

THE INFLUENCE OF SOCIALIZATION, FACEBOOK AND INSTAGRAM ON VOTER PARTICIPATION IN THE MAHAKAM ULU DISTRICT ELECTION, EAST KALIMANTAN PROVINCE

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ABSTRACT

The motivation behind this study was to figure out 1) Socialization meaningfully affected massive impact on elector support in local head decisions in Mahakam Ulu Regime, 2) Facebook affected huge impact on citizen cooperation in territorial head races in Mahakam Ulu Regime, 3) Instagram affected tremendous impact on elector interest in provincial head races in Mahakam Ulu Regime, 4) Socialization, Facebook and Instagram together have an impact and are critical on elector investment in provincial head decisions in Kab. Mahakam Ulu. This examination strategy utilizes irregular inspection technique with a sum of 100 respondents, the exploration investigation technique utilized is Numerous Direct Relapse Investigation. The consequences of the review expressed that socialization significantly affected citizen support, Facebook significantly affected elector investment, Instagram unimportantly affected elector cooperation, while at the same time the socialization factors, Facebook and Instagram significantly affected citizen interest.

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INTRODUCTION

Voter participation is one measure of the success of an election which has never been achieved in elections conducted by the KPU. The pre-study assumption states that socialization is less than optimal. Socialization in 2020 uses social media, and in previous years it still used flyers, posters and billboards, and the operational costs were expensive. The use of Facebook media in 2020 to achieve this goal failed to materialize. Facebook is used as a campaign tool which includes debates and live broadcasts. Apart from Facebook, Instagram social media is also used for campaigns, disseminating information on social media accounts, and only two accounts, Facebook and Instagram, can provide the information the public needs.

Social media has now become a pattern for controlling the internet, which is a necessity for champions of planned politics. To dominate the world of online entertainment, each accomplice pays a netter or what is usually called a ringer. The Signals is a successful collection of up-and-coming matches, but not a major one. They want to respond to negative news from competitors. Buzzers are also tasked with observing issues on social media networks, including monitoring news reports. Buzzer will also immediately "broadcast" issues on social media that are considered viral. This buzzer will react to every "hit" in the comments column. A buzzer can have five anonymous or disguised accounts that comment on news, which then spreads and tries to promote their candidate pair (Nugroho, 2016).

The role of Facebook and Instagram will also play an important role when the regional head elections (Pilkada) in Mahulu Regency in 2020 will be held, because through social media regional head candidates can socialize their respective superior projects as a campaign event to attract voters' sympathy and attention. Voters use Facebook and Instagram as tools for social interaction. Instagram is credited with facilitating communication between voters and friends, acquaintances, and relatives in the area. In addition, new voters use Facebook and Instagram to strengthen their social interactions to inform district candidate pairs in the 2020 Mahakam Ulu district election.

The 2020 Regional Head Election (Pilkada) in Mahakamulu Regency was considered a success in Mahakamulu Regency 2020. This is because the number of voters in the youngest district in East Kalimantan (Kaltim) almost met the national target set by the Indonesian KPU of 77.5 % . This shows an improvement compared to the 2015 Mahulu Pilkada, 2018 East Kalimantan Pilkada and the 2019 Simultaneous Pilkada. This is the result of hard and smart work by voters, outreach and education to various communities. Socialization at various stages is very important, such as the voting process and implementing health protocols at T to prevent the spread of coronavirus disease 2019 (Covid-19) which is implemented at TPS. Likewise educating voters about the importance of using their voting rights for the continued development of Mahuru Regency and improving people's welfare. It can be seen that, apart from a high level of participation in terms of quantity, voters also use their voting rights rationally in terms of quality.

An overview of the level of election and electoral participation in Mahakam Ulu Regency is presented in the image below:



Source; Regency KPU Mahakam Ulu, 2023

Figure 1 Election and Election Participation Levels (2014 – 2020)

KPU Kabu did various approach . Mahakam Ulu is currently socializing the stages of the 2020 Pilkada, it has been proven with number of followers on media accounts Mahakam Ulu KPU social have enough followers many , like Facebook ones Already reaching 16,000 followers, and Instagram which has 1,203 followers, so socialization The 2020 Pilkada stages are getting easier . From a total of 28,271 voters in 85 Places Collection Vote (TPS) . spread in 50 villages , as many as 20,870 voters came to the polling stations and use the right to vote, as depicted on results election Regent And Representative Regent 2020 as conveyed by the KPU as in below : _



Image: 2 Results of the 2020 Election for Regent and Deputy Regent of Mahakam Ulu Regency

The results of the votes, namely candidate pair number 1 received 6,897 votes, and candidate pair number 2 received 13,740 votes. There were also 23 invalid votes. In general, the implementation of the Pilkada in Mahulu, which was held for the second time, went smoothly, safely and conductively. This is the result of good synergy from the organizers who succeeded in carrying out all stages with the principle of free and fair election, the Mahulu Regency Government, as well as the National Police and TNI .

RESEARCH METHODS

Research Approach

The type of research used is quantitative research. Quantitative research is research that requires a lot of data. It could be tens, hundreds, or even thousands. This is because quantitative research has a very wide range of respondents. This research aims to determine the impact of socialization, Facebook and Instagram on voter participation in regional head elections in Mahakam Ulu Regency.

Time and Place of Research

The study was conducted between March 23 2023 and April 24 2023 regarding Socialization, Facebook and Instagram Participation of Mahakan Ulu Regency Voters in the Regional Elections. The reason the author conducted this research was the political outreach of voter participation in the gubernatorial election in this road district, which was carried out by several related agencies to determine voter participation in the district.

Sampling Method

Sampling used the Slovin formula as follows (Djarwanto and Subagyo, 2006). The population in this research is the people of Mahakam Ulu Regency who are included in the voter list with a total of 28,271 people. The sampling technique used in this research is non-probability sampling where not all members of the population have the same opportunity to be studied using a purposive sampling approach. Judgment sampling/purposive sampling according to Sugiyono (2018) is a technique for determining samples based on intention by researchers with the help of informants. The total object of this research is the people of Mahakam Ulu Regency who are included in the voter list with a total of 28,271 people.

Data analysis technique

Hypothesis testing is carried out using multiple regression testing. In regression analysis, a regression equation is created which is a formula for finding the value of the dependent variable from the known value of the independent variable. Regression analysis is used for forecasting purposes where both dependent and independent variables are present in the model. Multiple regression is used when there is one dependent variable and two or more independent variables.

RESULTS AND DISCUSSION

1. Validity test

Table 1. Validity Test Results

Variable	Indicator	r count	r table	Information
Socialization	X1.1	0.964	0.1966	Valid
	X1.2	0.961		Valid
	X1.3	0.969		Valid
	X1.4	0.903		Valid
	X1.5	0.964		Valid
	X1.6	0.961		Valid
	X1.7	0.964		Valid
Facebook	X2.1	0.907	0.1966	Valid
	X2.2	0.475		Valid
	X2.3	0.875		Valid
	X2.4	0.852		Valid
	X2.5	0.493		Valid
	X2.6	0.866		Valid
Instagram	X3.1	0.641	0.1966	Valid
	X3.2	0.576		Valid
	X3.4	0.581		Valid
	X3.4	0.507		Valid
	X3.5	0.634		Valid
	X3.6	0.570		Valid
	X3.7	0.590		Valid
Voter	Y.1	0.643	0.1966	Valid

Participation	Y.2	0.84	66	Valid
	Y.3	0.79		Valid
	Y.4	0.52		Valid
	Y.5	0.81		Valid
	Y.6	0.81		Valid
			8	

Based on the results from table 5.10, it can be seen that all question items in the research variable questionnaire are declared valid

2. Reliability Test

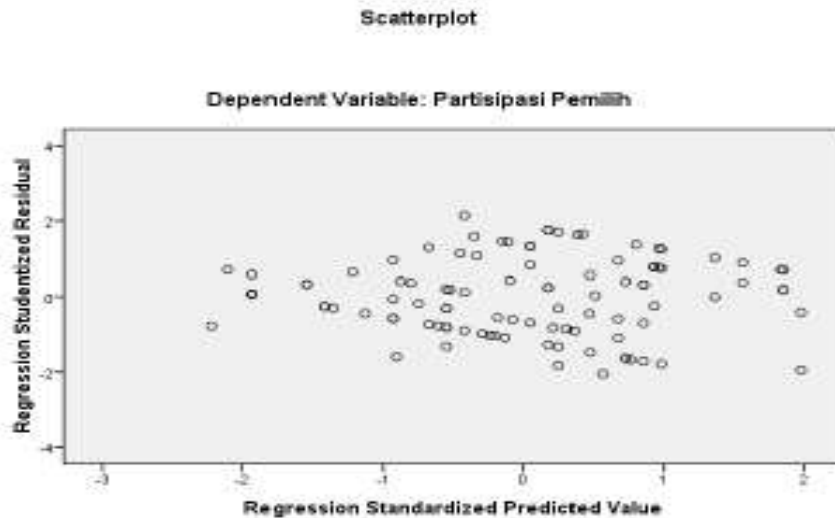
Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Information
Socialization	0.984	Reliable
Facebook	0.845	Reliable
Instagram	0.737	Reliable
Voter Participation	0.831	Reliable

Based on results test reliability, all variable own reliability which is good because r count is greater than rtable, like can be seen in Table 5.11, so that each statement in the questionnaire can be analyzed more continue.

3. Heteroscedasticity Test

Test heteroscedasticity happen Because change circumstances Which No explained in the regression model specification. In this test using diagram radiate residuals.



Picture. Uji Heteroscedasticity with Scatterplots

Based on the picture above, it can be concluded that data spread And not forming something pattern Which can understandable.

4. Multicollinearity Test

Multiple linearity test is used for test whether there is correlation between variable free model regression . Model regression Which Good should No own correlation between variable independent , too No shows multicollinearity. From VIF (variance inflation factor) perspective , standard multicollinearity testing is 1:

- a. If VIF value is less out of 10 , this shows that No multicollinearity occurs in data that is measured.
- b. If more VIF value big of 10, it can be explained that multicollinearity occurs in measurement data

Table 3. Results Test Multicollinearity

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta	Beta			Zero-order	Partial	Part	Tolerance	VIF
1. (Constant)	2.174	4.388			.499	.621					
Sosialisasi	.181	.060	.270	.3019	.003	.118	.294	.260	.921	1.084	
Facebook	.505	.088	.574	.5754	.000	.452	.506	.485	.925	1.083	
Instagram	.161	.090	.155	1.794	.076	.165	.180	.154	.991	1.009	

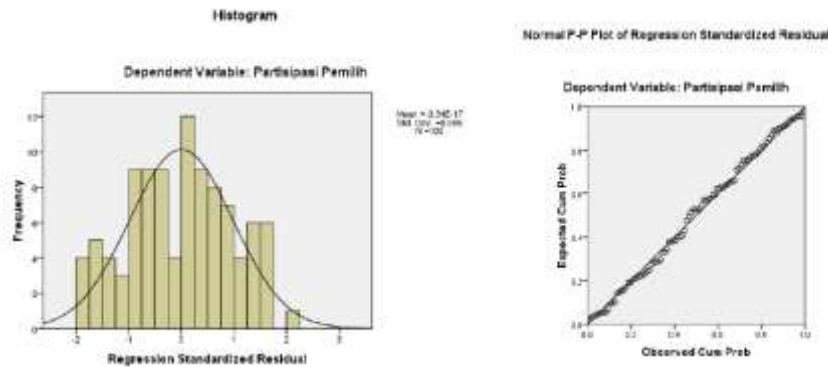
a. Dependent Variable: Partisipasi Pemilih

Sumber: Data diolah, 2023

Based on results data on table in on seen that all tolerance values variable < 10, so it can be concluded that the VIF value is less of 10, so no multicollinearity occurs .

5. Normality test

In this research test normality is used for judge whether the model regression the abnormal or normal , the variables X1, X2, X3 and Y are normally distributed , so the test is used normality . Test normality which is used in This research is a histogram and P-plot looking at the P-Plot of the standard residuals regression



. Test Image Normality with Histograms and p-plots

All normally distributed variables because the histogram curve forms pattern shaped bell or like a parabola shown in _ picture in above . Furthermore it can be seen that data which is distributed around the diagonal and data which is distributed along the diagonal or histogram shows pattern distribution normal Which show that model regression fulfil assumption normality .

6. Simultaneous Significance Test (F Statistical Test)

Table 4. F Test Results

		ANOVA ^b				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	157,956	3	52,652	13,059	,000 ^a
	Residual	387,044	96	4,032		
	Total	545,000	99			
a. Predictors: (Constant), Instagram, Facebook, Socialization						
b. Dependent Variable: Voter Participation						

Seen from table in on calculated F value of 13,059, and F table 2.70, so the calculated F value more big from F table , that is means significant , and hypothesis accepted . This shows _ that socialization , Facebook and Instagram combined for influence Voter participation in Mahakam Ulu Regency .

7. Partial Test (t Test)

The t-test is designed for know extent of each variable independent influence variable dependent . If $t_{count} < t_{table}$, reject H_a and accept H_0 , or variable free No influential significant to variable bound . If $t_{count} > t_{table}$ then H_a and H_0 are rejected, or variable free influential significant to variable bound . It is known that $df = 100 - 4 = 96$, then the t-table at 5% significance is 1.66088, and the t-table is calculated as following :

Table 5. t test results

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2,174	4,388		,495	,621
	Socialization	,181	,060	,270	3,019	,003
	Facebook	,505	,088	,514	5,754	,000
	Instagram	,161	,090	,155	1,794	,076
a. Dependent Variable: Voter Participation						

In the data presentation in the table above, it can be seen that the three independent variables have different significant influences, two variables, namely socialization and Facebook, are significant with a real level of 0.05. This can be seen from the significance table, while the Instagram variable has no significant influence on voter participation.

Based on the data in the table above, it can be seen that the three independent variables have different significant influences, two variables, namely socialization and Facebook, are significant with a real level of 0.05. This can be seen from the significance table, while the Instagram variable has no significant influence on voter participation.

- Based on the table above, the coefficient value is positive, indicating that there is a positive influence on the relationship between the socialization variable and voter participation. Apart from that, there is a significant influence between the socialization variable and the voter participation variable which is shown in the significance value of 0.003 or less than 0.05 and t count $3.019 > 1.660$.
- Based on the table above, the coefficient value has a positive sign, which indicates that there is a positive influence on the relationship between the Facebook variable and voter participation. Apart from that, there is a significant influence between the Facebook variable on the voter participation variable which is shown in a significance value of 0.000 or less than 0.05 and a t count of $5.754 > 1.660$.
- Based on the table above, the coefficient value has a positive sign, which indicates that there is a positive influence on the relationship between the Facebook variable and voter participation. However, there is an insignificant influence between the Instagram variable on the voter participation variable which is shown in the significance value of 0.076 or more than 0.05 and t count $1.794 > 1.660$.

Discussion

General elections are held to facilitate public participation in democracy in Indonesia. Elections are held to elect someone to occupy a certain political position (Aprilia et al., 2021). Elections are carried out by the community choosing certain candidates such as heads of state (president) or regional heads. People who meet the requirements are required to be involved or participate in the election. The community has an important role in the implementation of general elections so that the implementation of elections cannot be separated from the community itself (Sahbana, 2017).

Based on this, efforts to increase community participation to be involved in general elections can be carried out. One of the activities that can be carried out for this is socialization. The results of research carried out in Mahakam Ulu produced data that there was a positive influence on the relationship between socialization variables and voter participation. This shows that voter participation in the regional elections in Mahakam Ulu was influenced by socialization. One of the efforts to encourage people to be involved in the program is through outreach (Lestari et al., 2022). Socialization is also carried out to provide an understanding of something to the community (Wahyuni, 2019). Apart from that, socialization is carried out as an effort to communicate things that the public does not yet understand (Triwinarti, 2020). Socialization will increase awareness of the community so that people have the initiative to get involved in the program that will be implemented (Astuti et al., 2022; Yuliarti, 2019; Zulkarnain, 2016). Socialization is carried out to provide awareness to the public so that the general election process can run well in Mahakam Ulu.

The process of implementing socialization is carried out directly, meaning through a face-to-face process, but as development progresses, the socialization process can be carried out using social media. Online social media has a positive effect on increasing political participation (Nurcholis & Putra, 2020). Furthermore, social media is used as a political communication strategy (Ratnamulyani & Suhui, 2018). One type of social media used by people is social media such as Facebook, Instagram and so on. The results of the research carried out show that there is a positive influence on the relationship between Facebook variables and voter participation. Efforts to promote something can be carried out using Facebook media (Fatimatuzzahra et al., 2022). Voters use Facebook to search for information because it makes it easier to access information, has a wide network and faster communication (Alfani, 2018). In connection with the research carried out, there are research results which state that owners who access information related to elections on Facebook are mostly active in the implementation of the election (Suni, 2021). The use of Facebook is considered more effective for socialization which is used to increase public participation in the implementation of general elections.

CLOSING

Based on results study And influence analysis socialization, Facebook and Instagram towards voter participation in Mahakam Ulu Regency, conclusions can be drawn namely socialization influential positive significant to Voter participation Results study show that it gets deeper socialization so Voter participation is increasing. Facebook Impact Significant To Voter Participation The findings of this research show that use media social Facebook in Mahakam Ulu Regency on election head area give that response Good to level voter participation. Instagram influences citizen cooperation, the consequences of this research show that the use of web-based entertainment Instagram in the Mahakam Ulu Region is not comprehensive and reasonable for all age groups, so it does not definitely influence the increase in voter turnout.

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