

The Use of Instagram on Political Participation of Communication Students in Universitas Negeri Jakarta

Aisya¹, Ayu Priana², Salsabila Ardinigrum³, Dini Safitri^{4*}

^{1,2,3,4} Department of Communication, Faculty of Social Science - Universitas Negeri Jakarta
Jl. Rawamangun Muka, Jakarta Timur 13220 - Indonesia

Corresponding author: dinisafitri@unj.ac.id

Abstract - Social media is now an important part of human life, not spared in the lives of teenagers. One of the social media that is now widely used by teenagers is Instagram. Along with the progress of various features provided, Instagram is now often used as a political campaign media. This study aims to determine the effect of using Instagram on political participation in adolescents, especially students of the Communication Studies Program at the State University of Jakarta. This research uses the Uses and Gratification theory about media use and satisfaction. The benefit of cold research achieved in this study is to find out how to use Instagram to attract teenagers in political participation. In addition there are benefits to be achieved namely that the results of this study can be used for further similar studies. This study uses a quantitative approach. The unit of analysis of this research is the interest of adolescents in political participation. Data processing in this study uses simple linear regression analysis techniques. Based on the test results, the constant value and regression of the use of Instagram variables of 0.278. Then the regression coefficient value of the political participation variable is 0.776. While the value of t arithmetic is 9,912 greater than the value of t table, which is 1.987. Based on this value, it is known that H₀ is rejected and H_a is accepted. This means that there is an influence of the use of Instagram (X) on political participation (Y) of Communication Science students at Jakarta State University.

Keywords: Instagram; Political Participation; Beginner Voters

Abstrak - Media sosial kini merupakan bagian penting dalam kehidupan manusia, dan tidak luput dalam kehidupan remaja. Salah satu media sosial yang kini banyak digunakan oleh remaja adalah Instagram. Seiring dengan kemajuan berbagai fitur, Instagram sering digunakan sebagai media kampanye politik. Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan Instagram terhadap partisipasi politik pada remaja, khususnya mahasiswa Program Studi Ilmu Komunikasi Universitas Negeri Jakarta. Penelitian ini menggunakan teori *Uses and Gratification* tentang penggunaan dan kepuasan media. Manfaat penelitian yang ingin dicapai adalah untuk mengetahui bagaimana penggunaan Instagram terhadap ketertarikan remaja dalam partisipasi politik. Selain itu terdapat manfaat yang ingin dicapai yakni agar hasil penelitian ini dapat digunakan untuk penelitian selanjutnya yang sejenis. Penelitian ini menggunakan pendekatan kuantitatif. Unit analisis penelitian adalah ketertarikan remaja dalam partisipasi politik. Pengolahan data menggunakan teknik analisis regresi linear sederhana. Berdasarkan hasil uji, nilai konstan dan regresi variabel, penggunaan Instagram sebesar 0,278. Kemudian nilai koefisien regresi variabel partisipasi politik sebesar 0,776. Sedangkan nilai t hitung 9,912 lebih besar dari nilai t tabel, yakni 1,987. Berdasarkan nilai tersebut, diketahui bahwa H₀ ditolak dan H_a diterima, berarti terdapat pengaruh Penggunaan Instagram (X) Terhadap Partisipasi Politik (Y) Mahasiswa Ilmu Komunikasi Universitas Negeri Jakarta

Kata Kunci: Instagram; Partisipasi Politik; Pemilih Pemula

Introduction

Social media is now an important part of teenagers' lives. A lot of information can be obtained through social media. Exchange of all types of information can be done through social

media. Information from social media covers various fields, such as entertainment, news, sports, politics, and so on. So, it's natural that many teenagers spend a lot of their time surfing on social media instead of using other

conventional mass media such as TV and radio. Because information obtained from social media is more up to date and more accessible.

One social media application that is widely used now is Instagram. Instagram provides various features that make it easy for users to exchange various types of information. Starting from exchanging messages, photos, to video. Along with the progress of various features provided, Instagram is now often used as a media campaign, including campaigns carried out by political parties and politicians.

Why did the campaign take place online on social media, for example Instagram? Because posts on social media are easier to spread and cover a wider community than offline campaigns. In addition, campaigns on social media are also easier to do and can save time and money. So the campaign through social media is one of the alternatives chosen by politicians.

Political campaigns through social media can also influence the interests and interests of young people in politics. This might happen because social media is inherent in teenagers' lives. Information obtained from social media can also influence adolescent behavior. As stated in previous studies, the variable of the use of social media has a role in political participation through the variable of trust as a mediator variable. While the trust variable has a direct role in political participation (Kuncoro, 2018).

Previous research that became our next reference is the research conducted by Wiguna. The campaign carried out on social media, citizens not only as recipients, but also sources and intermediaries; political organizations can be intermediaries or recipients; and political organizations and citizens can communicate directly through social media (Wiguna, 2017).

One of the previous studies explained about the advantages of social media in terms of speed of conveying messages to a wider and faster audience, beating mainstream media which requires a long process and verification of the balance of information from trusted message sources. In terms of breadth of outreach, social media should be used to build political communication networks (Susanto, 2017).

Social media is also currently a source of political news and information for novice voters. After reading news sharing from social media, only a few participants claimed to have

tried to find an official or original source of the news and information online. For conventional media, only a small number of participants claimed to still get information from television. Other electronic media such as radio or print media are no longer a source of news (Warin-Wind & Zainal, 2018).

Theory of Uses and Gratification focuses attention on the audience as consumers of mass media, and not on the message delivered. This theory considers that the audience in using media is goal oriented, is both active and discriminatory. Audiences are considered to know their needs and know and are responsible for the choice of media that can meet their needs (Morissan, 2014).

Then a study entitled *Partisipasi Politik Pemilih Pemula Melalui Media Sosial pada Pemilihan Bupati dan Wakil Bupati Kabupaten Kepulauan Sangihe Tahun 2017* states that social media has become a friend as well as a necessity for young people in the current era is no exception to the novice voters in the Tabukan Selatan sub-district. They get the latest information that they are looking for about candidate pairs or about post-conflict local elections and can see politics the way they like it so that they follow social media groups from paslon (Mangune et al., 2018).

Based on the above studies, we as researchers are interested in conducting research on the influence of Instagram on teenage interest in politics. The purpose of this study is to find out how Instagram is used for political participation in adolescents. Especially their participation as novice voters who still lay in understanding the world of politics.

The benefits to be achieved by researchers in this study is to find out how to use Instagram to the interest of adolescents in political participation. Besides the benefits to be achieved is that the results of this study can be used for further similar studies.

Theoretical Framework

West and Turner in Juditha and Darmawan (2019) state that there are five basic assumptions of use and gratification, namely: (1) Active audiences and use of media are goal-oriented; (2) Initiatives in linking satisfaction with certain media choices with members of the public; (3) Media compete with other sources to meet needs; (4) People who have enough

awareness will use their media, interests, and motives so that researchers can provide an accurate picture of these uses. (5) An assessment of the value of media content can only be discussed by the public (Juditha & Darmawan, 2019).

1. Instagram

Instagram is a photo sharing application that can be seen by followers of the photo uploader and can share comments on posts between users. The name Instagram comes from *insta* and *gram*, "*insta*" is derived from the word instant and "*gram*" comes from telegram, in short instagram can be interpreted as informing or sharing photos with others quickly (Kertamukti, 2015). In addition to sharing photos and commenting on other users posts, users can also instagram, like other users posts, add friends, create stories, share text or video call messages and many others.

Indonesia itself can be said as one of the countries with the largest number of Instagram users in the world. Reporting from *m.bisnis.com*, there is data from NapoleonCat which states that in the period January to April 2019 said that, there are four countries with the largest number of intagram users in the world and one of them is Indonesia. The countries in the sequence are the United States, Brazil, India, and the fourth is Indonesia. Instagram users in Indonesia alone reached 56 million people or equal to 20.97% of the total population of Indonesia. Other data states that from the number of isntagram users in Indonesia, most come from the age range of 18 to 24 years. This makes Instagram as one of the social media inherent in Indonesian society (Mudassir, 2019).

Beside of the entertainment function, from Instagram, a lot of information also we can take from Instagram, many influencers or news portals that share information on Instagram too. Many tips such as study tips, beauty, sports, and even politics can be taken from Instagram.

That's why instagram is one of the media that used by political actor to do their purpose.

2. Political Participation

Political participation is an activity of citizens acting as individuals, which is intended to influence government decision making. Participation can be individual or collective,

organized or spontaneous, steady or sporadic, peaceful or violent, legal or illegal, effective or ineffective (Mangune et al., 2018).

Political participation can be carried out by citizens in order to change or influence decisions made by the government. Citizens can engage in political participation both individually and in groups. Political participation can be done directly, for example through demonstration activities, open discussions, and can also be done through elections or the election of other leaders both regionally and nationally.

According to Milbrath and Goel (Mangune et al., 2018), differentiating political participation into several types, namely: (a). Apathetic political participation, people who do not participate and withdraw from the political process. Spector's political participation, people who at least never vote in elections, (b). Political participation of gladiators, those who are actively involved in the political process, namely communicators, specialists holding face-to-face contact, party activists and campaign workers and community activists, (c). Political participation of critics, people who participate in unconventional forms.

Bucy, D'angelo & Newhagen found that the use of media, including the Internet, encourages political participation rather than political alienation. Social media also increases flexibility in discussing politics and public issues through "anywhere, anytime" connections (Perangin-angin & Zainal, 2018).

Social networking media can also be a trigger for social change movements in society, as demonstrated in Tunisia in 2011. The great potential of this social networking media can increase the political participation of young people identified as part of an anti-political society. Coupled with flexible and entertaining social networking media packages can improve the political life of young people. In addition, social networking media is also very efficient to be a means of political education for the community (Atmodjo, 2014).

Material and Methodology

This study uses a quantitative approach. Quantitative research is research that uses data analysis in the form of numeric/numbers. The research objective is to develop and use mathematical models, theories and/or hypotheses related to the phenomena

investigated by researchers (Suryani & Hendryadi, 2016).

In this study, the unit of analysis is the interest of adolescents in political participation. And the sub units of this research are all students of communication studies at Jakarta State University. The reason we use Communication Studies program students at Jakarta State University is because students are teenagers who will be voters or novice participants in the world of politics, so it's good as students not apathetic about the political world. Through this sub-unit, it will be analyzed how Instagram can influence youth's interest in political participation, through several dimensions.

Those dimensions are: (1) Active audiences and use of the media are goal oriented; (2) Initiatives in connecting the satisfaction of needs to specific media choices are found in the audience members; (3) Media compete with other sources for satisfaction of needs; (4) People have enough self-awareness about the use of their media, interests, and motives so that researchers can provide an accurate picture of these uses. (5) Assessment of the value of media content can only be assessed by the public.

Then, the dimensions of the political participation variable include: (1) Electoral Participation is the participation of citizens by

$$n = \frac{N}{N (df)^2 + 1}$$

Information:

n = Sample size

N = Population size

df = 95% precision value or sig. = 0.05

$$n = \frac{120}{120 (0,05)^2 + 1}$$

Based on the results of calculations with the Slovin formula above, the respondent sample obtained from a population of 121 were 92 students of Communication Studies, Jakarta State University. After getting the results of the

Result and Discussion

1. Validity Test

Validity test is a test conducted to find out how careful a test is in performing its size function. An instrument can be declared valid if the instrument is able to measure what researchers want to express. A validity value

voting including voting during general elections; (2) Consumer participation which includes donating to charity, boycotting or signing petitions and political consumption, or in other words consumer participation is an act of citizens as critical political consumers; (3) Party activity, which is the act of being a member or active supporter of political parties, doing voluntary work or donating money to political parties; (4) Protest activity, which includes actions such as participating in demonstration, strike and other demonstration activities; (5) Contact activity, namely the act of contacting government organizations, politicians or government officials (Juditha & Darmawan, 2019).

Data collection in this study was carried out by distributing questionnaires to all samples that had been determined by students of communication studies at Jakarta State University.

The sampling technique used in this study is by simple random sampling, which is a method of selecting a number of population elements to become sample members so that each element has the same opportunity to be selected as a sample member. According to Umar in Muh. Akil Rahman, the sample selection was carried out using the Slovin formula (Rahman, 2016).

$$n = \frac{120}{120 (0,0025) + 1}$$

$$n = \frac{120}{0,3 + 1}$$

$$n = \frac{120}{1,3} = 92,30 \text{ rounded to}$$

92

questionnaire from the respondent, the data is inputted and carried out the extraction of each respondent's answer in the questionnaire. Data management is carried out using Microsoft Excel 2010.

can be found using the Kaiser-Mayer-Olkin Correlation. At this stage, researchers conducted a trial of the same instrument as the sample of this study, namely Communication Studies Students of the State University of Jakarta in 2018 and 2019, amounting to 92 people. The item of a statement can be said to

be valid if the coefficient value is greater than 0.3 (Malhotra, 2010).

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Sampling Adequacy.	Measure of	.879
Bartlett's Test of Sphericity	Approx. Chi-Square	836.782
	df	55
	Sig.	.000

Table 1. Kaiser correlation table of variable The use of Instagram

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Sampling Adequacy.	Measure of	.891
Bartlett's Test of Sphericity	Approx. Chi-Square	924.968
	df	55
	Sig.	.000

Table 2. Kaiser correlation table variable Political Participation

2. Realibility Test

The next step is do the reliability test. The reliability test is carried out to show the measurement of whether the results obtained can be relatively the same if the measurements are taken again with the same subject. A measuring instrument is said to be reliable if it is able to provide measurements consistently over time in accordance with what has been measured. Instrument reliability is needed to

get data according to measurement objectives. Reliability measurement in this study using the Cronbach alpha formula, with the help of a computer program SPSS 16.0 for windows to obtain easily and speed up calculations. Reliability tests using the Cronbach alpha method were measured based on the Cronbach alpha scale 0 to 1.

Reliability Statistics

Cronbach's Alpha	N of Items
.930	11

Table 3. Reliability table of variable The use of Instagram

Reliability Statistics

Cronbach's Alpha	N of Items
.951	11

Table 4. Reliability table of variable Political Participation

In the two tables above, according to the reliability test, the data is declared reliable if the

Cronbach's Alpha coefficient is greater than the critical value of 0.6.

The X variable or the Instagram usage variable has a Cronbach's Alpha value of 0.930, where the value is greater than the critical value of 0.6 so that the Instagram usage variable data is declared reliable.

The variable Y or political participation variable has a Cronbach's Alpha value of 0.951 where the value is greater than the critical value of 0.6. So that the variable data on political participation is declared reliable.

3. Simple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.278	.196		1.419	.159
	Penggunaan_Instagram	.776	.078	.722	9.912	.000

a. Dependent Variable: Partisipasi_Politik

Table 5. Coefficients Table

In table 5, the results of the calculation of simple linear regression analysis can be obtained coefficient values in this study of $Y = 0.278 + 0.776 X$. The constant number (a) is 0.278. This number is a constant number which means that if there is no use of Instagram (X) then the consistent value of Political Participation (Y) is equal 0.278. The regression coefficient number (b) is the Instagram Usage variable of 0.776.

Then to get the value of t table calculated using the following formula.

$$\text{Value } \frac{\alpha}{2} = \frac{0,05}{2} = 0,025$$

Degree of Freedom (df) = $n - 2 = 92 - 2 = 90$
 The Value of df 0,025 (2,5%) 90 in t table is 1,987.

Based on the calculated of t value above, it can be seen the calculated t value of 9,912 is greater than the t table value of 1,987 ($9,912 > 1,987$). With a significance value of 0,000 smaller than $\alpha = 0.05$. If the significance value is less than $\alpha = 0.05$, then H_0 is rejected and H_a is accepted. It shows that there is an influence of variable X on variable Y, namely the Use of Instagram (X) Against Political Participation (Y) of Communication Science Students at Universitas Negeri Jakarta.

Based on the coefficient table it can be seen that there is an influence between the use of Instagram on the level of political participation of novice voters. With the coefficient level sig. 000 Then it can be concluded that there is an influence in the use of Instagram on the level of political participation of Communication Studies Students at Jakarta State University.

Based on the results of the analysis of the data known that regarding the use of Instagram, it can be noted that the average respondent chooses an answer agrees regarding the use of Instagram that the respondent used to obtain political information.

Out of the first dimension, it is found on average of 2.5 which means that the average respondent agrees that they are an active audience and the media use is goal-oriented to obtain political information in order to fulfill their objectives.

From the second dimension, it was found an average of 2.9 stating that the average respondent agreed that their initiative in linking the satisfaction of the needs of certain media choices was on members of the audience

From the third dimension, it was found on average of 2.3 stating that the average respondent did not agree on their use of other media than Instagram to satisfy their need for Political Information

From the fourth dimension, an average of 2.6 is found stating that the average respondent has enough self-awareness of their media usage, interests, and motive for Instagram use to meet the needs of political information. From the fifth dimension, it was found on average of 2.4 which means that the average respondent did not feel satisfied about the political information they could get from Instagram.

From the sixth dimension, the average earned is 2.4 where the respondent means not participating on politics in electoral way.

From the seventh dimension, the average earned is 2.4 where the average respondent did not participate critically in the political world. From the eighth dimension, the average earned

is 2.2 which means that the average respondent did not become a supporter of a political party or do volunteer work in the political world.

From the ninth dimension, the average earned is 2.4 which means that the average respondent did not participate in the protest act as participating in a demonstration or other demonstration activity.

Then, from the average of last dimension gained amounted to 2.0 which means that the average respondent did not contact the government organization and contacted the politicians.

Based on the results of data analysis above, the average respondent is an active user of Instagram. They use Instagram for the entertainment function and on a small scale use it to find out about politics. but not all of them use Instagram for their own purposes or fulfill their political goals.

On average, respondents did not become active political participants like join demonstrators, volunteered for a political party, or even contact some politicians. They are still participants who only take part in casting their votes in the election.

Conclusion

Instagram as a social media that has various functions and advantages is used by political actors to carry out their tasks and achieve their goals, such as campaigns primarily to attract the attention of novice voters.

Beginner voters are among the people whose age has just reached the standard for voting rights. So usually, they still lay about matters that smelled of politics. With the various features found on Instagram that support the process, besides being used by political actors, Instagram is also used by political participants themselves, especially participants or novice voters.

Beginner voters use Instagram to find information about politics, complain their arguments through social networks, and even help them to determine the politicians they will vote in the elections they will participate in.

Based on the results and discussion of this study, it can be concluded that the use of Instagram influences political participation among Communication Studies Students of Jakarta State University, who are beginner voters.

According to them, Instagram helps them become more critical voters in making choices, also helps them to dig up information about the politicians they are interested in.

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