAD GENERAL ELECTION

Pengaruh Penggunaan Media Sosial oleh Generasi Milenial terhadap Partisipasi Politik melalui Efikasi Politik pada Pemilihan Umum Kepala Daerah Tahun 2020

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Abstract

Millennials in Indonesia possess significant potential in the political landscape due to their large numbers. Recognizing this potential, millennial participation in political activities can have a profound impact. Therefore, it is crucial to conduct research on millennials and politics. This study aims to analyze the influence of social media usage by millennials on their political participation, mediated by political efficacy, during the 2020 regional head elections. The research adopts a quantitative approach through survey methodology. The sample for this study was determined using non-probability sampling, with a sample size of 100 surveys. The results indicate a significant positive effect of social media usage on the variable of political efficacy. Additionally, political efficacy demonstrates a significant positive effect on the variable of political participation. Furthermore, social media usage exhibits a significant positive effect on political participation. The utilization of social media impacts political participation through the mediating variable of political efficacy.

INTRODUCTION

The advent of new technologies and media, including social media, has changed interpersonal interactions, communication patterns, and political and social discussions (Golan et al., 2019). Social media is an internet and mobile service that allows users to participate in the exchange of ideas, subscribe to user-generated content, and connect with various online communities. (Dewing, 2010). Sites like Facebook, LinkedIn, Twitter, Myspace, Instagram, Snapchat, YouTube, Blogs, etc. are some examples of interaction spaces for virtual communication. (Benkler, 2006). Social media is one of the main sources of information. In fact, social media can now be considered as one of the main channels for instilling ideology, including agenda setting and public opinion. (Wani & Alone, 2014). Related to politics, social media is considered to increase a person's exposure to political information and social mobilization when family or friends express their political views. (Keating & Melis, 2017).

The use of social media in the world continues to grow every day. In fact, 45% of the world's population (3.5 billion) actively use social media every day (Emarsys, 2019). Dividing these users by age, 90.4% of millennials use social media, 77.5% of generation X use social media and 48.2% of baby boomers use social media (Emarketer, 2019). Millennials are the generation of people born between 1981-1996 or commonly known as Gen Y (Dimock, 2019). Millennials are the most active group of internet and social media users. Politics-related online activities are useful for encouraging young people to participate in political activities (Quintelier & Vissers, 2008).

Indonesia is one of the countries with the most active social media users. In Asia, Indonesia ranks as the fourth most active internet user after China, India and Japan. Most of these internet users use the internet for social media (Nugroho & Syarif, 2012). According data by (KPPPA & BPS, 2018), between 2015 and 2017, there was an increase in the percentage of millennials in Indonesia who regularly access the internet. In 2015, the percentage of millennials who accessed the internet was recorded at 40.78 percent. In 2016 the percentage increased to 46.29 percent and in 2017 the percentage increased again to 56.42 percent. In Indonesia alone, judging from the behavior of the millennial generation in accessing the internet, 83.23 percent of millennials admit that the reason for accessing the internet is to access social media. Meanwhile, 68.01 percent use it to get information/news and 46.81 percent use it for entertainment.

The internet plays an important role in providing information to the public regarding political activities, engaging users, and encouraging them to participate in offline political activities. The internet has become important for political discussion and political participation. At first, the internet was only used as a one-way communication tool from political parties to provide information to the public through their websites. However, in its development, the internet is now used to communicate in two directions (Emruli & Baca, 2011). Social media has also been widely used by politicians and political parties for their political campaigns. Social media has also increased political participation among youth in Indonesia (Ediraras et al., 2013). The research by (Schulz, 2005) showed that the internet has increased users' interest in politics and increased the political efficacy of respondents, which in turn has increased offline and online political participation. New media has also increased the voting rate of users. New media developed approaches that helped voting and donation campaigns for politics (Larson & Watson, 2011). (Stieglitz et al., 2012) analyzed the use of social media for political communication and found a strong relationship between politicians and social media users. It was found that there was an increase in interaction between voters and politicians from the use of social media.

In the 2020 regional head elections (Pilkada) which will be held simultaneously in December 2020, the millennial generation is the main source of votes to win the general election. Quoted from the results of LIPI research in 2018, 40 percent of election votes are dominated by millennial votes. One of the efforts that are intensively made is to use social media as the main partform favored by millennials, to get their votes. According to Liputan6, 2018, the Indonesian Solidarity Party (PSI) is one of the political parties that most actively uses social media Twitter and Facebook to invite millennials to participate in political activities. However, PSI failed to meet the minimum votes to enter parliament. This phenomenon is interesting to know how the pattern and influence of the use of social media by millennials to communicate and interact directly with politicians or political parties, obtain political information that can increase political knowledge and further affect political efficacy and political participation.

LITERATURE REVIEW

The Use of Social Media in Political Activities by Millennials in Indonesia

The millennial generation is the generation of people born between 1981-1996 or also commonly known as Gen Y (Dimock, 2019). According to Susenas 2017 data, the proportion of millennials in Indonesia is greater than the proportion of previous generations such as generation X (25.74 percent) or baby boomers and veterans (11.27 percent), as well as the number of new generation Z reaching around 29.23 percent. The millennial generation amounts to around 88 million people or 33.75 percent of Indonesia's total population. (KPPPA & BPS, 2018)

Millennials are considered a generation that is more familiar with technology when compared to previous generations, such as generation X and baby boomers. According to research

(Pew Research Center, 2016), Millennials cannot be separated from communication and information technology, especially the internet. According to (Papp & Matulich, 2011), The utilization of technology by millennials is not the same as previous generations. Millennials use technology as part of their daily lives. Millennials use technology not only to connect with each other but also to learn.

(KPPPA & BPS, 2018) also noted an increase in the percentage of millennials who regularly access the internet from 2015 to 2017. In 2015, the percentage of millennials who accessed the internet was recorded at 40.78 percent. In 2016, the percentage increased to 46.29 percent and in 2017 the percentage increased again to 56.42 percent. In Indonesia itself, judging from the behavior of the millennial generation in accessing the internet, 83.23 percent of millennials admit that the reason for accessing the internet is to access social media. Meanwhile, 68.01 percent use it to get information/news and 46.81 percent use it for entertainment. Millennials are the most active group of internet and social media users. The majority of them are social media users and information literate. mentioned, as many as 81.7 percent of millennials use Facebook, 70.3 percent use Whatsapp, and 54.7 percent have Instagram.

(Pirie & Worcester, 1998) stated that millennials are not interested in political processes and issues. According to the data (EACEA, 2012), millennials have a lack of interest in joining political parties. They also have a tendency not to vote in elections. Millennials also have a low level of trust in politicians, political institutions and government. (Haste & Hogan, 2006). Data from KPPPA & BPS (2018) also shows that there is a tendency for millennial voters not to want to be involved in practical politics. Research conducted by Kompas Research and Development found that around 11.8 percent of millennials wanted to become party members, 86.3 percent were not willing, and the remaining 1.9 percent said they did not know. However, there are also studies that mention that online activities related to politics are useful for encouraging young people to participate in political activities (Quintelier & Vissers, 2008).

The advent of social media platforms has increased the access of people, including young people, to political information and provided space for them to carry out political activities through social media. (Vitak et al., 2011) stated that there are several political activities that can be done with features from Facebook, such as posting statuses about politics, posting political-related messages on friends' walls, commenting on friends' posts, joining political-themed groups, sharing political-related content, or becoming a fan of candidates. Another discovery from (Tumasjan et al., 2010) which said that there are several features of Twitter that allow users to discuss politics and join political debates with other users.

Millennials have great potential for politics due to their large numbers. The role of the millennial generation and social media as a means used directly will be able to influence the direction of government policy, influence government responses, and can even spur government performance, which in turn will have an impact on the political choices of the millennial generation (KPPPA & BPS, 2018).

Political Efficacy

Political efficacy is a person's belief that political and social change is possible and that each individual can play a role in creating this change. Political efficacy will encourage a person to become an active citizen (Schulz, 2005). Among the various factors that influence political behavior, political efficacy is considered as one of the shaping psychological factors that are closely related to political participation (Cohen et al., 2001).

According to (Gonzales et al., 2001) as quoted from (Tufail et al., 2015), political efficacy has two dimensions: internal and external. In internal factors, a person will believe that they have the ability to understand and actively participate in politics, and contribute to the political process. As for the external factor, a person believes that the government and political institutions will be willing to

respond to every action of citizens who participate in the political process, and believes that their political participation is effective.

(Abramson & Aldrich, 1982) stated that every citizen must first believe that they have the ability to create change, before they realize the value of actively participating for political change. (Putri & Frinaldi, 2022). Without the belief and trust that their actions matter, they will have little desire to participate in political activities. Furthermore (Levy & Akiva, 2019) stated that when a person has a high level of political efficacy, this person will have a higher tendency to vote, contact public authorities regarding public issues, involve themselves in political activism, use the media for information sources, and be actively involved in politics.

Various studies found that the use of social media for political activities has a positive effect on political efficacy (Gil de Zúñiga et al., 2009; Kim & Geidner, 2008; Valenzuela et al., 2009) because the various features of social media can be used for voting, getting information related to politics, such as following updates on political activities through microblog sites, or watching live broadcasts of political campaign events. Thus, the use of social media for political activities gives users the perception that they can engage and connect with candidates or parties they support. (Kushin & Yamamoto, 2010).

Further, research from Kaid, McKinney, and Tedesco (2007) cited by (Ton & Kim, 2016), shows that young voters who are exposed to political information on the internet have a tendency to seek additional information related to it, (Tolbert & McNeal, 2003) argue that the variety of information sources on the internet, coupled with the speed, flexibility, and ease of gaining access to political information online, is a major factor in the development of political information.

Political Participation

Cited by (Rahmawati, 2014), Kenski and Stroud define political participation as involvement in activities related to politics, such as making donations to campaigns or influencing others to vote. Meanwhile, Budiarjo (2009) defines political participation as the activities of individuals or groups to actively participate in political life by electing the President and directly or indirectly influencing public policy. Political participation can be seen in several political activities, including conducting political campaigns, seeking party funds, being part of political campaign teams, becoming members of political parties, political party volunteers, seeking candidate support, trying to persuade others. Furthermore, Woodward and Roper explain political participation as (1) voting at the polls; (2) supporting by becoming a member of them; (3) personally communicating directly with lawmakers; (4) participating in political activities and thus obtaining claims on legislators and (5) engaging in the dissemination of political opinion through face-to-face communication with other citizens.

Political participation is influenced by many factors. (Halder & Campbell-Phillips, 2020), describes political participation that can be influenced by several things, namely (1) the social environment which includes, residence, family, gender, age, education, occupation. Income, marriage, religion and mobility. (2) Political Variables which include the Political Party System, Political Campaigns, and Political Issues and Ideologies. Furthermore, according to (Ramlan, 1992) mentions two important variables that affect the high and low level of one's political participation. First, the aspect of political awareness is the awareness of the rights and obligations of citizens. For example, political rights, economic rights, legal protection rights, economic obligations, social obligations, etc. Second, it concerns how the assessment and appreciation of government policies and the implementation of the government. According to (Levy, 2013), when a person has a high level of political efficacy, he will have a high belief that he is able to make a valuable contribution to political issues, thus he will also have a high tendency to participate in political activities.

METODE

The research utilized a survey method with a quantitative approach. The sample for this study was determined through non-probability sampling, resulting in a sample size of 100 respondents. The survey targeted individuals who met specific criteria, including being social media users (Facebook, Instagram, Twitter, Whatsapp), belonging to the millennial generation (born between 1981 and 1997), and possessing political knowledge, particularly basic knowledge about the 2020 Pilkada (regional head elections).

Data collection employed an online questionnaire distributed through the Google Form application. The questionnaire was distributed to 100 office workers in DKI Jakarta. The distribution period spanned two weeks, starting from November 24, 2020, to December 6, 2020. The collected data from the questionnaires were entered into the SPSS system for processing and analysis. The research findings will be presented through graphs or tables and subsequently analyzed.

The research data comprises primary and secondary data, including:

1. Survey data regarding the impact of social media usage by the millennial generation on political activities.
2. Literature review on the patterns of social media usage by the millennial generation in relation to political activities.

The analysis method employed in this research is path analysis. Path analysis is utilized to examine the relative strength of direct and indirect relationships between variables through the path coefficient. It enables the decomposition of multiple factors influencing the outcomes into direct and indirect relationships. The researchers will analyze the established causal relationship between variables based on a model grounded in theoretical foundations. Specifically, they will investigate how the use of social media for political activities influences political efficacy, which in turn impacts political participation and subsequently voting behavior. The data collected for this study will be processed using the Statistical Package for the Social Sciences (SPSS) program.

Various studies related to the use of social media, political efficacy, and political participation have been conducted. For example, research from (Gil de Zúñiga et al., 2012; Kaid et al., 2007; Kenski & Stroud, 2006; Kushin & Yamamoto, 2010; Strandberg, 2013; Vitak et al., 2011). Some of them found that political efficacy has an influence on political participation (Jung, 2011; Kaid et al., 2007; Kenski & Stroud, 2006).

Moreover, these studies also tried to see the effect of using social media for political activities. The results show that social media use affects political efficacy and political participation. For example, there are many social media users who use social media to express political views, as well as interact with politicians or political parties.

Based on the findings from existing research, this study adapts the research findings from (Kaid et al., 2007; Kenski & Stroud, 2006; Kushin & Yamamoto, 2010; Strandberg, 2013; Vitak et al., 2011) to develop the analysis model as follows:

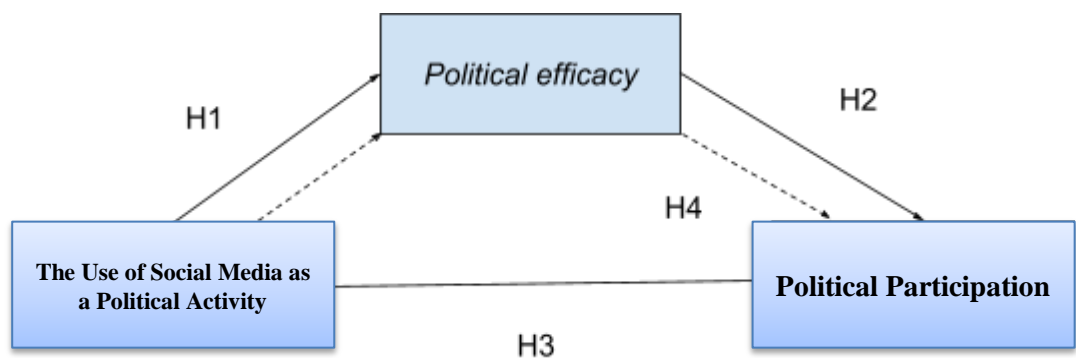


Figure 1 Framework of Thought

The research will begin by analyzing the direct effects of the variable "use of social media for political activities" on the variable "political efficacy," the direct effect of the "political efficacy" variable on the "political participation" variable, and the direct effect of the "use of social media for political activities" variable on the "political participation" variable. Subsequently, the researchers will examine the indirect effect of the "use of social media for political activities" variable on the "political participation" variable through the mediating variable of "political efficacy." Based on the aforementioned explanations, the hypotheses for this study are as follows:

1. The use of social media for political activities has an impact on the level of political efficacy.
2. The level of political efficacy influences the level of political participation.
3. The use of social media for political activities affects the level of political participation.
4. The use of social media for political activities affects the level of political participation through the mediating variable of political efficacy.

RESULT AND DISCUSSION

RESULT

Respondent Overview

The general overview of respondents in this study is seen from several factors, including gender, age, latest education, monthly income, occupation, and religion. In addition, it is also seen from the factor of time spent using Twitter, Instagram, Facebook, and Whatsapp per day.

Based on gender, out of a total of 106 respondents, there were more female respondents (75%) than male respondents (25%). Most respondents in this study were between 25-32 years old with a percentage of 51%. Most respondents in this study have a Bachelor's educational background with a percentage of 85% and the educational background with the lowest percentage is a high school graduate with a percentage of 7%.

Respondents with the most income per month of Rp 6,000,000-Rp 10,000,000 as much as 35%, followed by income above Rp 10,000,000 as much as 28%. Respondents with the most jobs are employees as much as 85%. Respondents with Muslim religion as much as 63%.

Most respondents in this study use Twitter for less than 30 minutes per day, as many as 58%, with time for 1-2 hours per day, as many as 36%. Respondents who use Facebook for less than 30 minutes per day, namely 85%, the most respondents use Whatsapp for 2-4 hours per day, namely 27%..

Validity Test

Based on the results of data processing in the table, the value of r count X.1 to X.25 has a value greater than r table 0.191, it can be concluded that all question items on the Social Media Use variable are declared valid.

While the value of r count Z.1 to Z.11 has a value greater than r table 0.191, it can be concluded that all question items on the Political efficacy variable are declared valid.

The calculated r value of Y.1 to Y.6 has a value greater than r table 0.191, it can be concluded that all question items on the Political Participation variable are declared valid..

Reliability Test

The reliability test in this study used the Cronbach's Alpha method, with the decision-making method using the 0.60 limit. If the Cronbach Alpha value > 0.700 , then it is reliable, otherwise if the Cronbach Alpha value < 0.700 , it is declared unreliable.

Based on the results of data processing, the Cronbach's Alpha value on the Social Media Usage variable is 0.935 with a total of 25 questions. The Cronbach's Alpha value is more than 0.700, it can be concluded that the questionnaire on the Social Media Use variable is declared reliable. The Cronbach's Alpha value on the Political efficacy variable is 0.85 with a total of 11 questions. The Cronbach's Alpha value is more than 0.700, it can be concluded that the questionnaire on the Political efficacy variable is declared reliable. The Cronbach's Alpha value on the Political Participation variable is 0.701 with a total of 6 questions. The Cronbach's Alpha value is more than 0.700, it can be concluded that the questionnaire on the Political Participation variable is declared reliable.

Normality Test

Normality test is used to determine whether the data is normally distributed or not, parametric analysis such as linear regression requires that the data must be normally distributed. The test used in this study uses the Kolmogorov-Smirnov Normality Test method.

The basis for decision making in the normality test is: if the significance value is greater than 0.05 then the data is normally distributed. Conversely, if the significance value is smaller than 0.05 then the data is not normally distributed.

Based on the output testing, it is known that the value of Asymp. Sig. (2-tailed) Unstandardized Residual of 0.200 is greater than 0.05, so it can be concluded that the regression data in this study is normally distributed.

Heteroscedasticity Test

Heteroscedasticity test is one part of the classical assumption test in the regression model. To detect the presence or absence of heteroscedasticity in this study, using how to look at the scatterplot graph on the SPSS output.

Based on the Scatterplot output, it can be seen that the points spread out and do not form a wave pattern, widening then narrowing. So, it can be concluded that the data in this study does not occur heteroscedasticity problems. To strengthen the data results, researchers used the Heteroscedasticity test with the Glacier method, which compares the Sig results of the independent variable regression to the Absolute value. Absolute value (ABS) is obtained from the Unstandardized regression results of the independent variable on the dependent variable.

Based on the output of the Glacier Heteroscedasticity Test, it is known that the significance value of the Social Media Use variable is 0.121 greater than 0.05, meaning that there is no heteroscedasticity in the Social Media Use variable and the significance value of the Political efficacy variable is 0.448 greater than 0.05, meaning that there is no heteroscedasticity in the Political efficacy variable.

Multicollinearity Test

Multicollinearity test is a test conducted to ascertain whether in a regression model there is intercorrelation or collinearity between independent variables.

Intercorrelation is a linear relationship or strong relationship between one independent variable or predictor variable and another predictor variable in a regression model. The intercorrelation can be seen by the correlation coefficient value of the VIF and Tolerance values.

Based on the results of the study, it shows that the variables of Social Media Use and Political efficacy, the tolerance value of 0.757 is greater than 0.10 and the VIF value of 1.321 is smaller than 10.00, so it can be concluded that all variables do not occur Multicollinearity.

Regression Analysis Test

Simple Linear Regression Analysis Model 1

Simple Linear Regression Analysis model 1 is a regression between the variables of Social Media Use on Political efficacy. The following are the results of multiple regression tests:

Tabel 1. Regresi Linier Sederhana X terhadap Z
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	27.203	1.835		14.828	.000
Social Media Usage	.194	.034	.493	5.778	.000

Dependent Variable: Political efficacy

The simple linear regression equation with one independent variable is as follows:

$$Z = a + bX$$

Z is the predicted dependent variable, a is the constant value, b is the regression coefficient, and X is the independent variable. From the results of data processing Simple Linear Regression Analysis above, it can be formulated:

$$M = 27.203 + 0.194 X$$

From the above formulation, it can be explained that the value of a or constant value of 27.203 means that if the value of the Social Media Usage variable is 0, the value of the Political efficacy variable has a value of 27.203 or the constant value of the Political efficacy variable before being influenced by the independent variable is 27.203. The coefficient value of X is 0.194, meaning that if the variable Use of Social Media increases by 1 (one) unit, the value of the Political efficacy variable increases by 0.194.

Regression Analysis Model 2

Variable Multiple Linear Regression Analysis model 2 is a regression between the variables of Social Media Use, internal communication Political efficacy and political participation. The following are the results of multiple regression tests:

Table 2 Multiple Linear Regression of X and Z on Y

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.852	.927		-1.999	.048
Penggunaan Media Sosial	.046	.011	.401	4.193	.000
Political efficacy	.061	.028	.208	2.172	.032

a. Dependent Variable: Political participation

The multiple linear regression equation using three independent variables is as follows:

$$Y = a + b_1X + b_2Z$$

Y is the predicted dependent variable, a is the constant value, b₁, and b₂ are regression coefficients, and X and Z are independent variables. From the results of data processing Multiple Linear Regression Analysis above, it can be formulated:

$$Y = -1.852 + 0.046 X + 0.061 Z$$

From the formulation above, it can be explained that the value of a or the constant value of -1.852 means that if the value of the variable Social Media Use and Political efficacy is 0, the value of the Political Participation variable has a value of -1.852. The constant value of the Political Participation variable before being affected by the value of the Social Media Usage and Political efficacy variables is -1.852.

The coefficient value of X is 0.046, meaning that if the Social Media Usage variable increases by 1 (one) unit, the value of the Political Participation variable increases by 0.046. The coefficient value of Z is 0.061, meaning that if the Political efficacy variable increases by 1 (one) unit, the value of the Political Participation variable increases by 0.061.

Determinant Test

Based on the results of the model 1 regression determinant test, the value (Adjusted R Square) is 0.236, so the contribution of the influence of the independent variable Social Media Use on the Political efficacy variable in simple linear regression model 1 is 23.6% while the remaining 76.4% is influenced by other factors not examined in this study.

The results of the model 2 regression determinant test show that the value (Adjusted R Square) is 0.272, so the contribution of the influence of the independent variables of Social Media Use and Political efficacy to the Political Participation variable in multiple linear regression model 2 is 27.2% while the remaining 73.8% is influenced by other factors not examined in this study.

F Test (Simultaneous)

The F test is used to test the effect of the independent variables together on the dependent variable. The following are the results of the F test:

Table 3 Test F
ANOVAa

Model	F	Sig.
1 Regression Residual	20,655	0,000b

Dependent Variable: Political Participation

Predictors: (Constant), Political Efficacy, Social Media Usage

Based on the table above, it is known that the calculated F value is 20.655, while the F table value can be calculated by looking at the F table distribution at N = 106, and K (Number of Independent Variables) = 2 and a significant value of 0.05. The results of these calculations show the F table value of 3.085.

Based on the above calculations, the F value of 20.655 > F table of 3.085 and a significance value of 0.000 is smaller than 0.05, it can be concluded that the use of social media and political efficacy together has a significant effect on political participation.

Hypothesis Test Using the t Test (Partial Test)

The t test is used to test the effect of the independent variable partially on the dependent variable.

Table 4 t test

Hypothesis	Regression	t Count	Sig	Description
1	Social Media Usage - Political efficacy	5,778	0,000	Significant Positive Influence
2	Political efficacy - Political Participation	4,193	0,000	Influential
3	Social Media Usage - Political Participation	2,172	0,032	Positively Significant

- H1: The Effect of Social Media Use on Political efficacy
 In the results above, the t value of the variable Social Media Use - Political efficacy of 5.778 is greater than 1.983 and the significant value of 0.000 is smaller than 0.05, so H1 is accepted. This means that the variable Use of Social Media has a significant positive effect on the Political efficacy variable.
- H2: The Effect of Political efficacy on Political Participation
 In the results above, the t value of the Political efficacy variable count on Political Participation is 4.193 greater than 1.983 and a significant value of 0.000 is smaller than 0.05, then H2 is accepted. This means that the Political efficacy variable has a significant positive effect on the Political Participation variable.
- H3: The Effect of Social Media Use on Political Participation
 In the results above, the t value of the variable Use of Social Media on Political Participation is 2.172 greater than 1.983 and a significant value of 0.032 is smaller than 0.05, then H3 is accepted. This means that the variable Use of Social Media has a significant positive effect on the Political Participation variable.

The hypothesis that tests indirect effects is as follows:

- H4 : The use of Social Media has a significant effect on the Political Participation variable through the intervening variable Political efficacy.

Table 5 Coefficients

Mode l	Regresi	Unstandardized Coefficients	
		B	Std. Error
1	Penggunaan Media Sosial (X) - Political efficacy (Z)	0,194	0,034
2	Political efficacy (Z) - Partisipasi Politik (Y)	0,061	0,028

The calculation of the Sobel Test Analysis above shows that the t value of 2.009 is greater than the t table of 1.983, so H4 is accepted and it is concluded that the variable Use of Social Media has a significant indirect effect on the Political Participation variable through the intervening variable Political efficacy..

Path Analysis

To test the effect of intervening variables, the path analysis method is used. Path analysis is an extension of multiple regression analysis, or path analysis is the use of regression analysis to estimate the relationship between variables. Both equation models using multiple regression analysis

are carried out to determine the strength of the relationship of the independent variable (independent) to the mediating variable (intervening) and also the strength of the relationship of the independent variable (independent) to the dependent variable (dependent). The results of this path analysis are based on the results of the second regression output to get the beta coefficient and find direct and indirect relationships. The following are the results of multiple linear regression spss output in models 1 and 2.

Based on the results of the path analysis table above on path H1 the value is 0.493, this value is the magnitude of the influence of the variable Use of Social Media on Political efficacy in this study. On the H2 path, the value is 0.208, this value is the magnitude of the influence of the Political efficacy variable on Political Participation in this study. On the H3 path, the value is 0.401, this value is the magnitude of the influence of the variable Use of Social Media on Political Participation in this study.

The value of 0.103 in H4 is obtained from the value of H1 multiplied by H2 ($0.493 \times 0.208 = 0.103$), so it can be concluded that the influence of the variable Use of Social Media on Political Participation through the intervening variable Political efficacy is 0.103..

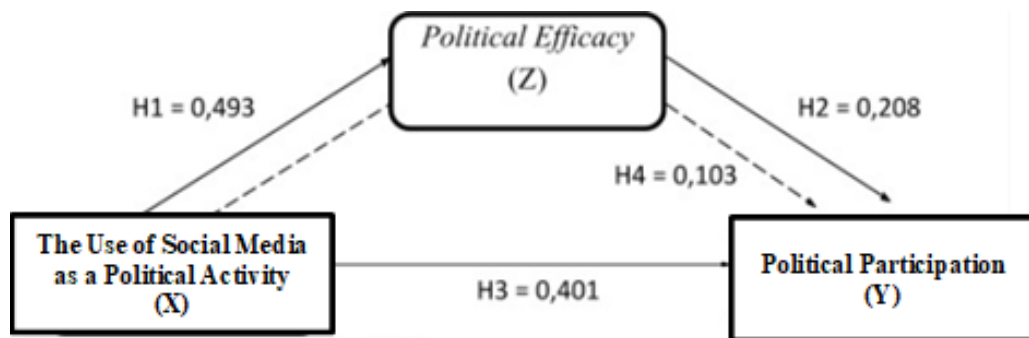


Figure 1 Results of Path Analysis Test

DISCUSSION

Based on the results of the data analysis in the table above, it can be concluded that H1 that the use of social media affects political efficacy can be accepted. With a note that the effect is not very significant. By looking at the large level of social media in millennials, we can see that the phenomenon of social media can be a forum for opinion on political issues, but not for opinion participation that can reflect millennials are always provoked to have an opinion on political issues, especially political efficacy.

Hypothesis 2 can be accepted with a note that the influence that occurs in the context of a small influence, so it can be concluded that political efficacy does not really affect political participation. Because political efficacy is not something that is influenced by a single factor. This means that political efficacy can be influenced by the idol figure of each individual, then admiration for the idol figure is not necessarily the sole factor for the individual to ensure that he participates in the political support scene for his idol figure.

Hypothesis 3 can be considered valid with a note that the existing influence is not very significant. The use of social media can indeed reflect the direction of political participation of individuals, but not to the conclusion that political participation is active political participation or not. Because under certain conditions, individuals may participate in campaigns or opinions on political issues. However, not many openly label themselves as sympathizers or participants of certain political parties.

Hypothesis 4 can be accepted with a note that the existing influence is very insignificant. Social media activeness may indeed increase the level of awareness of political issues and influence

public opinion towards certain political sides, but not all opinions on political issues reflect actual political efficacy. Some political opinions on social media can be based on spontaneous opinions, which do not reflect the actual political efficacy of individuals. Moreover, social media activities are considered as political participation of individuals, because the political efficacy reflected in social media activities can be biased. Therefore, the political participation reflected in social media activities can also be biased in the end.

COCONCLUSION

Based on the result found, this research can serve as an academic contribution and a point of reference for future studies aiming to explore the relationship between social media activities and the level of political participation. When interpreting the research data, the author focuses on analyzing the data relevant to the research questions. However, since the background of the research sources is not specifically segmented, linking data on age, occupation, and other aspects of the source profile may not significantly impact the primary interests of this research.

Furthermore, this research complements previous studies conducted in this area. Given the scale of the research, it may not be suitable as a reference for large-scale research involving the same variables. However, it can serve as a reference for smaller-scale research, provided it is adjusted to the conditions and substance of future studies.

When examining the data concerning social media activity and its association with political participation, it is important to note that relying solely on spontaneous posts made by sources may not suffice. Large-scale research with a similar contextual background would require a larger sample size and a more comprehensive approach. Exploring and analyzing several other variables that have not been addressed in this research product would also be beneficial.

Considering the limitations of this research, the authors recommend that future studies focus on a complex main theme and include additional variables in the questionnaire to obtain more reliable and valuable data for larger-scale research.

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