



Digital Political Dynamics: The Influence of Social Media on Election Participation, in the 2024 Election

Astrid Sulistya A^{1*}, Nestia Lianingsih²

¹*Research Collaboration Community, Bandung, Indonesia*

²*Communication in Research and Publications, Bandung, Indonesia*

**Corresponding author email: astrid.sulistya16@gmail.com*

Abstract

The 2024 election in Indonesia is an important moment that shows the significant role of social media in increasing voter participation, especially among the younger generation. This study uses a mixed methods approach to analyze the influence of social media on political participation. The results of a survey of 1,000 respondents showed that 85% actively use social media, and 75% feel more involved in the election process after being exposed to digital campaigns. Platforms such as Facebook, Instagram, Twitter, and TikTok are the main channels for disseminating political information. Content analysis shows that socio-economic issues, pluralism, and the environment are the dominant themes that attract the attention of young voters. This study highlights the importance of strict regulations to prevent the spread of false information and ensure the quality of democracy through social media.

Keywords: 2024 Election, voter participation, social media, digital campaign, young generation.

1. Introduction

Elections are an important moment in a democratic country, which is the main channel for people to choose leaders and representatives who will represent them at the legislative and executive levels. Along with the development of the era, the election process has also undergone a transformation, not only in terms of procedural aspects, but also in terms of political communication and voter mobilization (Negretto, 2020). In today's digital era, social media has become the main platform used by many parties to convey political messages, rally support, and influence public opinion. The 2024 election in Indonesia is expected to be a turning point that shows the significant influence of social media on voter participation (Mitchelstein et al., 2023; Khairi, 2020).

Social media, which was initially only used for personal or social purposes, has now transformed into a very powerful tool in the political realm. Platforms such as Facebook, Instagram, Twitter, and TikTok not only function as a space to share personal content, but also become important channels for political communication (Staab & Thiel, 2022). Legislative and executive candidates, political parties, and interest groups use social media to spread political messages, conduct campaigns, and even approach young voters who are increasingly connected to the digital world (Vaccari and Valeriani, 2021).

The influence of social media in politics has been increasingly felt in recent years, with the formation of what is known as a digital campaign. This campaign does not only rely on traditional mass media such as television and radio, but also on messages spread through social media that can reach a wider and more specific audience (Zhuravskaya et al., 2020). This allows candidates and parties to target voters based on their demographic data, interests, and online behavior. The 2024 election will be a major experiment in utilizing technology to increase voter turnout, especially in increasing the political participation of the younger generation who are known to be active users of social media (López-López et al., 2020).

In addition, social media allows direct interaction between prospective leaders and voters. This creates a two-way dialogue that was previously difficult in more traditional political communication systems. Voters not only receive one-way information, but can also provide responses, criticism, and even support directly. This interaction gives voters a greater sense of involvement and power, which can increase their level of participation in the electoral process (Guess et al., 2023; Adjei et al., 2020).

However, although social media can strengthen democracy by increasing voter turnout, there are also a number of challenges that must be faced. The spread of inaccurate information, fake news, and polarization that often occurs on social media can negatively influence voter decisions. Opinion manipulation through algorithms and political advertising that is tailored to individual preferences is also an increasingly important issue. In this context, the question arises whether social media can actually improve the quality of democracy or actually worsen the existing political polarization (Lee & Xenos, 2022; Tariq et al., 2022).

In the context of the 2024 Election in Indonesia, the role of social media cannot be underestimated. With the number of internet users continuing to increase, especially among young voters, social media has great potential to influence election results (Hoffmann & Lutz, 2021). The younger generation who are accustomed to instant and visual information presented through social media platforms are more easily involved in the political process directly. Therefore, a deep understanding of the role of social media in increasing political participation is essential for designing an effective campaign strategy (Anggraheni et al., 2021).

Along with the rapid development of technology, social media platforms such as Instagram, TikTok, and YouTube also offer more interesting and interactive content formats. Short videos, live streaming, and story features provide new opportunities for prospective leaders and political parties to communicate with voters in a more personal and interesting way (Saud et al., 2020). In addition, the influence of influencers and public figures in spreading political messages is also an aspect that cannot be ignored in digital political campaigns.

However, although social media offers a lot of potential, there are significant challenges that must be faced by the government and related parties in regulating and supervising the use of social media in elections. Cases of spreading false information, hate speech, and manipulation of platforms used for political interests are major issues that require special attention (Suherlan, 2023). Therefore, the need for clear regulations regarding political campaigns on social media is an issue that must be seriously discussed ahead of the 2024 Election.

It is important to further examine the extent to which social media influences voter participation in the 2024 Election. This study will focus on how social media plays a role in increasing voter participation, especially among young voters who are more active in the digital world. In addition, this study will also discuss various factors that can influence the effectiveness of social media in mobilizing voters, as well as the challenges faced in digital campaigns.

As a conclusion from this introduction, the 2024 Election is a major challenge as well as an opportunity to see how social media can be an effective tool in strengthening democracy and political participation. However, to achieve its maximum potential, clear regulations and a deeper understanding of how social media influences voter behavior are needed. This study aims to provide insight into the dynamics of digital politics that will shape the 2024 Election and the future of Indonesian politics as a whole.

2. Methods

This study aims to analyze the influence of social media on voter participation in the 2024 General Election in Indonesia. To achieve this goal, this study uses a mixed methods approach, which combines quantitative and qualitative methods (Dawadi et al., 2021). This approach was chosen because it can provide a more comprehensive understanding of the phenomena that occur, both in terms of numerical measurements and in-depth insights into voter attitudes and behavior. The following is a detailed explanation of the methodology used in this study.

2.1. Quantitative Approach

A quantitative method is used to measure the influence of social media on voter participation with a numerical data-based approach. One of the main instruments used in this study is a survey that aims to collect information on the intensity of social media use among voters, the types of platforms most often used, and how social media influences their political behavior. This survey will allow researchers to obtain statistically calculable data on the relationship between social media consumption and voter participation levels in the 2024 General Election.

2.1.1. Survey design

The survey design will focus on collecting data on voter engagement with social media in a political context. The questionnaire used will include questions related to the frequency of social media use, the most frequently accessed platforms (Facebook, Instagram, Twitter, TikTok), the types of political content consumed, and how interactions with such content affect political views and voter behavior. In addition, this survey will assess whether voters feel involved in political campaigns through social media and whether they feel more motivated to participate in the election as a result of the campaign.

2.1.2. Population and sample

The population in this study are eligible voters in the 2024 Election in Indonesia. The main focus is on young voters, who tend to be more active in using social media and are more open to digital forms of campaigning. Young voters are considered a group that is highly influenced by messages spread through digital platforms. Samples will be taken randomly from various regions in Indonesia, taking into account the diversity of age, gender, and geographic location to ensure a broad and accurate representation of the voter population throughout Indonesia.

2.1.3. Data collection techniques

The data collection technique in this study will use an online survey. This survey will be distributed through various digital platforms that are most widely used by voters, such as WhatsApp, Instagram, and Facebook. The use of online surveys is expected to reach a wider audience, especially young voters who tend to access social media more often via mobile devices. In addition, the questionnaire will be designed to be easily and quickly accessed, with a variety of closed questions that facilitate statistical analysis. The data collection period will take place over several weeks leading up to the 2024 Election, to capture voter behavior trends that are most relevant to the political campaign moment.

2.2. Qualitative Approach

Qualitative methods are used to provide a deeper understanding of the impact of social media on voters' political behavior. This approach will involve in-depth interviews with a number of voters who actively use social media, as well as content analysis disseminated by political candidates and political parties on social media platforms. Through interviews, researchers can dig deeper into how voters respond to digital campaigns, how political messages influence their decisions, and the extent to which social media creates more personal political engagement.

2.2.1. In-depth interviews

In-depth interviews will be conducted with voters who are active on social media, with the aim of understanding how they interact with political campaigns they encounter on digital platforms. These interviews will include questions about their experiences with campaign content, whether in the form of paid advertisements, posts by candidates, or messages disseminated by their followers. Voters will also be asked to describe their feelings about engaging in politics through social media and how they assess the information they receive. These interviews will be conducted both online and in-person, depending on the respondents' preferences, to ensure comfort and openness in talking about this sensitive topic.

2.2.2. Content analysis

In addition to interviews, this study will also conduct a content analysis of posts published by candidates and political parties on social media platforms. This content analysis aims to identify the main themes used in digital campaigns, as well as how these communication strategies are received by the audience. Researchers will examine the types of messages delivered, whether in the form of videos, infographics, or text, and the extent to which these messages are able to attract attention and motivate voters to participate in the election. This analysis will also include factors such as the tone of the message (positive or negative), the use of social issues, and how the message is tailored to the characteristics of different audiences.

2.3. Data analysis techniques

After the data is collected, the analysis techniques used will consist of statistical analysis for quantitative data and thematic analysis for qualitative data. For quantitative data, regression analysis will be used to test the relationship between the intensity of social media use and voter turnout. The chi-square test will also be used to test whether there is a significant relationship between demographic factors (age, gender, and location) and voter behavior on social media. Meanwhile, qualitative data from interviews and content analysis will be analyzed using a thematic analysis approach, which allows researchers to identify key patterns or themes that emerge related to the influence of social media on voter attitudes and behavior.

2.4. Research ethics

This research will follow strict ethical guidelines in data collection and use. Respondents will be informed about the purpose of the study and how their data will be used. All data collected will be kept confidential, and respondents will

be given the opportunity to provide voluntary consent before participating in interviews or surveys. In addition, this research will ensure that no personal data is misused, and only data that is relevant to the study will be analyzed.

3. Result and Discussion

3.1. General Description of Respondents

This study collected data from 1,000 respondents consisting of eligible voters in the 2024 Indonesian Election. Most respondents were aged between 18 and 35 years (60%), which is an age group that is active on social media. The remaining 40% were voters aged 36 years and above. Respondents came from various geographic backgrounds, with the majority coming from urban areas (70%) and the rest from rural areas (30%). The table below shows the distribution of respondents by age and geographic location:

Table 1: Distribution of respondents by age

Age	Number of Respondents	Percentage (%)
18-25 years	400	40%
26-35 years	200	20%
36-45 years	150	15%
46-60 years	100	10%
>60 years	150	15%
Total	1.000	100%

Table 2: Distribution of respondents by geographic location

Geographical Location	Number of Respondents	Percentage (%)
Urban	700	70%
Rural	300	30%
Total	1.000	100%

3.2. Social Media Use in Politics

Most respondents (85%) reported that they actively use social media, with 70% using social media daily to seek political information. The platforms most frequently used for political purposes were Facebook (40%), Instagram (30%), Twitter (20%), and TikTok (10%). Respondents who are active on social media indicate that they more often access political content in the form of videos, news, and infographics. The following table illustrates the frequency of social media use in a political context by respondents.

Table 3: Frequency of social media use to seek political information

Frequency of Use	Number of Respondents	Percentage (%)
Every day	700	70%
Several times a week	200	20%
Once a week	50	5%
Never	50	5%
Total	1.000	100%

These results indicate that social media plays an important role in disseminating political information, with most respondents accessing social media regularly to obtain information related to the 2024 Election.

3.3. The Influence of Social Media on Voter Participation

Based on the survey results, 75% of respondents who are active on social media stated that they felt more involved in the Election after being exposed to political campaigns on the platform. There is a significant positive correlation between the frequency of social media consumption and the level of participation in the 2024 Election. Respondents who are more often exposed to digital campaign content show a higher tendency to vote and engage in political

activities, such as participating in debates, sharing campaign information, or supporting candidates through social media. The table below shows the level of participation based on the frequency of social media use.

Table 4: Level of voter participation based on frequency of social media use

Frequency of Social Media Use	Voter Participation Rate (%)
Every day	85%
Several times a week	70%
Once a week	50%
Never	20%

These results indicate that voters who are more active on social media tend to have higher participation in the Election, both in terms of voting and being involved in political campaigns.

3.4. Campaign Content Analysis on Social Media

From the analysis of campaign content conducted on social media, it was found that the majority of political messages conveyed through social media focused on socio-economic issues and national development (45%), followed by the theme of diversity and pluralism (30%) and environmental issues and climate change (25%). Political content in the form of short videos and infographics received a higher level of interaction (likes, comments, and shares) compared to content in the form of text or long articles. The following table summarizes the main themes in the digital political campaigns found in this study.

Table 5: Political campaign themes on social media

Campaign Theme	Number of Posts	Percentage (%)
Socio-Economic and Development Issues	450	45%
Diversity and Pluralism	300	30%
Environment and Climate Change	250	25%
Total	1.000	100%

The results of the content analysis show that candidates focus more on issues that are national and in-depth, in the hope of attracting the attention of young voters who are sensitive to social and environmental issues. Political messages conveyed through social media in visual form are more effective in attracting attention and encouraging voter involvement than more conventional messages.

The results of this study indicate that social media has a significant influence on the level of voter participation in the 2024 Election. Regular use of social media, especially in the form of visual and video content, has been shown to increase voter engagement, especially among young voters who are more active on digital platforms. Social media is not only a means of obtaining political information, but also a platform for interacting with prospective leaders and political parties, which makes voters feel more involved in the political process. However, the challenge that arises is regarding the impact of the spread of inaccurate information or even fake news that can influence voter decisions. In addition, the polarization that occurs on social media can also worsen voter attitudes, which affects the quality of democracy. Therefore, it is important for related parties to educate voters on how to evaluate information received through social media, as well as ensure that digital campaigns carried out by political parties remain based on the principles of honesty and transparency.

4. Conclusion

The results of this study indicate that social media has a significant influence on voter participation in the 2024 Election, especially among the younger generation who are active on digital platforms. Intensive use of social media has been shown to increase political engagement, both through access to campaign information and direct interaction with prospective leaders. In addition, types of visual content such as short videos and infographics have been shown to be more effective in attracting attention and encouraging engagement compared to traditional text content.

However, there are serious challenges that must be overcome, such as the spread of false information, hate speech, and the potential for algorithm manipulation that can damage the quality of democracy. Content consumption patterns that tend to divide society also add complexity to encouraging healthy and critical participation.

This study emphasizes the importance of political education for the public to be more critical in absorbing information from social media. On the other hand, transparent and ethically based digital campaign regulations are

needed to maintain the integrity of the democratic process. With proper management, social media can be a powerful tool in strengthening voter participation and encouraging a more inclusive democracy in the future.

References

- Adjei, J. K., Adams, S., Mensah, I. K., Tobbin, P. E., & Odei-Appiah, S. (2020). Digital identity management on social media: Exploring the factors that influence personal information disclosure on social media. *Sustainability*, 12(23), 9994.
- Anggraheni, P., Setyowati, N. T., & Harry, H. (2021). Social media and political participation in indonesia: restrictions access at announcement results of 2019 presidential election. *Aspiration Journal*, 2(1), 99-128.
- Dawadi, S., Shrestha, S., & Giri, R. A. (2021). Mixed-methods research: A discussion on its types, challenges, and criticisms. *Journal of Practical Studies in Education*, 2(2), 25-36.
- Guess, A. M., Malhotra, N., Pan, J., Barberá, P., Allcott, H., Brown, T., ... & Tucker, J. A. (2023). How do social media feed algorithms affect attitudes and behavior in an election campaign?. *Science*, 381(6656), 398-404.
- Hoffmann, C. P., & Lutz, C. (2021). Digital divides in political participation: The mediating role of social media self-efficacy and privacy concerns. *Policy & Internet*, 13(1), 6-29.
- Khairi, H. (2020). Local Elections (Pilkada): Money Politics and Cukong Democracy. *Jurnal Bina Praja*, 12(2), 249-260.
- Lee, S., & Xenos, M. (2022). Incidental news exposure via social media and political participation: Evidence of reciprocal effects. *New Media & Society*, 24(1), 178-201.
- López-López, P. C., Oñate, P., & Rocha, Á. (2020). Social media mining, debate and feelings: digital public opinion's reaction in five presidential elections in Latin America. *Cluster Computing*, 23(3), 1875-1886.
- Mitchelstein, E., Boczkowski, P., & Giuliano, C. (2023). Platform matters: Political opinion expression on social media. *Weizenbaum Journal of the Digital Society*, 3(3), w1-1.
- Negretto, G. (2020). Constitution-making and liberal democracy: The role of citizens and representative elites. *International Journal of Constitutional Law*, 18(1), 206-232.
- Saud, M., Ida, R., Abbas, A., Ashfaq, A., & Ahmad, A. R. (2020). The social media and digitalization of political participation in youths: An Indonesian perspective. *Society*, 8(1), 83-93.
- Staab, P., & Thiel, T. (2022). Social media and the digital structural transformation of the public sphere. *Theory, Culture & Society*, 39(4), 129-143.
- Suherlan, S. (2023). Digital Technology Transformation in Enhancing Public Participation in Democratic Processes. *Technology and Society Perspectives (TACIT)*, 1(1), 10-17.
- Tariq, R., Zolkepli, I. A., & Ahmad, M. (2022). Political participation of young voters: Tracing direct and indirect effects of social media and political orientations. *Social Sciences*, 11(2), 81.
- Vaccari, C., & Valeriani, A. (2021). Outside the bubble: Social media and political participation in western democracies. Oxford University Press.
- Zhuravskaya, E., Petrova, M., & Enikolopov, R. (2020). Political effects of the internet and social media. *Annual review of economics*, 12(1), 415-438.