

THE EFFECT OF FACEBOOK AND TWITTER SOCIAL MEDIA ON POLITICAL PARTICIPATION OF THE MILLENNIAL MOSLEM GENERATION

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ABSTRACT

This study aims to determine the effect of social media Facebook and Twitter on the political participation of the millennial Muslim generation. The population used in this study were students of the adab and humanities faculty of UIN Raden Fatah Palembang. The sampling technique used is purposive sampling, which is taking samples with certain considerations with a total sample of 81 respondents. The type of data used is primary data and the data analysis techniques used in this research are classical assumption test, multiple linear regression analysis, and hypothesis testing. The results of this study indicate that the influence of social media on political participation does not have a positive and significant effect on the political participation of the millennial Muslim generation. And partially Twitter influences the political participation of the millennial Muslim generation. The value of the coefficient of determination R Square shows a value of 0.233 or 23.3% . This value shows the influence of social media on Facebook and Twitter can be explained by the variables social media, Facebook, and Twitter by 23.3% . While the remaining 76.6% is influenced by other variables that are not explained in this study. If the value of R square has a value > 0.4 to 1, then it means that it has a strong influence. 6% is influenced by other variables that are not explained in this study. If the value of R square has a value > 0.4 to 1, then it means that it has a strong influence. 6% is influenced by other variables that are not explained in this study. If the value of R square has a value > 0.4 to 1, then it means that it has a strong influence..

Keywords: Social Media, Politics, Millennial, UIN Raden Fatah

INTRODUCTION

The rapid flow of globalization and technology makes Indonesia have to adapt to internet technology. Since the beginning of its existence,

the internet has never been separated from the attention of any class of society, from the bottom to the top. The internet has always succeeded in attracting the attention of its users. The internet always brings new things that make users able to use the internet for a long time. One of the fruits of the internet that has a very big influence in today's world society is social media. Social media has succeeded in becoming an important tool in politics, either as a guardian of the status quo for the rulers or as a means of crushing the opposition. Social media is a double-edged sword depending on how and who uses it.

The number of social media users has increased from year to year. based on the We Are Social report, the number of active social media users in Indonesia is 191 million people in 2022. That number has increased by 12.35% compared to the previous year which was only at 170 million people. (<https://dataindonesia.id/digital/detail/user-media-social-di-indonesia-reach-191-juta-pada-2022>).

Millennials are not apathetic to politics. Having a sense of responsibility as a good citizen is the basis for the millennial generation to participate in politics. Based on data from the general election commission (KPU), the number of millennial voters has reached 70 million-80 million people from 193 million voters, which means that 35-40% of millennial voters already have power and have a big influence on election results which will affect the progress of the nation (Zulkarnaen, et al, 2020).

This research was conducted at UIN Raden Fatah, Faculty of Adab and Humanities. On the grounds that one's religiosity factor can be a driving force for political participation. And students of the Faculty of Adab and Humanities class 2017-2018 have participated in the election of the President and Vice President in 2019. The formulation of the problem in this study is: Do Facebook and Twitter Social Media affect the political participation of millennials in the Adab and Humanities Faculty? And how is the political participation of the students of the Faculty of Adab and Humanities in the 2019 Cawapres Presidential election?

In connection with the above research on the influence of social media Facebook and Twitter on the political participation of the millennial Muslim generation, there are several literature studies that the author uses as a reference in the research above, including:

"The Effect of Facebook Usage on the 2019 Presidential Election Results" conducted by Delco Adia Putra, this study examines Facebook social media as a political communication space in the 2019 presidential election. This study seeks to answer the form of social media use in the 2019 presidential election and the effectiveness of political communication in social media facebook in political constellation. The research method used in this study is a qualitative method, the method of collecting data is through interviews, observations and through literature review. The results of the study show that social media such as Facebook is very influential on political communication and the use of social media plays a major role in the 2019 presidential election (Delco, et al, 2001).

Furthermore, the research conducted by Misliyah, a student of Syarif Hidayatullah State Islamic University Jakarta, entitled "Political Communication through the Mass Media of the Mokhtar Mohammad-Rahmat Efendi Pair in the Bekasi mayoral election for the period 2008-2013" regarding how the political socialization and political communication of the Mokhtar-Rahmat couple Efendi (Delco, et al, 2001).

Then the research of James R Situmorang, Parahyangan Catholic University Student, entitled "Utilization of the internet as a media in the fields of politics, business, education and socio-culture." This study discusses how to use the internet in the fields of politics, business, education and socio-culture (Delco, et al, 2001).

And the results of research on Robert Maysandi's 2017 Thesis entitled "Political Communication of Elected Legislative Candidates from the National Awakening Party for the Electoral District of Ogan Komering Ilir." implement will play a role in the results of the vote. The form of a political communication strategy Winning the legislative elections in the 2014 election, proving candidates and political parties by introducing regular meetings to be held by PKB and NU (Maysandi, 2017).

RESEARCH METHODS

Researchers use quantitative methods, in which the data is the result of statistical processing. This research was conducted at the Faculty of adab and humanities, UIN Raden Fatah, Palembang. The place was chosen by the researcher because all the students in it were Muslim.

RESULTS AND DISCUSSION

This study aims to see how the influence of social media Facebook and Twitter on the political participation of the millennial Muslim generation, students of the adab and humanities faculty of UIN Raden Fatah Palembang in 2017-2018. In addition, relevant theories are needed to be studied, while this research uses political branding theory and political marketing theory. Political brand is an association that crosses the minds of individuals related to political products, whether political parties, political organizations, or politicians who become candidates in general elections. Branding is better known as the stages of a company's communication strategy. However, the concept of branding can also be used for individual political interests or for certain political parties. If seen, Every profit-oriented company definitely needs branding in its implementation. Likewise with politicians who are oriented to improving their image in the eyes of the public. The branding runs and is applied as the main individual marker, so it is referred to as personal branding.

Political marketing is fundamentally very different from marketing in business ventures. Marketing science departs from competition conditions and is widely used to explain and describe how a business can win competition in the market, while political science is a science that aims to create social order through systematization of power struggles. The purpose of marketing is so that the product can be superior and competitive compared to other products. The existence of competition makes the political world more transparent and open in winning votes or public support to choose political parties or political candidates. Technological advances have also made institutions take new approaches to prospective voters.

After doing research in the field by distributing questionnaires or questionnaires conducted by researchers or by reading out questionnaires to respondents, then some data about the respondents have been obtained as well as the answers to some of the questions posed in the questionnaire or questionnaire. The sample taken by the researcher was 81 respondents. Where the researcher in determining the respondents by using purposive sampling means taking samples with certain considerations. The

considerations for determining the sample in this study were students of the adab and humanities faculty of UIN raden fatah palembang and the adab and humanities faculty of UIN raden fatah palembang who used social media facebook and twitter.

From the results of the existing research, there were 81 respondents and from several questions the researcher answered 100% of all respondents from the adab and humanities faculty of UIN Raden Fatah Palembang.

1. The Influence of Social Media on Political Participation of the Millennial Muslim Generation.

The results of the partial test show that the value of $t_{count} 0.039$ which means $t_{count} < t_{table} = (0.039 < 1.99125)$ with a significance of $0.969 > 0.05$ so it can be concluded that partially social media variables (X1) have no effect on political participation of the millennial Muslim generation (Y). This shows that when the influence of social media in political participation increases or decreases, it will not affect the political participation of the millennial Muslim generation.

The rejection of the hypothesis is because nowadays internet access is very easy to get anytime and anywhere so that social media used by Adab and Humanities faculty students in political participation is considered normal so that it does not affect students from the Adab and Humanities Faculty to participate in politics, especially in the election of candidates for President and Vice President. In 2019, besides that, social media is only used for certain political activities such as introducing candidate profiles because not all political activities can be done through social media, thus making the students of the Faculty of Adab and Humanities still have to go to the polling place (TPS.) to directly cast voting rights.

The majority of respondents who participated in the 2019 presidential and vice presidential elections were women. Likewise, the year of the majority student force is 2018 showing that the 2018 batch of students are more enthusiastic about participating in the presidential and vice presidential elections.

2. The Influence of Facebook on Political Participation of the Millennial Muslim Generation

In the Facebook variable (X2), partial test results are obtained that $t_{count} -0.680$ which means $t_{count} < t_{table} = (-0.680 < 1.99125)$ with a significance value of $0.499 > 0.05$ then H2 is rejected and H0 is accepted. This means that partially there is no positive influence between social media and political participation.

The rejection of the hypothesis is because the respondents currently only access Facebook at certain times. This can be proven that there are only 21% of respondents who strongly agree with the statement "I access facebook every day". As for those who received information about the presidential and vice-presidential elections in 2019, only 16% strongly agreed. And there were 29.6% of respondents who stated that they did not agree that they received information on the Presidential Election through Facebook.

The majority of respondents who use Facebook are women, this shows that Facebook has not been able to influence the majority of respondents in terms of politics. There are 51.9% of respondents who agree that Facebook is only used as a political communication tool, not to seek information, especially information about the Presidential Election.

3. The Influence of Twitter on the Political Participation of the Millennial Muslim Generation.

In the twitter variable (X3) the partial test results show that the value of $t_{count} > t_{table}$ which means $t_{count} > t_{table} = (4.526 > 1.99125)$ with a significance value of $0.000 < 0.05$ so it can be concluded that partially the influence of Twitter variable (X3) has a positive and there are decisions that affect the political participation of the millennial Muslim generation (Y).

The results of this study are in accordance with the research of Afindiary Novalinda Viani which states that there is an influence of microblogging Twitter media on the level of youth political participation in the Faculty of Communication and Informatics, Muhammadiyah University, Surakarta. Because based on the coefficient of determination test carried out, it was found that the correlation coefficient (R) had a value of 0.483 and the value of the coefficient of determination (R²) obtained was 0.233. This

shows that the use of twitter is not the only factor influencing the political participation of the millennial Muslim generation in the Faculty of Adab and Humanities. Because based on the coefficient of determination test carried out, it was found that R square has a value of 23.3%.

CONCLUSION

Based on the results of research on the influence of social media, facebook, and twitter on the political participation of the millennial Muslim generation (a case study of the students of the Faculty of Adab and Humanities, UIN Raden Fatah Palembang), it can be concluded that the influence of social media and Facebook variables on the political participation of the millennial Muslim generation (Case Study) Students of the Faculty of Adab and Humanities UIN Raden Fatah Palembang) showed that there was no partially significant positive effect.

Meanwhile, the influence of the twitter variable on the political participation of the millennial Muslim generation (a case study of the students of the Faculty of Adab and Humanities, UIN Raden Fatah Palembang), shows that there is a positive and partially significant influence.

And the influence of social media, facebook, twitter on the political participation of the millennial Muslim generation (a case study of the students of the Faculty of Adab and Humanities, UIN Raden Fatah Palembang), showed that there was a significant positive influence simultaneously, but twitter was partially dominant.

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